INVOLVEMENT OF LOCAL PUBLIC ADMINISTRATION ON THE DEVELOPMENT OF RURAL TOURISM

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Abstract: *In this paper we try to show the perception of the main stakeholder on the rural tourism field, local government, on the development of this economic activities. We believe that a revision of an important part of approaches that have appeared in the literature in terms of the concept of rural tourism, in terms of methods of analysis of tourism activities and, not least, requiring the use modern techniques for foresight indicators by which to make assessments on these activities.The local public administration is responsible for policy formulation, research and planning, development of basic infrastructure, the development of certain landmarks, establishing and managing service delivery standards, establishing management measures and recovery planning and environmental protection, setting standards for training and improving employment, setting standards for maintaining public health and safety.In this paper we try to show as well the main factors of the emergence and development of rural tourism in order to establish priorities in the joint action of local people, entrepreneurs, tourists and local and national administrations. In many countries, the tourism industry fall within government priority. Tourism has been identified as one of the primary industries with potential to support local communities in developing economic diversity. In this research, it was also used descriptive analysis of the variables and comparative analysis using Kruskal-Wallis H and Mann-Whitney U test.Kruskal-Wallis H test. The Kruskall-Wallis test aims at comparing several independent samples when, as is the case of our research, the dependent variable is ordinal. The test is based on rank and hierarchy of data analysis. Scores are ranked from lowest to highest, ignoring the groups they belong to, and then calculate the sum of ranks for each of the groups. The question refers to how much respondents considered that are due to the development of rural tourism attractions in the region Crişana. Respondents could answer one of the following: a very small extent, small extent, the average measure, largely respected very much.*

Keywords *:* rural tourism, difficulties,Crisana region, Romania

JEL Classification *:* M21, R11

1.Introduction

The factors that we analyzed in the some types of questionnaires that included both aspects is the responsibility of local government and the central public government. The issues examined were not grouped by types of respondents for not induce some pressure on them and avoid possible distortions of responses. I also didn't ask what the government didn't make, but I asked what factors led to the development, although follow difficulties in the development of tourism in the region analyzed.

Mixing several questions we can summarize that the respondents received the following question : *To what extent do the following factors led to the development of rural tourism in the region Crisana, from Romania ?*

1.   State of the roads connecting the town ;
2.   Status of road signs ;

3. The status of walking trails ;
4. Status tourist routes ;
5. Condition of access to sights
6. Status sightseeing ;
7. Status indicators for sightseeing ;
8. Specific investments ;
9. Appropriate infrastructure ;
10. Development strategy and long- term tourism activity ;
11. Promoting tourism heritage of the area ;
12. Increasing interest administrative ;
13. Improve infrastructure;
14. Restoration of historic monuments ;

From the literature we can draw a number of conditions necessary for the development of rural tourism and a number of motivations for its support. Implement policies and travel plans is the responsibility of both the administration and the private sector entrepreneurs.

The public sector is responsible for policy formulation, research and planning, development of basic infrastructure, the development of certain landmarks, establishing and managing service delivery standards, establishing management measures and recovery planning and environmental protection, setting standards for training and maintaining public health and safety.

The private sector is responsible for development of accommodation services, travel agency, the specific activity of commercial enterprises with tourism development and promotion of tourist attractions through specific marketing activities, based on existing infrastructure provided by government public.In this paper we try to find the difficulties, limitations of rural tourism development in Crisana region from perspective of local government.

Rural tourism has developed due to revenue growth (it is mostly discretionary income), due to increased leisure life and diversification motivations and desires of tourists. Tourism development is favored by improving infrastructure, historical monuments and architectural restoration and promotion of environmental conservation. Rural areas have a special attraction for tourists because of the distinct characteristics associated with mystical, cultural, historical, ethnic and geographical. For progress together with profit for those involved, it requires several components: attractions, investment, appropriate infrastructure, services and diversified hospitality promotion. To run this set of factors need to join entrepreneurs and public administrations. From the literature we can draw a number of necessary conditions for the development of rural tourism and a number of motivations for its support.

The public sector is responsible for policy formulation, research and planning, development of basic infrastructure, the development of certain landmarks, establishment and management of service delivery standards, establishing management measures and recovery planning and environmental protection, setting standards for training and improve employment, maintaining public health and safety.

The private sector is responsible for the development of accommodation services, travel agency operations, the activity of commercial tourist enterprises, development of landmarks and advertising through specific marketing activities, all based on existing infrastructure provided by public administration.

To show the difficulties and limitations of rural tourism development in the region Crisana we conducted a questionnaire that addresses local government.

2.Materials and methods

To conduct this research has been through several successive stages interrelated as follows:

- ➢ Defining the research topic
- ➢ Setting researched population and territory in which the investigation
- ➢ The choice of research (depending on budget)
- ➢ Presentation of the hypothesis and research objectives
- ➢ Determining the sample size and its features
- ➢ Preparation of the questionnaire and the interviewers
- ➢ Making preliminary investigation and selection of interviewers
- ➢ Data collection by the questionnaire
- ➢ Processing, analysis and interpretation of data
- ➢ Conclusions

In this research, it was also used descriptive analysis of the variables and comparative analysis using Kruskal-Wallis H and Mann-Whitney U test.

Kruskal-Wallis H test. The Kruskall-Wallis test aims at comparing several independent samples when, as is the case of our research, the dependent variable is ordinal. The test is based on rank and hierarchy of data analysis. Scores are ranked from lowest to highest, ignoring the groups they belong to, and then calculate the sum of ranks for each of the groups. The question refers to how much respondents considered that are due to the development of rural tourism attractions in the region Crişana. Respondents could answer one of the following: a very small extent, small extent, the average measure, largely respected very much.

Mann-Whitney U test is used for the difference between independent groups for which the dependent variable is expressed in ordinal (ranking), or when, even if quantitative, does not support a parametric test (t test, ANOVA).

3.Steps of research

a. Defining the research topic - setting limits and difficulties in the development of rural tourism in the region Crisana, from Romania.

b. Setting researched population and territory in which the investigation - we chose to study local government Crisana region - of the 185 municipalities in the region Crisana 105 answered the questionnaire. We received the answers and from entrepreneurs, residents from rural areas, rural tourism professionals and tourists.

c.Presentation of the hypothesis and research objectives. Assumptions from which we started are that Crisana region shows a great tourism potential in rural areas, but this potential is not exploited well. For this we try to find out the difficulties faced by those involved, with the hope that we can deliver some solutions to better exploit this potential. For all the research we chose to question local government, entrepreneurs, residents, tourists and tourism specialists. For this paper we present only the difficulties that exist in terms of local administration.

d. Determining the sample size and its features. To determine the sample size we started that Crisana region are 185 mayors, so administrative institutions, as follows: 55 mayors in Arad county, 90 mayors in Bihor county, 23 mayors in Hunedoara county and 17 mayors in Salaj county. Sample size I set it with indications [1]. It follows that in a population of 185 administrative units, the volume of sample is 384. Having more answers will be working for a sample volume of 391 respondents, so N=391.

e. Preparation of the questionnaire and the interviewers. The questionnaire consists of 38 questions. Questionnaire method was through e-mail and complete the questionnaire online . The questionnaire is still on the Internet [2].

Although we guarantee the confidentiality of responses and did not send identification data required for the respondents, most have left both identification data and contact information.

The most important questions to determine the difficulties facing rural tourism in the region Crisana were concentrated in the middle questionnaire emphasizing the development factors of economic activities.

f. Making preliminary investigation and selection of interviewers. I didn't make a preliminary investigation and I didn't use some operators interview. I have personally contacted the municipalities in the region and I managed all correspondence.

g. Data collection by the questionnaire. After checking the questionnaire I conducted several documentaries trips in the region. I visited many pensions and villages where I talked with the owners of those pensions and mayors of villages. I left the questionnaire and asked the e-mail them. A few days later I contacted them again and I asked to complete the questionnaire online.

h. Processing, analysis and interpretation of data. For analysis we refer to all questions. Please express your opinion on the : Status of road signs; Status roads linking to the village; The status of tourist routes; Status tourist routes; Status of access roads to tourist attractions; Status of tourist objectives; Status of signs for tourist objectives. As response alternatives we chose : Poor; Small; Acceptable; Good and Very good.

Coding responses to questions regarding the influence of various factors on the development of tourism we calculated an average score of responses for each factor.

$$S = \frac{5 \cdot N_1 + 4 \cdot N_2 + 3 \cdot N_3 + 2 \cdot N_4 + 1 \cdot N_5}{\sum_{i=1}^{5} N_i} \qquad 1.$$

Were: N sample size, N=391;

N_i , i=1,..., 5 – possible variations of response, attributes aspect under questioning (N_1 - great importance, N_2 - high importance, N_3 - medium importance, N_4 - little importance, N_5 - very little importance.)

We obtained as specified in the table below.

Table nr.1. Score and ranking the factors examined

The factors analyzed	N – Valid answers	The average
	Valid	score
1. Promoting tourism heritage of the area	391	3,25
2. Improve infrastructure	391	3,17
3. Restoration of historic monuments	391	3,06
4. Status of road signs	391	3,04
5. Status sightseeing	391	3,02
6. Increasing interest administrative	391	2,88
7. Development strategy and long- term tourism activity	391	2,87
8. State of the roads connecting the town	391	2,83
9. Specific investments	391	2,80
10. Appropriate infrastructure	391	2,77
11. Condition of access to sights	391	2,67
12. Status indicators for sightseeing	391	2,45
13. Status tourist routes	391	2,33
14. The status of walking trails	391	2,28

Source: own processing software SPSS

According to the classification presented in Table 1 government should involve much more specific investments in infrastructure, improve access roads to tourist attractions, especially natural indicators for mounting sights, setting new tourist routes and marking.

Analyzing both the previous ranking, of the 391 respondents and the analysis of whether or not significant differences in responses between groups of respondents, by applying Mann - Whitney U, for each factor of 14, the result follows table. (1 - There are significant differences between the views; 0 - No significant differences between the views). *Note: Current number of factors corresponds to the list presented in the introduction.*

From the point of view of the average score in the overall standings, taking into account all the 391 responses, the lowest scores are recorded by factors 3 and 4, so the status indicators tourist routes, with a score of 2.28, and the status of tourist routes with a score of 2.33. These two factors with scores below the mean value of 3 is considered difficult to develop tourism. The most important factor of development, according to respondents, is to promote heritage tourism in the area, with a score of 3.25.

Also note that between entrepreneurs and residents and between residents and specialists there is a total consensus views. So entrepreneurs, residents and tourism experts have the same opinion about the influence of these factors analyzed. The biggest differences between the respondents are between administration, entrepreneurs and residents on the one hand and, as expected, and tourists, on the other. Differences recorded 5 and even 6 of the factors analyzed from a total of 14 questions, factors.

By analyzing each of the items we note that there is a total consensus among respondents only factors condition of access to the attractions, landmarks status, promote heritage tourism in the area and infrastructure improvements.

Combining the analysis of the average score with existence or not of differences between groups of respondents views, factor with the lowest score, 2.67, and has a total agreement between the views of respondents is the condition of access to the sights.

Table 2. Applying the Mann - Whitney U

Groups of respondents	Factor														Total
Nr.crt	1	2	3	4	**5**	**6**	7	8	9	10	**11**	12	**13**	14	
The average score	2,83	3,04	2,28	2,33	**2,67**	**3,02**	2,45	2,80	2,77	2,87	**3,25**	2,88	**3,17**	3,06	
Administration - entrepreneurs	0	0	0	0	**0**	**0**	0	0	0	0	**0**	1	**0**	0	1
Administration - residents	0	1	0	0	**0**	**0**	0	0	0	0	**0**	0	**0**	0	1
Administration - specialists	1	1	0	0	**0**	**0**	0	0	1	1	**0**	0	**0**	0	4
Administration - tourists	1	1	1	1	**0**	**0**	1	1	0	0	**0**	0	**0**	0	6
entrepreneurs - residents	0	0	0	0	**0**	**0**	0	0	0	0	**0**	0	**0**	0	**0**
entrepreneurs - specialists	0	1	0	1	**0**	**0**	0	0	1	0	**0**	0	**0**	0	3
entrepreneurs - tourists	1	1	1	1	**0**	**0**	1	0	0	0	**0**	0	**0**	1	6
residents – specialists	0	0	0	0	**0**	**0**	0	0	0	0	**0**	0	**0**	0	**0**
residents – tourists	0	0	1	1	**0**	**0**	1	1	0	1	**0**	0	**0**	0	5
specialists - tourists	0	0	0	0	**0**	**0**	0	0	1	1	**0**	0	**0**	0	2
Total	3	5	3	4	**0**	**0**	3	2	3	3	**0**	1	**0**	1	

Source: own processing software SPSS

Given this analysis, further we will analyze the factor condition indicators tourist routes with the lowest mean score of 2.28 and total consensus between the views of respondents.

In our opinion and to analyze factors of importance and existence of infrastructure development strategies and long-term tourism activity, but we don't want a big researc paper and these factors will be the subject of other papers that will be submitted for publication in certain journals specialist or to be supported conferences in the field.

4. The analyze of factor status of indicators tourist routes

Descriptive analysis of responses on the Status indicators tourist routes table 3. As I said, this indicator has the lowest average score, with the value of 2.28 and is the general opinion a factor that stunted its development. Regarding this factor, almost two thirds of respondents, 61.4% consider that the state indicators tourist routes is small, even poor. 25.3% believe that the status indicators tourist routes is acceptable, while only 13.3% said that they are in good condition and very good. These values are represented in Figure 1.

The general opinion on the status indicators tourist routes is reflected almost identically on all categories of respondents, entrepreneurs are those who still think more unfavorable as the other categories, while among tourists there is a relatively high percentage (19.8%) who I think the status indicators tourist routes is good or very good.

Table 3. Descriptive analysis on status indicators tourist routes

		frequency	percentage	the percentage of valid	cumulative percent
Answers available	poor	99	25,3	25,3	25,3
	small	141	36,1	36,1	61,4
	acceptable	99	25,3	25,3	86,7
	good	46	11,8	11,8	98,5
	very good	6	1,5	1,5	100
	Total	391	100	100	

Source: own processing software SPSS

Comparative analysis of answers on the status indicators tourist routes. The opinions about the status of indicators of tourist routes there are statistically significant differences between the different categories of respondents, which showed the results of statistical analysis $\chi2 (4) = 28.129$, $p = 0.001$, table 4. In this case, it seems that the best opinion have tourists (average rank is approx 230), while the worst opinion have entrepreneurs in rural areas (average rank = 154), table 5.
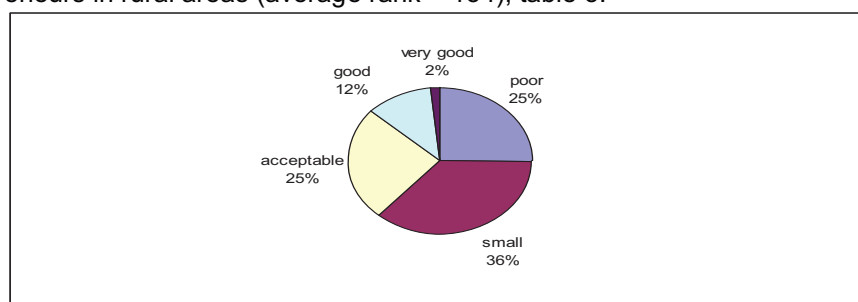

Figure 1. Distribution of answers to influence indicators of tourist routes
Source: own processing software SPSS

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Table 4. The values obtained by applying the Kruskal Wallis H

Parameters	Please express your opinion on: [The status of indicators tourist routes]
χ^2	28,129
d_f	4
p	0,001

Source: own processing software SPSS

Table 5. Comparative analysis on the influence of indicators of tourist routes

	Respondents	N_i	Average rank
Please express your opinion on: [The status indicators of tourist routes]	rural local government	105	170,78
	rural entrepreneurs	15	154
	residents of rural	75	171,35
	travel Specialists	34	184,85
	tourists	162	229,99
	Total	391	

Source: own processing software SPSS

The analysis of responses on the influence of status indicators of tourist routes by groups of respondents is presented in table 6.

Table 6. Analysis of responses by groups of respondents

Respondents		The status indicators of tourist routes					Total
		poor	small	acceptable	good	very good	
Rural local government	number	41	30	22	10	2	105
	percentage	39	28	21	9,5	1,9	100
Rural entrepreneurs	number	4	9	2	0	0	15
	percentage	26,7	60	13,3	0	0	100
Residents of rural	number	25	28	16	5	1	75
	percentage	33,3	37	21	6,7	1,3	100
Travel specialists	number	6	19	7	2	0	34
	percentage	17,6	56	20	5,9	0	100
Tourists	number	23	55	52	29	3	162
	percentage	14,2	34	32,1	17,9	1,9	100
Total	number	99	141	99	46	6	391
	percentage	25,3	36,1	25,3	11,8	1,5	100

Source: own processing software SPSS

Comparison between categories of respondents opinions twos reveals that significant differences in their views on the state indicators are status of indicators between respondents representing administration and tourists (U = 6040.5, z = -4.147, p = 0.001) between entrepreneurs and tourists (U = 708.5, z = -2.787, p = 0.005) and between residents and tourists (U = 4248.5, z = -3.875, p = 0.001), taking into account the materiality adjusted to 0.005, table 7. (We accept the null hypothesis H_0, there are significant differences between respondents' opinions if, p≤0,005, and we don't accept the null hypothesis H_0, accept hypothesis H_1 no significant differences between respondents' opinions if, p>0,005.)

Table 7. Applying the Mann - Whitney U test

Pair of respondents	Calculate statistical parameters				Decision - accepted:
	U	W	Z	p	
Administration - entrepreneurs	750	870	-0,313	0,754	H_1
Administration - residents	3888,5	9453,5	-0,149	0,881	H_1
Administration - specialists	1613	7178	-0,885	0,376	H_1
Administration - tourists	6040,5	11605	-4,147	0,001	H_0

entrepreneurs - residents	523	643	-0,454	0,65	H_1
entrepreneurs - specialists	208,5	328,5	-1,129	0,259	H_1
entrepreneurs - tourists	708,5	828,5	-2,787	0,005	H_0
residents – specialists	1164	4014	-0,771	0,441	H_1
residents – tourists	4248,5	7098,5	-3,875	0,001	H_0
specialists - tourists	2045,5	2640,5	-2,468	0,014	H_1

Source: own processing software SPSS

5.Conclusions

In this paper we analyzed other factors. Analyzing respondents' opinion on the state road signs, it appears that the vast majority (40.7%) believe that their condition is acceptable. Relatively equal percentages are those who believe that the state indicators is good (23.5%) and modest (23%). Only 7.2% believe that the status signs is very good, while 5.6% believe that their condition is poor.

Respondents' opinion on the state of the roads that connect rural villages is similar to that regarding the state road signs, but the percentage of those who believe that the road condition is poor is slightly higher in this case 17.1%. With regard to this factor 30.4% believe that the state of roads is acceptable, and 24.6% that is good.

Respondents' opinion on the state of tourism routes is identical indicators regarding the state of signs tourist routes. Thus, 56.3% believe that the state tourist routes is modest or poor, 29.7% think it is acceptable, while only 14% say that it is good or very good.

Regarding the condition of access to the sights, prevailing opinion that it is modest or poor (43.8%), possibly acceptable (35%). Only 21.2% of respondents said that the condition of access roads is good or very good.

Opinion of the majority of respondents (40.2%) on the state of the sights is that it is acceptable. 33.5% think it is good or very good, while 26.4% believe that the state is modest sightseeing or poor.

Opinions on the state indicators for sights are similar to indicators regarding the state of tourist routes. The vast majority of respondents had a negative opinion, 53.5% stated that indicators is modest or poor condition. 30.4% of respondents believe that the signs are in acceptable condition and only 16.1% believe that their condition is good or very good.

By analyzing each of the items we note that there is a total consensus among respondents about the fact that some of them have stimulated the development of tourism or even curbed it, such as: condition of access to the sights, the state of objects tourism and infrastructure.

Another general opinion is that either the volume of investments was not specific enough, but do not know their value, or efficiency of these investments brought no improvement in conditions offered to tourists.

We want to draw attention to the road infrastructure. I noticed that rural tourism is developed in communes is one of the main arteries of traffic, with very few exceptions to this rule.

So it requires an intervention of administration for rehabilitation of road infrastructure. We note, however, that not only provides a specific infrastructure development of rural tourism. This is coupled with traffic in the area. But we believe that improved infrastructure would result in even more tourists to think twice whether to like a classic tourism, famous resorts, or rural tourism.

However the future looks promising for rural tourism due to a growing interest to spend time in the countryside and outdoor activities and free time due to growth and duration of holidays. This we consider promising future and because entrepreneurs are not needed investment funds too large, but important condition is that the government should provide the necessary infrastructure.

In our opinion the components for tourism to progress plans should be completed with some very well documented and carried out by experts in the field and, most importantly, a strategy for medium and long term development of business tourism strategy must be part of the overall development strategy of the area.

In general, the personal contribution of the author was to:

- identify a number of factors that influenced the development of rural tourism;

- to process, using SPSS software, an extensive database specific methods statistical and mathematical processing, database put together by completing questionnaires to 391 respondents;

- to carry out a research to a large volume of articles and publications;

- to select different authors opinions on major issues concerning rural tourism development factors;

- to try to prioritize these factors according to the perception of respondents selected with the intention to highlight those who favored the development, factors that can be considered as difficulties and limitations of the development of economic activities.

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