

DIRECTIONS OF RELAUNCH AND DEVELOPMENT FOR ROMANIAN TOURISM

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In European countries tourism is not, properly speaking, a new phenomenon. In time, the accommodation of tourists to the villages practiced more or less spontaneous or organized. Instead, what is new is the size reached by the expansion of tourism phenomenon in rural areas. This expansion can be explained on the one hand, boosting rural development and on the other hand by the diversification of forms of practice of mass tourism. Therefore, rural regions in Europe fall rural tourism, row on row, in the development policies in the future.

Romania has great possibilities for development of rural tourism, particularly Agrotourism, the practice of this being not only possible but also very necessary at the present stage. Great significance has the efficient promoting, requiring annual printing of catalogs completed under standards of the rural tourism offer. Specialists consider that the whole policy of developing rural tourism in Romania must be through a more close cooperation with EUROGITES and by working on partnerships with regional or national associations, facilitating access to funds for Romania of the European Union to rural tourism.

Key words: European countries, possibilities, villages, Agrotourism

Currently, wide world, tourism is characterized by strong competition between destinations. Some of them manage to cope with international competition and the other fails. Under these conditions many of the destinations have increasingly need a new tourism policy which will influence the competitive position in the global competition.

MATERIAL AND METHOD

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation.

Measures that may be taken at the central level can improve the competitive position of their own purpose or to harm them. Important steps in this regard may be:

- Policy relating to exchange rates and interest;
- Incomes policy;
- Policy and structure to encourage investments;
- Fight against environmental pollution;
- Competition law;
- Structure and objectives of national/regional/local tourism organism;

- Policy to the labor market;
- Policy relating to training and research.

RESULTS AND DISCUSSIONS

In today's competitive environment, the tourism strategy should help create a favorable environment for the sector, it is a multidisciplinary enterprise that needs a bold strategy, proper to the sector, established with the officials at the operational level, which provide a vision, a model able to guide production and marketing of tourism.

The starting point in setting the strategy for improving the competitive position of destination is the determinant elements of competitiveness, which are given mainly by:

1. Factorial conditions, namely:
 - natural and cultural resources (land, water courses, lakes, beaches, climate, population, monuments, historic towns, customs, works of art, cultural heritage, its art collection);
 - capital and infrastructure resources. Tourism needs superstructures and infrastructure developed, transport, housing capacity, regional and local planning;
 - capital of a country and national potential of international investment significantly affect competitiveness in the destination.
 - human resources.

2. Another base element is the basic quality and structure of tenderness which is the destination and experiences related to it.

The competitive position of a destination is determined, to a large measure by his diversity, its degree of specialization and not least the quality of bidders.

An important factor is the competitive tourist product quality which as his turn is given by:

- natural quality (environmental conditions);
- material quality (hotel equipment, serving meals, transportation, trade, cultural, sports, shows him);
- immaterial quality (software): services, management/administration, organization, information.

3. Market structure, the distribution circuits, in their quality as determinants of competitive position of destination, is strongly influenced by size of enterprise. Face to face with global competition, many small and medium enterprises have difficulty in setting up a single purpose in distributing their products throughout the world. The situation is generally valid for the whole European continent. On the other hand, they have production costs and market at medium level and generally prove difficult in achieving domestic savings, required to development. Given these difficulties, in the context of competition of sized companies worldwide, penetration and resistance o those on market competition will become increasingly

dependent on the degree to which they will be open to cooperation and will be able to waive to a part of their entrepreneurial autonomy in order to ensure their economic survival in the tourism sector.

4. Conditions of demand manifestation and supply adjustment, basic elements of competitiveness, due to size and market structure (market share of tourism specific income level and social level, to the degree of saturation), by the experience of passengers before the new products and new rules. Tourists and consumers are a very important factor for competitive advantage of a destination, tourists who give priority to quality may serve as control monitoring to competitive advantage. To adapt offer to consumer needs should immediately spotted the new trends and new possibilities of making tourism product.

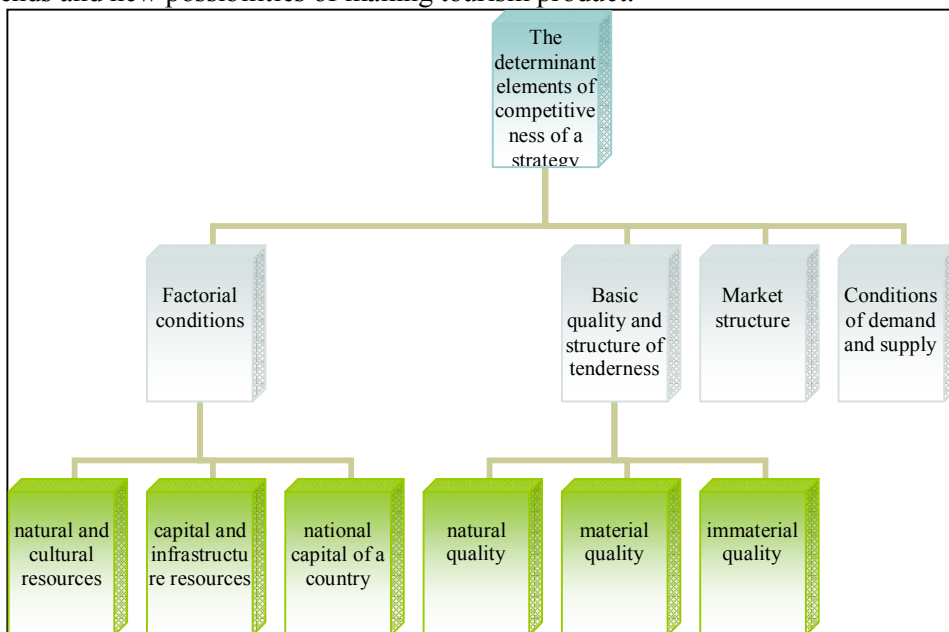


Figure 1 The determinant elements of competitiveness of a strategy

The extent to which these determinants may contribute to the competitive position depends on the type of destination and the level of socio-economic development, particularity topography, climate, culture, political specific factors. Sustainable tourism policy must consider and resolve long term problems, main data of market weakness and the need to eliminate distortions, which in the tourism sector, most often occurs in areas:

- Education and research

Lack of modern and competitive mechanisms for the creation of production factors is often one of the most decisive weaknesses of a destination. Therefore, the operational mechanisms for the creation of factors - education and research, investment programs in these areas - is the most important in achieving sustainable competitive advantages.

- Modernization of infrastructure

The natural advantages of a place (the beauty and diversity of landscape, climatic factors, air etc.) are not sufficient to attract visitors. An appropriate and efficient infrastructure is also required. It is not talked about only airports, roads, railways and public services, tourist centers need other types of infrastructure, particularly in culture, sports and shows. The construction of such equipment is costly. To the extent that infrastructure takes a public character, state subsidies are desirable and necessary.

- The organization and financing of communication activities

In many cases, a destination is composed of many different providers. Cooperation between them and/or strategic alliances is a powerful tool to face the competition of large tourist companies with branches or activities throughout the whole world. The public sector must provide the organizational framework enabling the creation and proper functioning of a body for the marketing of destinations in the whole. Its main task is to market the country as a tourist destination and to improve the overall image.

How advertising campaigns and creating an image for the whole country or a destination have higher external effects and repercussions on the economy of the country, work activity or those bodies attire a public character and they need a public funding.

- Promotional policies in tourism industry

Encouragement to improve the competitiveness of destination must be one of the major objectives of tourism policy. It is necessary financial support for tourism software development, stimulation of cooperation and strategic alliances. Improving overall economic conditions that were lead by tax laws reform and social obstacles and eliminate bureaucratic obstacles also strengthens the competitive position of the tourism industry on the international market.

- Protection and enhancement of resources

More tourist regions risk to reach the limits of quantitative growth and the environment state risk to degrade. This situation is generally due of offer higher development, over time, in certain regions, and tourism strong concentration space-time. They may be adopted regulations in areas of protected tourism, especially in the overcrowded tourist areas, where it is necessary to set limits capacity to protect against the development of nature tourism. The management capacity can be put into practice in a manner: limiting the number of places and restaurants built, the locations for the stops, limiting tourist flows to certain objectives, etc.

Priorities for the development and promotion of tourism in the domestic market, especially on the external:

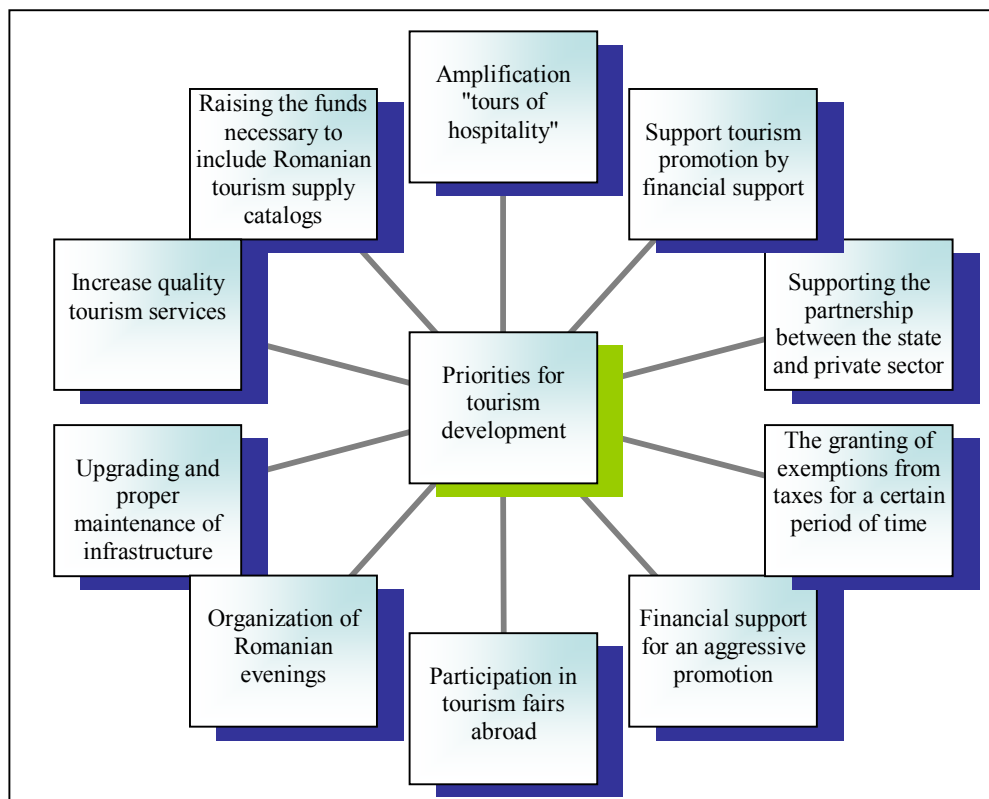


Figure 2 **Priorities for development of rural tourism in the domestic and international market**

- Support tourism promotion by financial support of the achievement of a "brand image" for the recognition of Romanian tourism products;
- Supporting the partnership between the state and private sector, with the current granting of facilities to support the private sector;
- The granting of exemptions from taxes for a certain period of time classifying tourist visitors;
- Financial support for an aggressive promotion on the foreign market rural tourism product through the development of materials: regional catalogs, brochures, cd-roms;
- Participation in tourism fairs abroad;
- Organization of Romanian evenings;
- Upgrading and proper maintenance of infrastructure;
- Increase quality tourism services;
- Raising the funds necessary to include Romanian tourism supply catalogs in large tour-operator companies in the world;

- Amplification "tours of hospitality" in which media representatives from abroad, with emphasis on rural tourism, to promote the image of Romania.

CONCLUSIONS

Policy and strategy for tourism development should establish principles and conditions for improving the competitive position, through:

- development of tourism so as to ensure a high recovery of existing conditions and raising its quality;
- demand stimulation, the development and adjustment of supply in a tourism development program and promoting the tourism product;
- development of tourism education and research to ensure quality and diversity of tourism supply and detection of time trends of the market in order to adjust the gait of the internal market;
- modernization and infrastructure development, as a condition of existence of the internal market and penetrate the market competition;
- ensure communication with the market and dissipation on the tourist and thereof conditions;
- improve the general economic climate;
- organization and space development by tracking and recovery of environmental conservation items as components of the supply of present and future.
- improving the overall functioning of the sector in a competitive market economy.

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