

STRATEGIES FOR TOURISM DEVELOPMENT IN NE REGION OF ROMANIA

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Abstract

Tourism represents today, undoubtedly one of the phenomenon's which dominates the contemporary world, one of the most profitable segments, of the global economy, unique, in its dynamics, multiple motivations and great variety of ways of manifestation.

The aim of the paper is to present a general overview of the NE Region area regarding the touristic development, to show how were blended the physical and economic-geographical factors, to emphasize factitive the geographical landscape evolution as a result of the interaction of the genetic factors, to highlight the positive and negative action of the human on the natural frame and of tourism and to propose measures for systematization of the NE Region territory. The touristic arrangement of the NE Region area in Romania has an existence of over 100 years. Numerous associations and touristic pensions occurred since the period of the end of XIX century; they had outstanding contributions at equipping the NE Region tourist area. Gradually in the times until the December 1989, these actions were limited because of the prohibition of accommodation of foreign tourists to privates, being only few exceptions. The purpose of this study is to examine how the indicators which quantify the NE Region agro tourism Romania, aiming to eliminate weaknesses and strengths potentiation. In this sense it was the fact that, starting and running agro business requires a capital investment. For this reason, starting investment is preceded by a careful justification of expenditures, whether they are intended for new targets, or for improvement or interior and exterior refurbishments.

The authors have proposed that assess the efficiency and effectiveness of agro-tourism activities to be completed by a budget analysis and a feasibility study.

To define the nature of income, the results of different activities (agricultural, tourism, services, etc..) Will establish a budget revenue and expenditure showing the sources of revenue and cost of resources used. From this point of view, it will evaluate the annual receipts of tourists and the seasons, prices and costs provided

Key words: Tourism, touristic development, agriculture, population

The great diversity and richness of Romanian tourism as a major economic and social development opportunities, has not been sufficiently exploited and in some cases not at all, in the absence of a consistent policy of creating and developing the basic infrastructure of tourism. However, the tourist offer does not cover the full potential of Romania and, therefore, with investment in basic infrastructure and the tourist, the necessity of promoting investment in tourism.

Located in the eastern part of Romania, Moldova stepped down from the west to east: from the mountains (Eastern Carpathians), passing the hills (Subcarpathian Hills) and ending up in bed after he crossed the Prut Moldavian Plateau. The mountainous landscape resembles that of Switzerland. Particularly impressive are Zabala keys, Zugreni keys, so-called "stones of Dacia rocks polished by the allure of humans and animals (in massive Rarau Obcina, Ceahlau etc), waterfalls such as Duduitoarea, to Putna The existence of many large reservoirs for hydropower plants on

rivers such as the: Bistrita, Siren, Use, as well as some exotic natural lakes such as Red Lake, formed by landslides or Ocna Sugatag formed a solid salt Extensive possibilities for water sports, fishing, recreation and treatment.

Mineral and thermal springs add additional valences of the spas and resorts: Worcester, Poiana Blacks, Slanic Moldova, Bicz Targu Ocna, Baltatesti, Mirrors, Campulung Moldovenesc, Durau, Mountain water Sources, Targu Ocna, Soveja.

The region is rich in churches and monasteries on the outer walls decorated with frescoes, unique in the world (in 1975 International Union of Journalists and Travel Writers Award has Bukovina monasteries' Pomme d'Or "). These include: Voronet, Moldova, Sucevita, Arbore, and Humor dating from the XV-XVI.

After all, just to remember better, have to say that Moldova is also the most important wine-growing area of the country.

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MATERIAL AND METHOD

The paper has a strongly pronounced conceptual, methodological character, contains arguments in favor of development of tourism; it has practical value for experts, for travel companies and for development of positive image of Romania in the world; it contains a number of conclusions and recommendations for the development of tourism in NE region of Romania as a component part of European tourism. His main aim is to pull tourism marketing alternatives in tourism activity regarding the objectives, market targets and marketing mix programs.

RESULTS AND DISCUSSIONS

Tourism represents today, undoubtedly one of the phenomenon's which dominate the contemporary world, one of the most profitable segments, of the global economy, unique, in its dynamics, multiple motivations and great variety of ways of manifestation.

Europe was the first to record forms of rural tourism in the 16 – 17 th centuries; in those times, the painters were interested in creating works of art influenced by the constructions and the ambience of the rural area. The life of the village, not invented, but the real one, was immortalized in the works of famous French, Italian or Dutch painters.

Synchronizing with general direction in art, Jean Jacques Rousseau – describes in this paper "Confessions", a trips in the Alps, determining

many people to plan a journey in the mountains in order to admire the nature. In the next century, 19 th, once the landscape artists had their break through, the rural architecture plays more and more important role in drawing or painting. Now artists, French, Italian and English (Grolleau Henri – „Patrimony rural&tourism dans la CEE”) are starting to gain ground.

Among those who preferred rural holidays are some important people of Romanian culture: Alexandru Vlahuță, Ion Luca Caragiale, Barbu Ștefănescu Delavrancea, Mihail Sadoveanu, Nicolae Grigorescu, Ștefan Luchian, Calistrat Hogaș, Nestor Urechia, Nicolae Iorga, Octavian Goga, George Enescu, Ștefan Ciobotărașu and others. These were promoters of a way of life, contributing to the development of a new mentality, generating a general desire to travel which upgrade to tourism.

The first attempts of an organized tourism were realized in the 1907 – 1968, for groups of tourists on the Romanian seashore. The beginning was promising, therefore in 1972 the Minister of Tourism elaborated the 297/1972 law and as a result the Research the main touristic indicators in NE Region.

Below is presented the situation of economic indicators characterizing the tourism sector of North-Eastern Region, reporting directly to the national level.

Table 1

The situation on the ability of tourist accommodation and activities in 2000-2010

Region	Accommodation capacity		Arrivals	Of which: foreign tourists	Nights spent (thousands)	Of which: foreign tourists	Indices of service capacity utilization (%)	The average length of stay (nights / tourist)	The average length of stay (nights / foreign tourist)
	Number of place	Operating (thousand place/days)							
2000									
Total Romania	280005	50197	4920		17647		35,2	3,59	
North Est	17745	4624	543		1468		31,7	2,70	
2003									
Total Romania	277047	51882	4875		18122		34,9	3,71	
North Est	16971	4651	535		1406		30,2	2,62	
2008									
Total Romania	273614	51632	5056		17845		34,6	3,52	
North Est	17965	4963	553		1450		29,2	2,62	
2009									
Total Romania		53988	5638	1359	18500	3333	34,3	3,28	2,45
North Est		5049	618	111	1489	214	29,5	2,41	1,93
2010									
Total Romania		54978	5805	1429	18372	3464	33,4	3,16	2,42
North Est		5284	621	109	1435	207	27,2	2,31	1,90

Source: Statistical Yearbook of Romania 2000 / 2003/2004/2005, 2008/2009/2010

It is noted that in North Eastern Region index of capacity utilization in service dropped from 31.7% in 2000 to 27.2% in 2010.

The average tourist stay in the year 2010 was 2.31 nights / tourist, but both values are below the national value, and in other regions, except the Bucharest - Ilfov that records the lowest value of only one indicator 85 nights / tourist.

The chart below is represented the situation of the existing accommodation capacity (no. of seats) in the North East Region, divided into counties, 31.07.2008.

It may be noted that the region is slightly below the national average in almost all types of hotels, but a closer analysis of data from tables and if we take into account the fact that the Southeast

Region is in a particular case compared to other regions (due to the Romanian seaside tourism has the greatest capacity), it appears that the region is around the national average and slightly above.

There is an increase between 2000-2010 the number of hotels, guest houses (rural and urban) and agro, while other types of tourist accommodation structures a stagnation or slight decline.

Regarding indices of net use of accommodation in tourist reception structures in each category of tourist destinations, spas have been a level of approximately 48.5% occupancy and tourist accommodation units in Bucharest and other cities county seats were occupied by approximately 31.5%.

Table 2

The structure of tourist reception with accommodation 2000-2010

Years	Total territorial	Total	Hotels	Inns	Cottages	Camping	villas	Camps for students	Guesthouses	Rural locations
2000	Total Romania	3121	943	23	161	140	1066	172	361	240
	North Est	250	81	2	13	17	38	21	46	28
2008	Total Romania	3266	968	18	158	132	1016	168	437	343
	North Est	262	81	2	13	16	38	21	52	32
2009	Total Romania	3338	974	16	140	129	928	168	492	461
	North Est	295	81	1	13	16	35	21	65	53
2010	Total Romania	3569	1029	16	138	134	941	157	594	515
	North Est	310	86	1	14	16	35	18	67	61

Suceava tourist destinations attracting over 30% of tourist traffic recorded in the North Eastern Region. In the region of Suceava tourist destinations has been the best option for 30.88% of the tourists, according to statistics provided by Statistics Directions District Botosani, Bacau, Iasi,

Neamt, Suceava and Vaslui. Compared to other counties, 22.24% of the tourists have chosen tourist destination Iasi, Bacau county chose 19.25%, 18.86% chose Neamt County chose 4.25% and 4.25% Botosani county Vaslui have chosen.

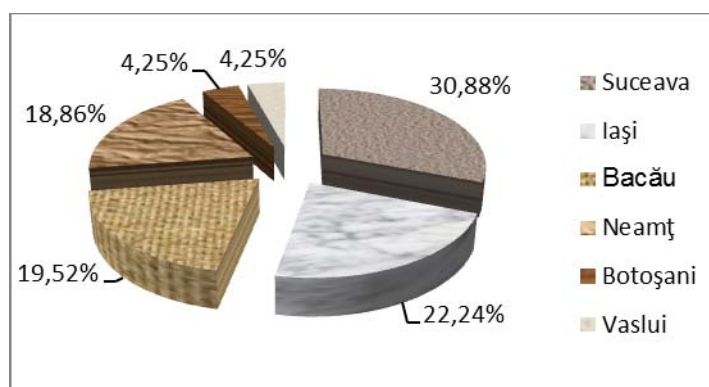


Fig. 1 - Distribution of the number of tourists from North Eastern Region of Romania

In the six counties of North Eastern Region of the components, according to County Departments of Statistics, the total number of overnight stays in 2010 was around 1,435,633 night's absolute value. Approximately 30.31% of all overnight stays were made in the county of

Suceava, Bacau County 24.49%, 20.18% in the County with 18.52% in the county of Neamt, Vaslui and 3.25% in March, 25% in Botosani County.

With regard to tourism activity in North Eastern Region can identify the following key issues:

- Low capacity utilization index accommodation service (27.20%) compared with other regions and the national level (33.40%) - 2010;
- lowest average length of stay of all regions (2.42 nights per tourist), lower than nationally (3.16 per visitor nights) - 2010;
- lowest average length of stay for foreign tourists of any region (1.90 per foreign tourist nights), lower than nationally (2.31 per foreign tourist nights).

Since 2006, however, tourism has entered a continuous slope upward trend due to the almost complete privatization of this sector (92%), increase of investments for modernization of tourist reception structures and the increase of food and green-field investment. As a consequence, the completion of privatization in tourism has led to an increase in tourism CA.

On the other hand, it is a highly attractive economic area for young people: 57% of the population employed in hotels and restaurants is young and very young, aged between 15 and 35 years and women 65.2% sunrise.

In the period analyzed, the average number of persons employed in tourism in the NE region was 10.3 thousand people, with an average growth rate of 4 percentage points.

Also, considering the region's dependence on agriculture, the tertiary sector employment has declined progressively in the period 2007-2010, knowing a point of revival in 2010, when it reached a level of 380,500 persons employed in services.

NE Region in Romania is the only consistently registered a positive natural growth (1.7 per thousand inhabitants in 2006). However, unemployment in the region is high, with an average of 10.6% in 2008, while the national average stood at 8.8%.

Table 3

Gross domestic product

Billion in current prices	2007		2008		2009		2010	
	Absolute Values	%	Absolute Values	%	Absolute Values	%	Absolute Values	%
U.S. GDP in tourism	1419.7	-	1509.6	-	2338.7	-	2467.6	-
GDP total U.S. tourism services	28654.2	4.95	38792.5	3.89	53131.6	4.4	73373.9	3.36
GDP in total country tourism services	13685.6	10.37	19042.4	7.93	24590	9.51	32337.6	7.63

Source: National Statistics Institute

Table 4

Gross domestic product in NE region tourism services in comparable prices

Years	GDP in tourism services in NE region in current prices	Consumer price indices in tourism services 1998 = 100	GDP in tourism services in NE region in comparable prices
2007	1419.7	184	771.58
2008	1509.6	283.2	533.05
2009	2338.7	383.4	609.99
2010	2467.6	486	507.74

Source: National Statistics Institute

Table 5

Indicators absolute, relative and average gross domestic product from tourism services in NE region

Anii	Absolute indicators			Relative indicators				Average indicators			
	Level	Absolute change		Dynamic indicators		Growth rate		Calculation of absolute values		Tracing the relative values	
	y _i	$\Delta_{i/1}$	$\Delta_{i/i-1}$	$I_{i/1}$	$I_{i/i-1}$	$R_{i/1}$	$R_{i/i-1}$	\bar{y}	$\bar{\Delta}$	\bar{I}	\bar{R}
2007	771.58	0	-	1	-	0	-	605.59	-87.95	0.87	-0.13
2008	533.05	-238.53	-235.53	0.69	0.69	-0.31	-0.31				
2009	609.99	-161.59	76.94	0.79	1.14	-0.21	0.14				
2010	507.74	-263.84	-102.25	0.66	0.83	-0.35	-0.17				

Source: National Statistics Institute

The most important effect of the completion of privatization in tourism is increasing the turnover of hotels, other accommodations and

restaurants included in the structure of these units and 2.3 times in 2010 compared to 2007. This study showed a slight tendency to increase the

share of tourism in GDP (with approx. 18,600 billion lei in 2010 compared to 1999) and tourism receipts in foreign currency. However indicators remain very small compared with tourist potential of Romania.

With an average growth rate of -13%, the GDP created in tourism in the NE region during the period 1999-2010 was only 605, 59%. Region ranks last in Romania in relation with RGDP / place, due to low productivity levels, sub-national (except transport).

Hotels with outdated and inadequate structures, a constant decrease in capacity building and the disparity between tariffs and quality of services, plus general and infrastructure deficient, insufficient and poor promotion of tourist information, but they just keep on the Romanian tourists who choose to spend their holidays in

abroad, as well as foreign ones. Tourist capacity utilization index fell to 50% in 1991 to 35% in 2007, and the average spending of foreign tourists in Romania is 220 euros, while this record 780 euros in the EU.

Reducing the total number of tourists in our country creates a negative trade balance, and lower revenues. In 2007 the trade flows of revenue earned from tourism totaled only 359 million euros.

Entering the market in Romania tourism world tourism operators (Marriott, Hilton, Howard Johnson, Golden Tulip, Accor, Ibis, Sofitel, Best Western), reflected the increasing number of places in hotels of higher categories had a significant impact both strengthening phenomenon in the Romanian tourism, as well as increased quality of tourism services, making them mark.

Table 6

The correlation between the degree of economic and social development and evolution of the NE region tourism

Anii	x (PIB)	y (PO)	xy	x ²	y ²
2008	13697.92	9.7	132869.82	187633012.33	94.09
2009	13858.01	10.8	149666.5	19204441.16	116.64
2010	15097.51	9.8	147955.59	227934808.2	96.04
Σ	Σx = 42653.44	Σy = 30.3	Σxy = 430491.91	Σx ² = 607612261.69	Σy ² = 306.77

Source: National Statistics Institute

Simple correlation coefficient:

$$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{[n \sum x^2 - (\sum x)^2] [n \sum y^2 - (\sum y)^2]}} = -0.33$$

The correlation coefficients indicate a reverse link, weak to moderate between the value created by total region GDP and population occupied in NE tourism region. In other words, one of the indicators increased by 1%, the other will decrease by 0.33% (0.55%).

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