

## TOURISTS SATISFACTION FOR THE CORVINILOR CASTLE

DUMA GEORGIANA NICOLETA<sup>1</sup>, MOCĂNAȘU BIANCA<sup>1\*</sup>,  
PEȚ ELENA<sup>1</sup>, GORDAN MARIUS-IONUȚ<sup>1</sup>

<sup>1</sup>*University of Life Sciences "King Mihai I" from Timisoara,  
Faculty of Management and Rural Tourism, Romania*

\*Corresponding author's e-mail: bianca.mocanasu31@yahoo.com

***Abstract:** This paper presents an analysis of reviews from tourists who have visited the Corvinilor Castle, situated in Hunedoara County, surrounded by breathtaking natural landscapes, making it a destination worth exploring primarily for its historical and cultural significance. We have chosen to focus on Corvinilor Castle due to its significant role as a tourist attraction in Hunedoara County, a long-standing imposing structure that has been renovated and transformed into a museum. The site boasts a diverse range of tourist activities, including various events and multiple engagements, making it a compelling subject for investigating tourist satisfaction.*

**Key words:** *Corvinilor Castle, cultural tourism satisfaction, tourist satisfaction*

### INTRODUCTION

The interaction between customer satisfaction and the success of tourism services has been a subject of considerable scholarly interest. In the pursuit of meeting the diverse needs of tourists, various approaches have been employed over the years to assess satisfaction. Recognizing that satisfaction is a pivotal element in fostering an enduring relationship with customers, tourism service providers continually strive to customise their offerings to meet the expectations of an ever-evolving tourist demographic [1,7,13].

Against this backdrop, this paper focuses on exploring the status of the satisfaction for the Corvinilor Castle, situated in the heart of Hunedoara, Romania. As a paramount representative of medieval architecture in Romania and a poignant relic of Transylvanian history, Corvinilor Castle, also known as Hunyadi Castle or Hunedoara Castle, occupies a unique position as a cultural and tourist landmark [3,6,11]. Its enduring allure attracted a diverse array of global (especially since joining the EU) and local visitors who seek to delve into the rich historical tapestry woven within its walls [9,14]. As such, the primary objective of this paper is to analyze the satisfaction levels of individuals who visited this landmark.

Tourist satisfaction is shaped by a combination of factors, encompassing both tangible and intangible elements [12]. The intrinsic cultural and historical significance of a destination, along with its physical environment, accessibility, and amenities, contributes significantly to overall satisfaction [15]. The quality of services, encompassing the behavior of staff, plays a crucial role, and the perception of safety and security is integral to visitor satisfaction [2]. Additionally, the value-for-money proposition, social and environmental responsibility, and opportunities for cultural exchange further influence the overall impression tourists have of a destination [4].

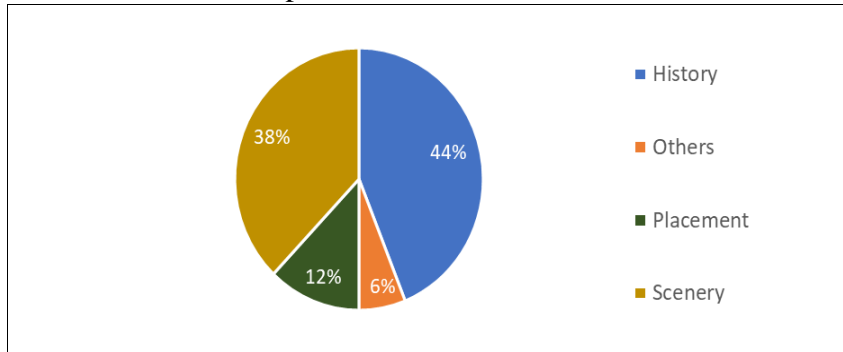
### MATERIALS AND METHODS

Employing a cross-sectional study design, this research examined tourists' satisfaction levels during their visits to Corvinilor Castle through a questionnaire. This research method allowed us to utilize a set of research items that explore the various aspects of the visitor experience. Specifically, the research investigated tourists' intentions to revisit the castle [5], their agreement or disagreement with statements pertaining to critical facets of their touristic experience, such as accessibility [8,10], the overall scenery [17], interactions with the staff [16], and their perception of the existing amenities [8]. This

approach ensured a thorough exploration of the nuanced dimensions influencing visitor satisfaction, providing a holistic understanding of the strengths and potential areas for enhancement within the tourism service at Corvinilor Castle.

### RESEARCH RESULTS

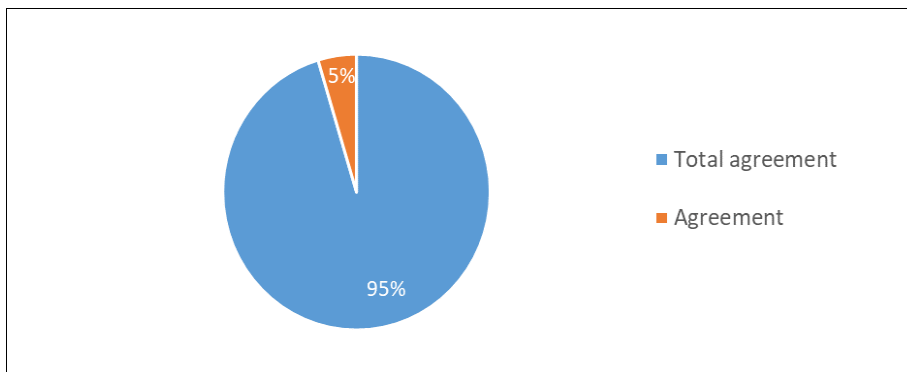
As evidenced in Figure 1, tourists were primarily motivated by historical interest, with 44% of respondents citing history as the most significant factor influencing their visit. This underscores the castle's role as a compelling historical landmark, drawing visitors who seek a deeper connection with the past.



**Figure 1. Major driving factors for visiting the Corvinilor Castle**

*Source: own calculations*

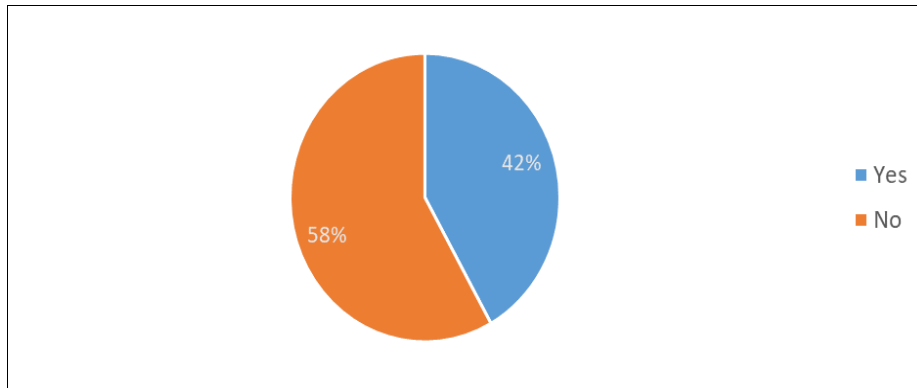
Scenery was reported to be the most significant factor by 38% of respondents, underscoring the importance of aesthetic appeal and natural beauty in shaping the overall visitor experience.



**Figure 2. Respondents response to the following statement “The Corvinilor Castle is situated in a scenic location.”**

*Source: own calculations*

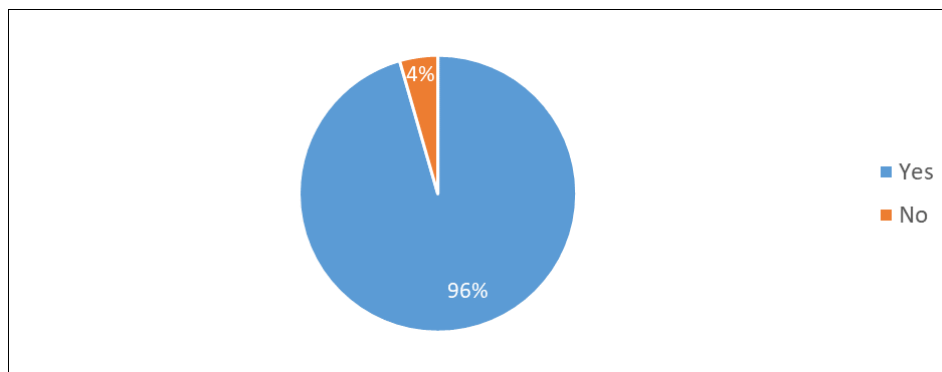
An overwhelming majority of respondents, constituting 95%, expressed a high level of agreement with the statement asserting that the Corvinilor Castle is situated in a scenic location. This resounding consensus underscores the collective perception of the castle's enviable placement within a picturesque setting, highlighting the significance of the surrounding landscape in contributing to the overall appeal of the destination.



**Figure 3. Reported food consumption on the premises of the castle**

*Source: own calculations*

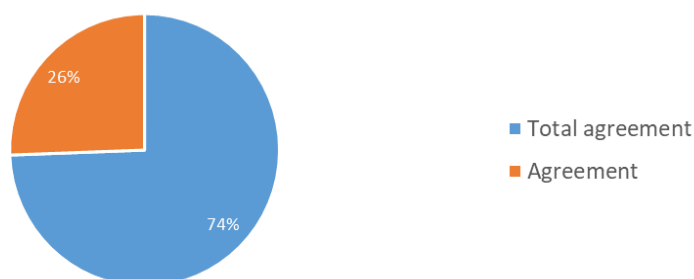
A noteworthy observation was that a majority of respondents did not partake in the consumption of beverages or food items at the location of Corvinilor Castle. This suggests that while the castle serves as a cultural and historical attraction, it may not be perceived as a primary venue for culinary experiences.



**Figure 4. Previous visit to Corvinilor Castle**

*Source: own calculations*

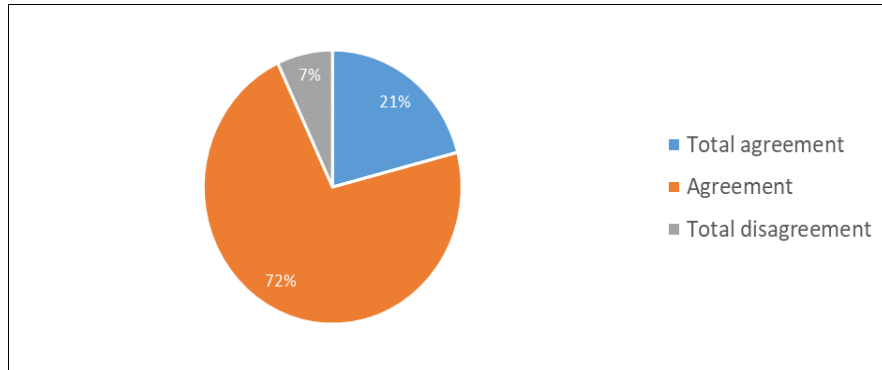
The survey results reveal a notable trend in visitor engagement, with the majority of respondents having experienced Corvinilor Castle firsthand. Specifically, a substantial percentage, constituting the majority, have visited the castle, underscoring its widespread appeal as a tourist destination. Conversely, a relatively modest 4% of respondents indicated that they have never been to Corvinilor Castle.



**Figure 5. Respondents response to the following statement  
“The Corvinilor Castle staff is friendly”**

*Source: own calculations*

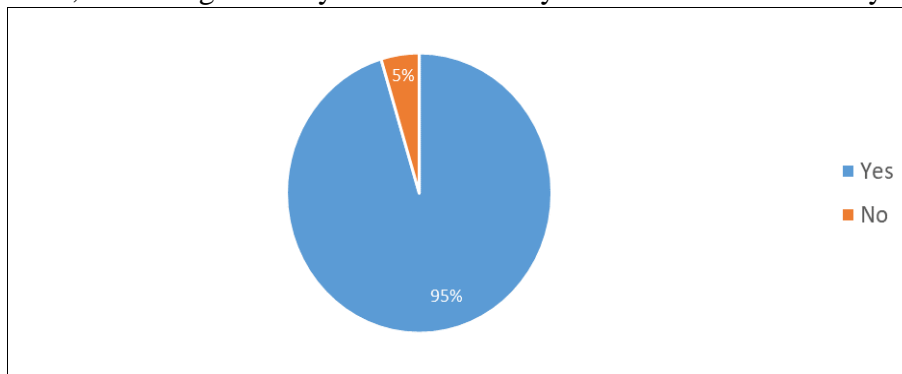
The assessment of staff friendliness at Corvinilor Castle reflects an overwhelmingly positive sentiment among the respondents. A substantial 74% of participants rated the staff as "very good," emphasizing a high degree of friendliness and dedication in their interactions with visitors. Additionally, 26% of respondents still considered the staff's performance as "good," further contributing to the positive overall evaluation. This collective perception underscores the commendable efforts of the staff in creating a welcoming and hospitable environment for visitors.



**Figure 6. Respondents response to the following statement  
“I know the history of the Corvinilor Castle**

*Source: own calculations*

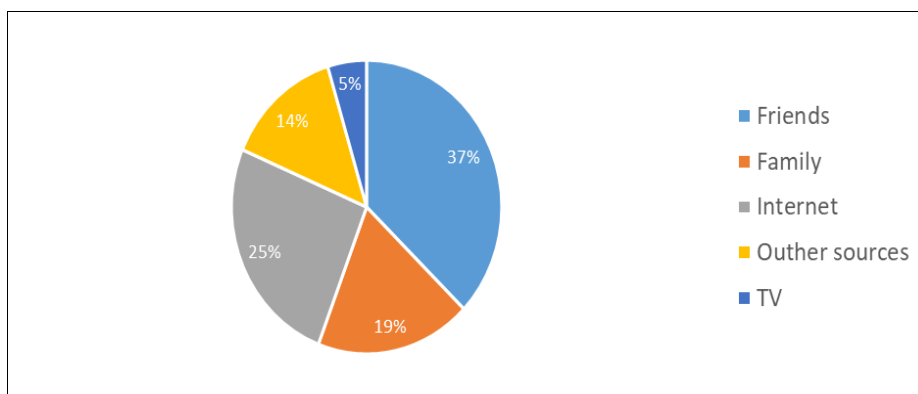
The data presented in the figure underlines three distinct categories within the respondents' familiarity with the history of Corvinilor Castle. Notably, a minority of 7% indicated that they do not possess any knowledge of the castle's history. In contrast, a significant majority, comprising 72% of the respondents, reported a good understanding of the castle's history, reflecting a commendable level of awareness among this segment. Furthermore, an appreciable 21% of respondents demonstrated an even more extensive comprehension, indicating that they know the history of Corvinilor Castle very well.



**Figure 7. Respondents response to the following statement  
“The events held at the Corvinilor Castle are interesting and attractive”**

*Source: own calculations*

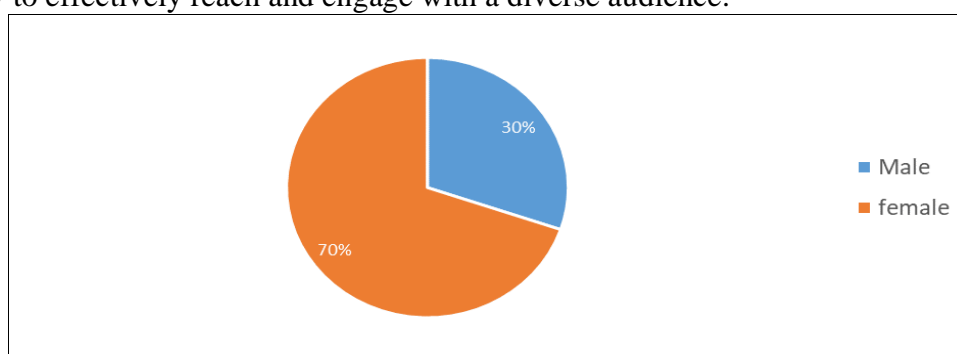
The survey data indicates a positive response to the question concerning the perceived interest in events taking place at Corvinilor Castle, with a notable 75% of respondents affirmatively answering in the affirmative.



**Figure 8. Sources of information for visiting the Corvinilor Castle**

*Source: own calculations*

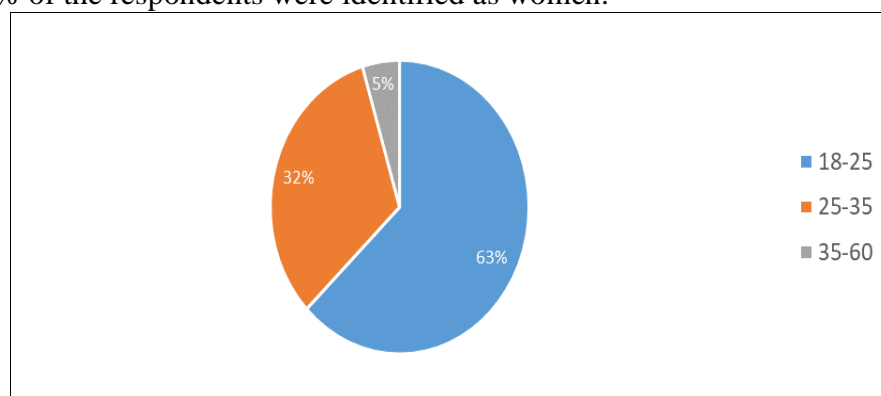
Respondents' awareness of Corvin Castle varied across multiple channels, as revealed by their responses to the question about how they first heard about the castle. The most prevalent source was friends, with 37% citing personal recommendations, underlining the significance of word-of-mouth in disseminating information. Digital channels played a substantial role, as 25% learned about the castle from the internet. Family connections contributed to awareness for 19%, while 14% attributed their knowledge to various other sources. Traditional media, specifically television, played a smaller but notable role, with 5% of respondents learning about Corvin Castle through this medium. This diversified mix of information sources highlights the importance of a comprehensive and varied marketing strategy to effectively reach and engage with a diverse audience.



**Figure 9. Gender of respondents**

*Source: own calculations*

70% of the respondents were identified as women.



**Figure 10. Age groups of respondents**

*Source: own calculations*

The figure illustrates a distinct age distribution among respondents who visited Corvin Castle, with 63% falling within the 18-25 age category, indicating a significant presence of younger individuals. The 25-35 age group constitutes 32% of respondents, while the 35-60 age category represents a smaller 5%.

## CONCLUSIONS

In conclusion, Corvin Castle stands out as a significant tourist attraction in Hunedoara County, drawing visitors who express satisfaction with their experiences at this historical site. The survey findings indicate a diverse range of motivations for visiting the castle, with historical interest and scenic allure being prominent factors. Notably, the majority of respondents demonstrated a strong knowledge of the castle's history, reflecting a keen interest among visitors. The positive ratings for staff friendliness, coupled with high levels of agreement regarding the interest in events at the castle, contribute to the overall positive visitor sentiment. Moreover, the diverse sources through which tourists first learned about Corvin Castle, along with the demographic insights related to gender and age, provide valuable information for strategic planning and targeted marketing efforts. Overall, Corvin Castle emerges as a culturally rich and well-received destination, affirming its importance in the tourism landscape of Hunedoara County.

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