Residents' perceptions and attitudes toward tourism development in urban destination

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Abstract: The residents' perceptions and attitudes toward tourism became an actual topic analyzed in different research nowadays. One of the main reasons is the enhancer role of residents as a stakeholder to the tourism development through local resources in a destination. Cities are attracting an increasing number of tourists each year and city trips are a real boom business all around the world. The main purpose of the study is to identify the perceptions of the residents regarding the development of the tourism industry in an urban destination from a developing country. The research analyses the attitudes toward tourism from the perspective of the locals. A descriptive longitudinal research was used to collect data from inhabitants of Cluj-Napoca, Romania during 2017-2019. The study reveals that 94% of the residents consider that Cluj-Napoca has a developed tourism potential. 85% of the respondents had the opportunity to interact with tourists visiting the city. 36% of the locals are not influenced in their daily activities by the tourism development. Only 4% of those who consider that their personal life is influenced by the tourism development in the city mention a negative personal impact of tourism.

Keywords: residents' perceptions; resident's attitudes; resident-tourist interaction; destination tourism impacts; resident's support; local community satisfaction

1. Introduction and literature review

Studies regarding the residents' perceptions and attitudes toward tourism became a common research subject due to their contribution as an important stakeholder to the tourism development in a destination [1-3]. Since the 70's, extensive studies have investigated residents' attitudes towards tourism development and identified various factors that can influence their attitudes: socioeconomic factors, spatial factors, economic dependency on tourism, and the ways residents perceive the impacts of tourism [4]. The residents are directly affected by the tourism and the tourists. In general, previous studies suggest that resident's support for tourism development is a function of their evaluations of the potential economic, socio-cultural, and environmental [4]. Lin et al. showed that residents perceived economic and social-cultural benefits of tourism development have positive effects on both value co-creation and life satisfaction, while perceived costs have negative effects [5]. Studies on tourism impacts framework were classified by different authors considering [4]:
- a two-dimensional approach – positive (benefits) and negative (costs) perceived tourism impact,
- a three-dimensional approach – perceived economic impacts, socio-cultural impact, and environmental impact,

- overall perceptions.

As city governments usually aim to improve tourism, and for a successful interaction to happen, they depend on the city's residences' positive attitudes towards tourism [6]. Nowadays, urban tourism has become one of the fastest growing travel segments worldwide since it is increasing with about 25%, and with urban tourism we mean a type of tourism activity which takes place in an urban space with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade, and services and by being nodal points of transport [7].

A positive tourist-resident interaction is vital in urban tourism; therefore, the local community and its hospitality has received a growing attention lately [3]. The local community contribute to the sustainability of the industry, and it influences the process of development within the tourist destination. Thus, together with the attractions and the services, the success of the destination is also dependent on residents' hospitality. Tourism can be perceived as both positive (economic benefits) and negative (socio-cultural effects) by the residence [8], therefore is it important to use a holistic approach and examine residents' attitudes in combination with the actual characteristics of the destination in question. In a research conducted in 2008, Gu and Ryan [9] pointed this out, however, the following research has not "compared placed-based attitudes in different cultural contexts" and "the role of culture and local identity remains unclear" [3, p.163]. With this lack of knowledge, it is hard for the urban destinations to prepare their citizens and increase their knowledge of the urban areas uniqueness when meeting the tourists.

The urban 'place' under scrutiny together with the 'identities' of its citizens, are loaded concepts defined by using 'meaning' attached to them. For example, Stets and Biga define identity as "a set of meanings attached to the self that serves as a standard or reference that guides behavior in situations" [10, p.401]. How will the residence identity affect how they behave towards the tourist and urban tourism? Previous studies had revealed that residents who perceive their city to be unique have more concern towards tourism impact [11,12,3]. This means that urban destinations without the same uniqueness may benefit from encouraging events (sport and cultural) where the city could be showcased – to enhance the self-esteem and boost the residents' identity. Tourism may provide better life for the residents because the city may develop itself because of it. To maximize the potential of tourism and contribute to a sustainable growth in the destination, management of urban tourism must be managed and integrated in the wider political agenda [13,14,15].

The present research is focused on analyzing perceptions and attitudes of the residents from a Romanian urban destination, Cluj-Napoca and their unique role in the tourism destination development considering. Cluj County is situated in the heart of historical province of Transylvania and is one of the most important communication points (roads, railways, and airway) in the country. Cluj-Napoca, the municipality of the Cluj County, is the second city in the national hierarchy as a polarization potential after the capital – Bucharest -, influencing the entire Transylvania [15]. According to the last census in 2011, the official population of Cluj is 324,576 [16], but, in 2019, in real, the number is almost double. The city of Cluj-Napoca is considered the "capital of Transylvania". It is an important academic, cultural, and business center offering various attractions - cultural and historical monuments, a diversified portfolio of accommodation establishments, restaurants, clubs, important events, interesting, young, and hospitable people and an attractive natural-geographic space that make from Cluj-Napoca an interesting tourist destination for various types of tourists [15,17]. Cluj-Napoca is considered a city with strong tourist potential. The top Forbes Best Cities 2019 considered that Untold and Electric Castle music festivals, as well as other festivals such as TIFF or TIMAF, will become other consistent sources of revenue for the county [18]. The number of tourist arrivals had an increasing trend from 261,343 arrivals in 2007 to 371,505 arrivals in 2016 and a record of over 542,000 visitors in 2017 [19]. Cluj-Napoca is well known for its higher education institutions, which account about 55,000 students of which over 30,000 attend the courses of the Babeş-

Bolyai University, the largest in the country [19]. The most successful is IT industry, attracting giants like Google, Emerson, Endava, Bosch or Microsoft.

According to Forbes.ro, Cluj-Napoca has been in the last years the most dynamic city in Romania, competing in terms of the complexity of the services it can cover, especially due to the good training of the workforce. The acronym for the city is Cluj-Napoca, in permanent development. Ernst & Young placed Cluj-Napoca in 29th place in a ranking that measures the quality of life in 72 cities in Europe, being 26 places higher than Bucharest [18].

2. Materials and Methods

The present study is focused on a better understanding of the resident's perceptions and attitudes toward tourism development in urban destination. For investigations, an exploratory and a descriptive research were performed. To explore the field of tourism development in urban destination it was used a secondary data research on different sources from Romania and abroad. To identify the different types of attitudes and perceptions among residents from an urban destination, Cluj-Napoca, Romania the survey, as research method, was used and for data collection it was performed a face-to-face interview with the residents from Cluj-Napoca, Romania. Involving an elaborate data collection and processing work, the research was a longitudinal one and last three years (2017-2019). The first part of the research started during 2017, the second part in 2018 and the last part during 2019.

As data collection instrument, it was implemented a questionnaire made up of 20 questions that wanted to identify several issues concerning the perceptions and attitudes of the residents toward tourism development in urban destination. Different types of questions were formulated, both structured and unstructured questions, pre-coded with given answers and questions with scaled answers to find different aspect about resident's perceptions and attitudes. The questionnaire was structured in two parts. The first one contains 11 questions which offer basic information for the research such as: the local's perception about tourist potential of Cluj-Napoca, the resident's opportunity to interact with tourists visiting the city, the activities involved in concerning tourists, the identification and understanding of the impacts of tourism on destination and on local's personal life, etc. The second part includes other 9 questions bringing socio-demographic information used for the classification of the respondents (the age of the respondents, the gender, their education, occupation, monthly average income, nationality, the year since they live in Cluj-Napoca, marital status, and residence-street/ neighborhood) [20].

Being mainly an empirical and exploratory research, the random sampling [20] of data was relied. A sample of 1014 valid questionnaires were retained in the analysis. Before applying the questionnaires to a representative sample for the residents from an urban destination (Cluj-Napoca, Romania), the questionnaire was pretested using students as respondents to find out if the questions are clear enough, if they are understandable from all viewpoints, if they are in the right order and if the answers provided are sufficient. Another tested aspect was the time needed to fill-in the questionnaire. For data validity and reliability Cronbach's Alpha coefficient was performed in SPSS (v 15) [14, 20].

The present paper uses only a part of the data collected in this marketing research. The main purpose of the present research is to identify the resident's perception and attitudes toward tourism development from Cluj-Napoca as an urban destination and involvement of the community in tourism related activities.

3. Results and discussions

The study analyses the questionnaire considering two main groups of information: one regarding the implication of residents in tourism and other referring to the impact of tourism perceived by residents. The question evaluated with an attitudinal scale regarding the involvement of the community in tourism related activities was correlated with

residents' perceptions about tourism potential development, the opportunity to interact   151
with tourists, the perceived type of tourism practiced in destination and demographic   152
characteristics of the sample. Table 1 consists of descriptive statistics of the above scores   153
and the Cronbach's Alpha coefficient.   154

Table 1. Scores and Cronbach's Alpha coefficient.   155

	Mean	Std. Deviation	Cronbach's Alpha
I have informed by telephone other people regarding activities that take place in Cluj-Napoca	2.87	0,9	0.84
I have ever "liked" a page/ post promoting the city	3.09	0.89	0.83
I have shared an event or activity from/ about the city	2.81	1.01	0.83
I have spoken with somebody about the activities that take place in Cluj-Napoca	3.26	0.74	0.84
I have showed to somebody pictures with the city	3.13	0.83	0.84
I have „checked-in" in a specific location/ at a specific event	2.79	1.04	0.83
I have commented with the Hashtag „#Cluj"	2.07	1.11	0.84
I have posted pictures with different attractions/ tourist objectives from the city	2.73	0.97	0.82
I have talked with people about the opportunities offered by Cluj-Napoca (educational, business, cultural, etc.)	3.27	0.76	0.84
I have promoted the tourist destination Cluj-Napoca	2.93	0.91	0.83

Source: developed by the authors   156
    157

The question evaluated with a Likert scale regarding the impact of tourism perceived   158
by residents was correlated with the influence of tourism on residents' personal life, the   159
contributions of different aspects to the perceived tourism development in destination   160
and demographic characteristics of the sample. Table 2 consists of descriptive statistics of   161
the above scores and the Cronbach's Alpha coefficient.   162

Table 2. Scores and Cronbach's Alpha coefficient   163

	Mean	Std. Deviation	Cronbach's Alpha
Generates income for civic projects	4.12	0.75	0.81
Improves the city's image	4.49	0.62	0.81
Increases the level of education	4.12	0.84	0.80
Offers opportunities for spending free time	4.43	0.71	0.80
Makes the locals "proud"	4.12	0.89	0.80
Encourages the offer of new facilities	4.18	0.74	0.80
Improves the relations between locals and visitors	3.82	0.89	0.80
Creates employment opportunities	4.22	0.82	0.81
Creates the opportunity for shopping	3.91	0.97	0.80
Offers recreation activities for families	4.12	0.84	0.80
Contributes to maintaining the local culture	3.98	0.94	0.80
Contributes to increasing the standards of living	4.13	0.82	0.80
Contributes to creating the solidarity in the community	3.74	0.87	0.80
Contributes to developing the city's cultural life	4.27	0.74	0.80
Increases the criminality rate	2.90	1.23	0.83

Contributes to increasing the traffic crowd	4.26	0.9	0.82
Overloads the local public services such as police, firemen, utilities, roads	3.62	1.12	0.82

Source: developed by the authors

The reliability analysis was evaluated through Cronbach's Alpha coefficient, obtaining all values of and over 0.8 for each part of the questionnaire demonstrating a good internal structure of the used scales. Because the values are positive means that all the items are in concordance with the general idea of the questionnaire. The obtained values suggest that each brings a positive intake to the questionnaire.

Figure 1 presents the Cluj-Napoca residents' opinion regarding the tourist potential. A majority of 94% of respondents consider Cluj-Napoca as having a developed tourist potential and only about 1% who are disagree with the assumption.
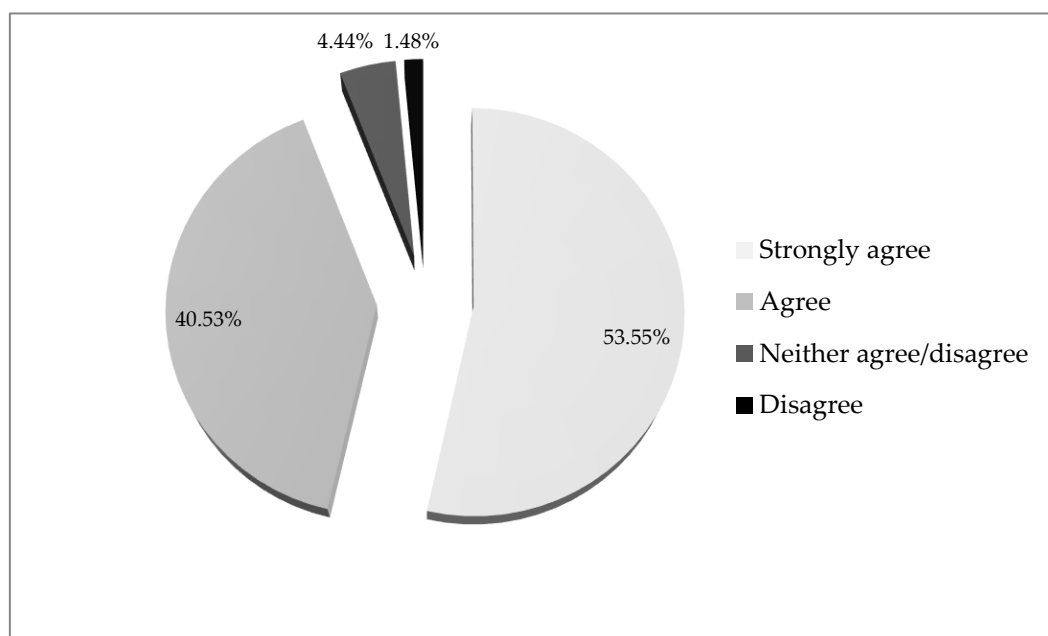

Figure 1. The city of Cluj-Napoca has a developed tourist potential.

Source: developed by the authors

Figure 2 reveals that 85% of the respondents had the opportunity to interact with tourists showing an open attitude regarding tourism development and also, a high degree of acceptance and tolerance of visitors in this city. There are small differences between those who interact with tourists considering the length of residence in Cluj-Napoca. The results show that those living in Cluj-Napoca between 10 and 15 years are more involved in interaction than other categories.
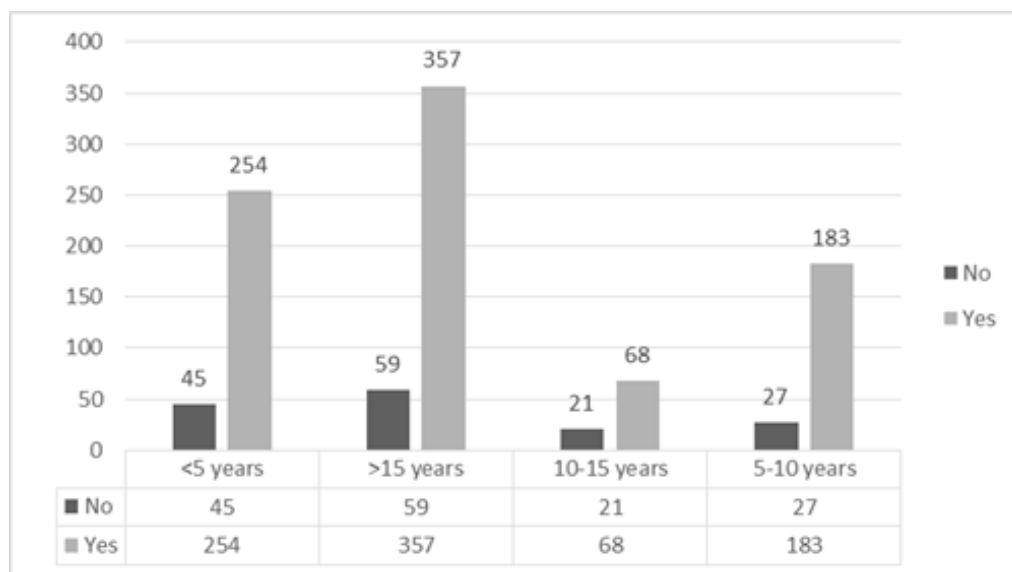
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Figure 2. The opportunity to interact with tourists visiting Cluj-Napoca. 185

Source: developed by the authors 186
Table 3 presents the frequency Cluj-Napoca residents are informing other people re- 187
garding activities that take place in the city, "like" a page promoting the city, shared an 188
event or activity about the city, have spoken with somebody about activities that take 189
place in Cluj-Napoca, have showed to somebody pictures with the city, "checked-in" in a 190
specific location or at a specific event, used Hashtags ("#Cluj"), have posted pictures with 191
different attractions or tourist objectives from the city, have talked with people about op- 192
portunities offered by Cluj-Napoca and have promoted Cluj-Napoca as a tourist destina- 193
tion. 194

Table 3. Interaction with tourists. 195

	Frequent	Occasionally	Rarely	Never
I have informed by telephone other people regarding activities that take place in Cluj-Napoca	260	**451**	212	91
I have ever "liked" a page/ post promoting the city	381	**414**	146	73
I have shared an event or activity from/ about the city	302	**349**	227	136
I have spoken with somebody about the activities that take place in Cluj-Napoca	431	**436**	129	18
I have showed to somebody pictures with the city	387	**413**	176	38
I have „checked-in" in a specific location/ at a specific event	315	**327**	218	154
I have commented with the Hashtag „#Cluj"	160	179	243	**432**
I have posted pictures with different attractions/ tourist objectives from the city	246	**382**	257	129
I have talked with people about the opportunities offered by Cluj-Napoca (educational, business, cultural, etc.)	**443**	417	136	18
I have promoted the tourist destination Cluj-Napoca	310	**398**	233	73

Source: developed by the authors 196
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Major part of these activities (9 out of 10) is done by most of the respondents frequent 198
or occasionally, with the exception of using the hashtag "#Cluj". The results prove an 199

intensive interaction between residents and tourists using online and offline media and instruments.

A Principal Component Analysis was performed on the data regarding the involvement in activities sustaining tourism in Cluj-Napoca, being used all the 10 items. The analysis yielded two factors (Table 4): online interactions and offline interactions. The first factor is composed of the five items having relatively high loadings (.67, .69, .74, .78, .72). The offline interactions are highlighted by the other five items (with loadings from .52 to .79). The PCA matrix was rotated by using the Varimax method and converged in 5 iterations.

Table 4. The Rotated Component Matrix.

	Component	
	Online interaction	Offline interaction
I have informed by telephone other people regarding activities that take place in Cluj-Napoca	.29	**.52**
I have ever "liked" a page/ post promoting the city	**.67**	.32
I have shared an event or activity from/ about the city	**.69**	.32
I have spoken with somebody about the activities that take place in Cluj-Napoca	.18	**.75**
I have showed to somebody pictures with the city	.31	**.60**
I have „checked-in" in a specific location/ at a specific event	**.74**	.16
I have commented with the Hashtag „#Cluj"	**.78**	.07
I have posted pictures with different attractions/ tourist objectives from the city	**.72**	.30
I have talked with people about the opportunities offered by Cluj-Napoca (educational, business, cultural, etc.)	.04	**.79**
I have promoted the tourist destination Cluj-Napoca	.27	**.70**

Source: developed by the authors

These two factors explain 55.27% of the total variance (Table 5). All the final eigenvalues have values above 1 which means that the Kaiser criterion is met.

Table 5. Total Variance Explained

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Online interaction	4.28	42.84	42.84	2.91	29.09	29.09
Offline interaction	1.24	12.44	55.27	2.62	26.19	55.27

Source: developed by the authors

The main type of tourism practiced in the city considered by Cluj-Napoca residents' is the academic tourism with a percentage of 36.16% followed by events tourism with 28.60% and cultural tourism with 17.33%. Business tourism is considered just by 9% of the respondents, whereas leisure tourism is represented by 3.7% and other types are considered just by 0.42% of the respondents.

Table 6 presents 17 perceived tourism impacts on residents' day-by-day life. Using the two-dimensional approach we have positive impact (generating income for civic projects, improving the image of the city, increasing the level of education, offering opportunities for spending free time, making the locals "proud", encouraging the offer of new facilities, improving the relations between locals and visitors, creating employment

opportunities, creating shopping opportunities, offering recreational activities for families, maintaining the local culture, increasing the standards of living, creating the solidarity in the community, contributing to developing the cultural life of the city) and negative impact (increases the criminality rate, contributes to increasing the traffic crowd, overloads the local public services such as police, firemen, utilities, roads) perceived tourism impact, and using the three-dimensional approach we have perceived economic impacts, socio-cultural impact and environmental impacts.

Table 6. Impact of tourism in the community of Cluj-Napoca.

	Strongly agree	Agree	Neither agree/ dis- agree	Disagree	Strongly disagree	Mean
Generates income for civic projects	318	**523**	151	17	5	4.11
Improves the city's image	**550**	424	30	8	2	4.49
Increases the level of education	372	**440**	158	38	6	4.11
Offers opportunities for spending free time	**535**	400	57	19	3	4.42
Makes the locals "proud"	397	**402**	167	36	12	4.12
Encourages the offer of new facilities	353	**515**	122	22	2	4.17
Improves the relations between locals and visitors	231	**449**	263	61	10	3.81
Creates employment opportunities	421	**444**	103	42	4	4.21
Creates the opportunity for shopping	308	**419**	187	86	14	3.90
Offers recreation activities for families	369	**449**	148	43	5	4.11
Contributes to maintaining the local culture	328	**431**	175	64	16	3.97
Contributes to increasing the standards of living	357	**483**	130	36	8	4.12
Contributes to creating the solidarity in the community	190	**464**	280	71	9	3.74
Contributes to developing the city's cultural life	419	**479**	93	19	4	4.27
Increases the criminality rate	126	207	260	**281**	140	2.89
Contributes to increasing the traffic crowd	**505**	336	114	52	7	4.26
Overloads the local public services such as police, firemen, utilities, roads	258	**322**	260	135	39	3.61

Source: developed by the authors.

Most of the residents from Cluj-Napoca are strongly agree or agree with all the proposed assumptions regarding positive tourism impacts on destination. Looking to the negative impacts, an interesting fact is that residents from Cluj-Napoca do not consider the tourism as a factor which increase the criminality rate but consider it contributing to increasing the traffic crowd and overloads the local public services such as police, firemen, utilities, etc.

A Principal Component Analysis was performed on the data regarding the impact of tourism activities in Cluj-Napoca perceived by the residents, being used all the 17 items. The analysis yielded two factors (Table 7): positive impacts and negative impacts. The first factor is composed of the fourteen items having relatively high loadings (between .52 and .63). The negative impacts are highlighted by the other three items (with loadings from

.72 to .81). The PCA matrix was rotated by using the Varimax method and converged in 5 247
iterations. 248

Table 7. The Rotated Component Matrix 249

	Component	
	1Positive	2 Negative
Generates income for civic projects	.52	.09
Improves the city's image	.57	-.12
Increases the level of education	.62	.13
Offers opportunities for spending free time	.60	.02
Makes the locals "proud"	.62	-.03
Encourages the offer of new facilities	.59	.08
Improves the relations between locals and visitors	.62	.03
Creates employment opportunities	.53	.09
Creates the opportunity for shopping	.47	.33
Offers recreation activities for families	.59	.06
Contributes to maintaining the local culture	.62	-.07
Contributes to increasing the standards of living	.62	.05
Contributes to creating the solidarity in the community	.63	.11
Contributes to developing the city's cultural life	.58	.06
Increases the criminality rate	-.02	.72
Contributes to increasing the traffic crowd	.04	.72
Overloads the local public services such as police, firemen, utilities, roads	.08	.81

Source: developed by the authors 250
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These two factors explain 39.33% of the total variance (Table 8). All the final eigen- 252
values have values above 1 which means that the Kaiser criterion is met. 253

Table 8. Total Variance Explained. 254

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1 Positive	4.90	28.85	28.85	4.81	28.29	28.29
2 Negative	1.78	10.48	39.33	1.88	11.03	39.33

Source: developed by the authors. 255

The residents' overall perception of the tourism impacts on their personal life was 256
analyzed. The research noticed that 36% of the respondents consider there is no influence 257
of tourism development over their personal life. Taking into consideration only those re- 258
spondents who consider tourism having impact on their life, the finding revealed that the 259
huge majority (almost 94%) point a positive impact. 260
Figure 3a) and 3b) present the way Cluj-Napoca residents perceive the impact of the 261
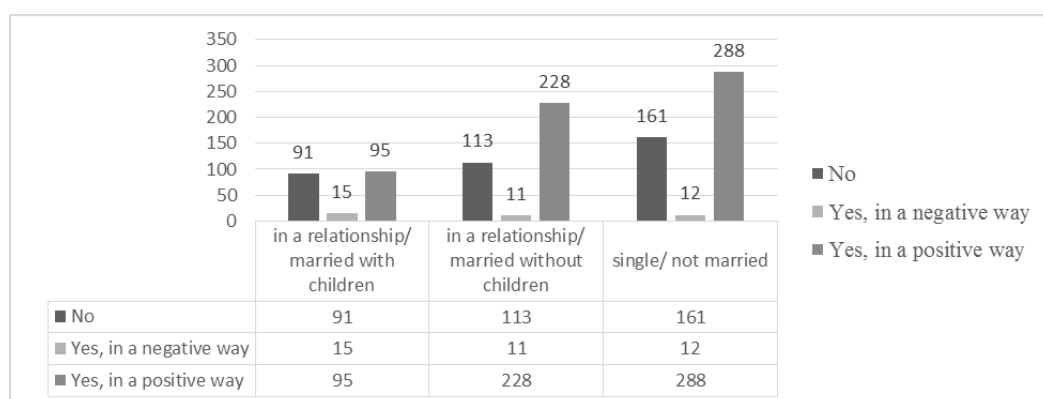tourism development over their personal life, based on their marital status and income. 262

Figure 3. a). Personal life influenced and marital status. 263
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Source: developed by the authors 265

Looking to the marital status and the perceived influence it can be noticed the same 266
pattern: most of the respondents from all the marital status categories, has pointed that 267
their personal life is influenced in a positive way, excepting families having children 268
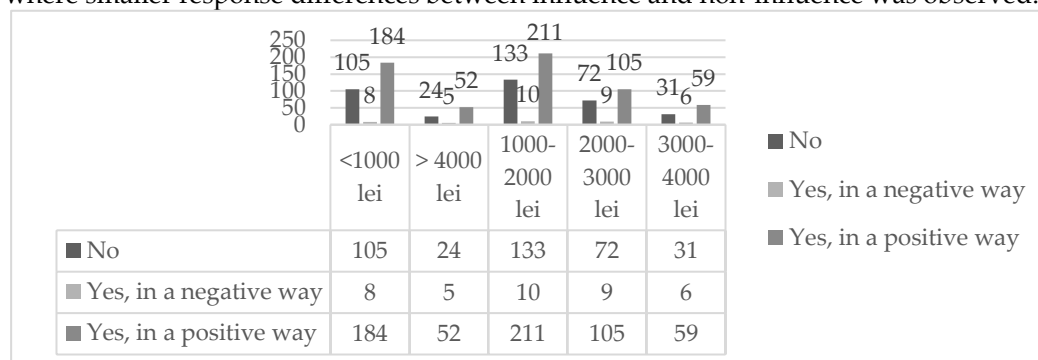where smaller response differences between influence and non-influence was observed. 269

Figure 3. b). Personal life influenced and income. 271

Source: developed by the authors 272

Taking into consideration the income and the perceived influence, the same pattern 273
is observed, showing no difference in responses between income categories and the per- 274
ceived tourism influence on personal life. The respondents from all the income categories 275
showed a positive influence of tourism on their life. 276

Table 9 summarize the demographic characteristics of the respondents. About 56% 277
of the respondents are female and 44% are male showing a good structure of the sample. 278
Regarding the age of the respondents, a major part of them (60.75%) is between 18-25 years 279
old. The smallest percentages are represented by seniors over 65 (1.28%). Concerning the 280
level of education, the majority (56.91%) has graduated university. The study reveals that 281
most of the questioned peoples are educated (graduated post-secondary, university and 282
post-university studies). In respect with the income, the majority (53.26%) has between 283
1000 lei (around 200 euro) and 3000 lei (around 600 euro). Looking at the marital status, 284
around 46% are single. Useful information for identifying the participant's profile is that 285
about 80% of the respondents do not have children. 286

Table 9. Demographics characteristics of the sample. 287

Variable	Frequency	Percentage
Age		
18-25	616	60.75
26-35	204	20.12
36-45	102	10.06

46-55	53	5.23
56-65	26	2.56
over 65	13	1.28
Gender		
Female	565	55.71
Male	449	44.29
Education		
basic studies	21	2.07
high school	280	27.61
post-secondary	64	6.31
university studies	577	56.91
post university studies	72	7.10
Income		
<1000 lei	297	29.29
1000-2000 lei	354	34.92
2000-3000 lei	186	18.34
3000-4000 lei	96	9.46
> 4000 lei	81	7.99
Marital status		
single/ not married	461	45.46
in a relationship/ married without children	352	34.72
in a relationship/ married with children	201	19.82

Source: developed by the authors

Further on it was assumed first an expected relationship between demographic characteristics of the respondents and other basic information for the research (the local's perception about tourist potential of Cluj-Napoca, the resident's opportunity to interact with tourists visiting the city, the interaction activities with tourists, and the tourism impacts on destination and on local's personal life) and tested running a chi squared test. The study identified many weak correlations between these variables. It was revealed acceptable correlation, negative (inversely proportional), with statistical significance between the age and pictures with the city showed to somebody. Also, an acceptable correlation, direct proportional, with statistical significance between the marital status and informing by telephone other people regarding activities that take place in Cluj-Napoca, "liked" a page/ post promoting the city and showed to somebody pictures with the city, was identified.

Second, it was assumed that it can be a relation between the length of residence in Cluj-Napoca (independent variables) and the perception of Cluj-Napoca tourist potential (dependent variables) and a chi squared test was ran to test if there is a relationship between these variables (Table 10).

Table 10. Chi-Square Tests.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**11.36**	9	.252
Likelihood Ratio	10.49	9	.312
Linear-by-Linear Association	1.43	1	.232
N of Valid Cases		1014	

Symmetric Measures					
	Value	Asymp. Std. Er!ora	Approx. Tb		Approx. Sig.
Ordinal by Ordinal Kendall's tau-b	.04	.03	1.4		.000
N of Valid Cases			1014		

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

Source: developed by the authors

The results are indicating a weak relationship between the length of residence in Cluj-Napoca and the perception of tourist potential, with Kendall's tau-b 0.04, meaning a variation of 4% of the Cluj-Napoca tourist potential perception explained by the length of residence in Cluj-Napoca. Moreover, the results are not statistically significant (chi2(9) = 11.36, p=.252).

Only several studies are investigating the tourism activity in different regions of Romania. They are focused especially on secondary data analysis of statistical indicators regarding the tourism flow and the accommodation capacities, without investigating residents or tourists' perception about the tourism development [21]. The perception of the rural residents from the North-West Development Region of Romania was investigated by Mureșan et al. to analyze residents' perception towards quality destination among the counties of the region and to assess the influence of the socio-demographic characteristics on the perceived quality of the tourism destination [21]. The present study used the same approach in analyzing tourism impacts as Gursoy et al. did in 2018 [4], but in a developing urban destination from Romania. In Cluj-Napoca, tourism is far from being one of the main industries considering the contribution to GDP but is perceived as offering an added value to the destination.

4. Conclusions

Nowadays, urban tourism has become one of the fastest growing travel segments worldwide. The local community is contributing to the sustainability of the industry and influencing the process of development within the tourist destination. This research represents the trial of understanding residents' perceptions and attitudes towards tourism development and potential of Cluj-Napoca.

94% of the residents consider that Cluj-Napoca has a developed tourism potential. 85% of the respondents had the opportunity to interact with tourists visiting the city. Most of the respondents are frequent or occasionally interacting with tourists in different ways, the exceptions are just the use of hashtag ("#Cluj") and the posting of pictures with different attractions. The respondents considered academic tourism, followed by events tourism and cultural tourism to be the main type of tourism in Cluj-Napoca. Major part of locals sees the tourism as improving the city's image and offering opportunities for spending free time and, as well, consider Cluj-Napoca a real tourism destination with developed tourist potential. Looking to the negative impacts of tourism, the residents from Cluj-Napoca do not consider the tourism as a factor which increase the criminality rate but consider it contributing to increasing the traffic crowd and overloads the local public services such as police, firemen, utilities, etc. 94% of the residents identify a positive influence on tourism in their personal life. The study reveals a weak relationship between the length of residence in Cluj-Napoca and the perception of tourist potential.

The results of this research offer practical implications and recommendations especially for local authorities and tourism related institutions and businesses in their planning for further development of the destination. The study offers a better understanding of residents' attitudes and perception regarding the development of the tourism industry in an urban destination. Among the limitations of this study is the consistency of sample. That is why the results cannot be generalized to all the locals, but they offer relevant insights about the residents' perceptions on tourism. Besides the limitations specific to any scientific research due to the complexity of the investigated phenomena, the present paper does not consider the residents profile of Cluj-Napoca. As an urban, cosmopolitan, and increasing desired living place by more and more Romanians, the residents' profile is constantly changing. Moreover, locals are increasingly facing a dissolution of identity, specific to the big cities. Further investigations are recommended to better understand residence identity and residents' identity for enhancing value co-creation process, life satisfaction and increase the positive effects of residents-tourists interaction.

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