

## Researching Local Community Satisfaction in Mihai Viteazu Village

Adriana Ioana Filip (Croitoru)

*“Valahia” University of Targoviste, Doctoral School of Economics and Humanities /  
Management, Romania*

[filipadrianaioana@yahoo.com](mailto:filipadrianaioana@yahoo.com)

Monica Ioana Toader

*University of Agricultural Sciences and Veterinary Medicine of Cluj Napoca, Romania*

[monica.ioana66@yahoo.com](mailto:monica.ioana66@yahoo.com)

### Abstract

*Satisfaction represents a major factor for success, and when it comes to relationships between tourists, local communities and state authorities, each one of them is involved in the tourism processes.*

*The local community discuss continuously with the customer and with other customers to discover ways to deliver better value.*

*The suggestions about improvements that can be made by the local community to raise tourists' satisfaction are very important. On the other hand, local community satisfaction will determine the tourists' satisfaction.*

*In this new perspective, the local community in a village plays a crucial role in raising the tourism and economic potential. Why? Because: local community is involved in any process related with tourism and with the state authorities also. Researching local community satisfaction in Mihai Viteazu village represented our paper goal and the results have shown that local community in Mihai Viteazu village is satisfied in a proportion of 75%.*

**Key words:** Tourism, satisfaction, research, marketing, local community

**J.E.L. classification:** Z3, M31

### 1. Introduction

The satisfaction represents „a fulfilment of one's wishes, expectations, or needs, or the pleasure derived from this” (Siebert et.al., 2019). While satisfaction is sometimes equated with performance; it implies compensation or substitution whereas performance denotes doing what was promised (Li et.al, 2019).

The relationships between tourists, local communities and state authorities play an important role in the tourism processes. The local community discuss continuously with the customer and with other customers to discover ways to deliver better value.

The suggestions about improvements that can be made by the local community to raise tourists' satisfaction are very important. On the other hand, the local community satisfaction will determine the tourists' satisfaction.

In this new perspective, the local community in a village plays a crucial role in raising the tourism and economic potential. Why? Because: the local community is involved in any process related with tourism and with the state authorities also. Researching local community satisfaction in Mihai Viteazu village represented our paper purpose.

## 2. Theoretical background

A relevant characteristic of any community is supported by the differentiating level of the community development process. Thus, the existence of the specific differentiating characteristics may contribute to precise highlight of the strategic elements of the community (Cucerzan, 2010). A community which is satisfied and feels prosperous with its economical welfare is interacting much better with the potential tourists. The interaction implies fulfilling of tourists' needs, their proper guidance and counselling (Dachin, 2003).

At the level of Cluj County, an action plan was created for the period 2014-2020 and its main goal represents the elaboration and updating the Development Strategies. The purpose of existence of such strategy is maximizing the chances of the Mihai Viteazu commune and its members to access non-refundable funds for the economic and social development of the commune.

Mihai Viteazu commune is part of Transilvania region, which lies in the south-eastern part of Cluj County at the western border of the Transilvania Planes and mostly the depression Turda - Câmpia Turzii, formed in the middle-stream and down-stream of Arieş river. The Turda - Câmpia Turzii depression is having a land area surface of 4753 ha, from which 1129 ha is Mihai Viteazu commune (Mihai Viteazu 880 ha, Cheia 114 ha, Corneşti 135 ha). The administrative centre of the Mihai Viteazu commune is the Mihai Viteazu village which lies on the national road 75 (DN75) Turda – Câmpeni, at 6 km away from Turda city.

From the geological point of view, it predominates meadow and terrace riverbeds. These geological formations constitute the base ground of Mihai Viteazu and Corneşti villages, both of them situated on the third terrace of the right bank of Aries River, on the terrain with gentle and very gentle slopes (small tilt angle) to the south.

Within Mihai Viteazu commune there are recorded around 200 economical agents, in various activity domains like: commerce, tourism, constructions, agriculture, services and industry. In Mihai Viteazu commune the main occupation of the population is agriculture. Here are being developed a wide range of agricultural activities. The economical entities recorded on the Mihai Viteazu commune with agricultural activity domain are representing 6% from the total number of the economical agents (Bi et. al, 2019).

The stable population represents the population made up of persons that live in the commune with all its component villages, with the residence address in one of the commune villages at that time. Thus, according to the census of 2018, the stable population of the Mihai Viteazu commune is made up of 5423 persons, where 4129 persons are in Mihai Viteazu village, 769 persons are in Corneşti village and 525 persons are in Cheia village.

Considering the number of persons and their repartition on the Mihai Viteazu commune component villages, it can be observed that Mihai Viteazu village has the biggest percentage / impact regarding the stable population, consisting of 76%, Corneşti village represents 14% and Cheia village represents 10%.

In conformity with the data taken from the Agricultural Register of the Mihai Viteazu commune, in the commune exists a total number of 2534 farm households (1897 farm households in Mihai Viteazu village, 355 farm households in Corneşti village and 282 farm households in Cheia village).

## 3. Research methodology

The questionnaire is a research instrument which comprises a certain number of questions, which are arranged in a logic and successive order that tend to form a whole. By applying the questionnaire, the inquiry operators must record in written format all the data they receive. If the questionnaire is well structured, then the research project might just have a real success.

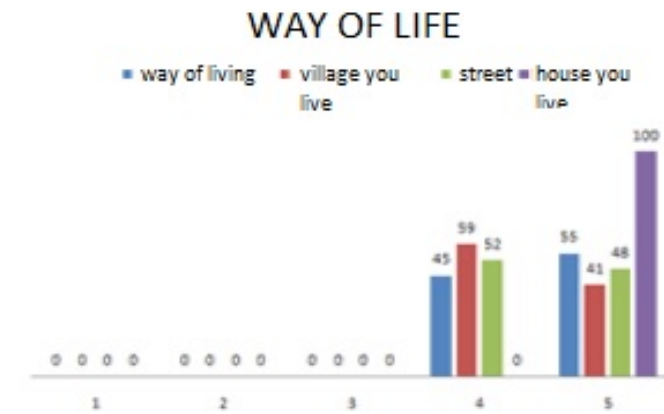
The questionnaire has been applied to 100 residents in Mihai Viteazu commune with the purpose of following the satisfaction level of the local community and their welfare level. Data collecting process has been carried out on the field, on site, in Mihai Viteazu commune, between May 2018 and August 2018.

#### 4. Findings

Regarding the question „How long have you lived in the commune?”, it resulted that a number of 45% of individuals have answered (checked in the questionnaire) they have lived between 20-40 years in the commune; 30% have answered they have lived in the commune between 10-20 years and 25% of individuals have answered they have lived for more than 40 years in the commune. Thus, the population of the Mihai Viteazu commune is not an old one yet.

How satisfied are you in general about the following (see Figure no. 1)?

Figure no. 1. The way of life for the local community of Mihai Viteazu commune



Source: Made by the authors

The statement, „the satisfaction about personal way of life” (Fig. 1), the maximum grade is 5 representing the „very satisfied” answer and corresponds to 55% of the responses. The minimum grade is 4, resulting 45% of the responses.

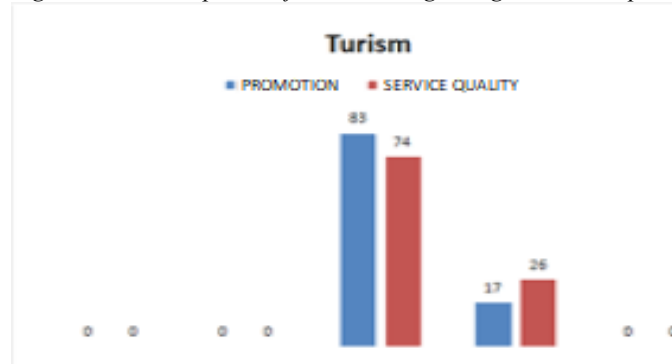
The next statement, „the village where you live” (Fig. 1), the maximum grade is 4, „satisfied” and corresponds to 59% of the responses. The grade 5, „very satisfied”, corresponds to 41% of the responses. According to collected results the village is very well developed.

The third statement, „the street where you live” (Fig. 1), leads to 52% of responses with grade 4 and 41% of responses with grade 5. This statistic highlights the inhabitants of the commune are satisfied about their chosen street.

The last statement, „your house / place” (Fig. 1), leads to 100% of responses to be graded as 5, meaning the people are very satisfied about their houses.

Next, we wanted to find out the local community’s opinion about the practiced tourism in the Mihai Viteazu commune (see Fig. 2) (Marin-Pantelescu, 2009).

Figure no. 2. The opinion of the locals regarding the tourism practiced in Mihai Viteazu commune



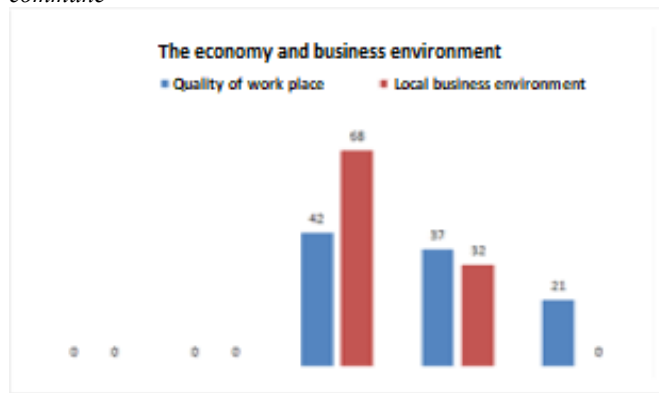
Source: Made by the authors

Promoting the touristic objectives from the surroundings of the commune (Fig. 1) are representing 83% of the responses with grade 3 and 17% of the responses with grade 4. This means that on the commune level there are some minuses / weaknesses regarding the process of promoting the image of the commune on the tourism “realm” (marketing process).

To increase the promoting process of the commune (touristic level) it is proposed to access more funds.

The service quality of the provided accommodation units (see Fig. 2) is forecasted to be 74% with grade 3 (average) and 26% with grade 4 (satisfied / good). The accommodation units’ services must be extended and substantially improved for better image impact on the tourism level. In this way the visibility and image of the commune will increase as well as the number of tourists.

Figure no. 3. Locals’ opinion regarding the economy and business environment of the Mihai Viteazu commune

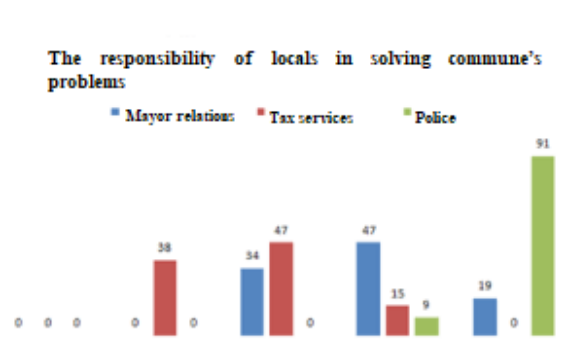


Source: Made by the authors

The quality of the work / job environment (Fig. 3) corresponds to 21% of the responses with grade 5 (very good / very satisfied), which is a small percentage because the commune lacks jobs and often, the locals are forced to look for a job elsewhere (outside the commune). Grade 4 (good / satisfied) corresponds to 37% of the responses and 42% of the responses corresponds to grade 3 (average). These forecasts are more or less at the same level resulting, somehow, in very strict employers (Merce et. all, 2009).

The local business environment corresponds to 68% of the responses (Fig. 3) with grade 3 (average), resulting in this case that development (as a direct action) of the local business is necessary. In present we have 56% level of local development, percentage given by the agricultural activities where we can identify four big local producers. Commerce represents 25%, resulted from the agricultural products. In this case (agricultural products), the commune is very famous for its sweet onion of Arieş. Also, 32% represents the responses (also Fig. 3) corresponding to grade 4 (good / satisfied) (Ulrich et. all, 2019).

Figure no. 4. The satisfaction of the locals regarding the relation / interaction with the authorities in Mihai Viteazu commune



Source: created / made by the authors

The relation / interaction with the mayor office corresponds to 34% of the responses with grade 3 – average (see Fig. 4) and 19% of the responses are corresponding to grade 5 (very good / very satisfied). This relation is given: by the access to the local data of the commune and by informing the locals about all the implementations and activities conducted. For example, before starting some local projects (which were already implemented at the present time), it was conducted a feasibility study (a detailed analysis) regarding the real needs of the locals (Oțiman et. all, 2013).

The relation / interaction with the Taxes and Fees Service (Fig. 4) is corresponding to 38% of the responses with grade 2 (the minimum score – below average) and 47% of the responses with grade 3 – average. From these forecast results that the citizens of the commune are not attracted by the taxes and fees (Rusu et. all., 2011).

The relation / interaction with the Police Service is corresponding to 9% of the responses with grade 4 (good / satisfied) and to 91% of the responses with grade 5 (maximum grade – very satisfied). According to the graphic from Fig. 4 and judging by the number of questionnaires applied, we conclude that the locals have a close relation with the Police Service (they feel protected and defended by this Service) (Rusu et. all, 2008).

## 5. Conclusions

In the present paper we studied / presented the satisfaction level of the community of Mihai Viteazu commune, Cluj County. In this research activity / study we wanted to identify some relevant aspects regarding the local community and the first aspect considered was: how happy are the locals regarding their way of life. They (the locals) declared themselves very satisfied (55% of the locals) and satisfied (45% of the locals). These answers are contributing in a good way for the commune.

Also, we wanted to hear the opinion of the locals regarding tourism in the commune / area. Thus, 17% of the locals declared themselves pleased / satisfied about the tourism practiced in the area, but 83% gave only 3 points on a scale from 1 to 5, where 5 is the maximum score / grade. In this way, we propose new measure for promoting the Mihai Viteazu commune: on the Internet, on specific websites, on social networks and by more visible and customized traffic signs highlighting, where the case, potential local attractions (churches, museums, special buildings with rare architecture, special markets, special unique relief structures of the area, special / famous local people, etc.).

The quality of the services in Mihai Viteazu commune must be improved and diversified according to locals' opinion and approximate 74% of them support this idea.

The quality of the work environment corresponds to 21% with maximum satisfaction (grade 5). It is a low percentage because of the lack of jobs in the area and the locals are forced to travel bigger distances (or to relocate) for a job. Also, 37% of the responses have the grade / score 4 (satisfied) and 42% of the responses are having an average grade (score 3). Here, a strict employer(s) can lead to these results.

The local business environment corresponds to 68% of the responses given for an average score 3, which means the necessity of developing (with some smart and courageous initiatives) the local business environment. In the present, we have a 56% development point which is given by the existence of four big agricultural economical entities (producers). Then, commerce is represented by 25% (very satisfied) resulted from the agricultural products (the commune is famous for its sweet onion of Aries) and 32% of the people are only satisfied. The relation / interaction with the authorities is good and the locals have a close relation with the police.

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