

INTEGRATED TOURISM CONCEPT - A CONTRIBUTION TO REGIONAL DEVELOPMENT IN THE COUNTRY MARAMURESULUI

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Abstract

Integrated tourism with its many facets, will act as one of the most important (pro) drivers of regional development. In this respect, must be involved and co-opted as many economic areas, with the aim of getting as much money in the region itself.

In principle, integrated tourism means that this method will try to integrate and operated, the potential for development of all social, economic and environmental factors. In this respect, we will not consider the mere sum of these factors, but especially their cooperation and networking possibilities, and add continuity. To keep a larger part of revenues from tourism in the region, it takes a special method of working, especially in poorer regions.

Key words: integrated tourism, regional development, tourist attractiveness, regional center, traditional farmhouse, environmental factors

A "specialty" center of Maramures is the long term, forest industry and forestry, wood industry and culture, and traditional mining. In this area, an economic and cultural opportunity is the triple combination of: a combination of modern and specialized production, the protection of monuments and vast cultural heritage of wooden objects, with a specific tour.

I'll take some time to be able to exploit the full potential of these resources, but once over that stage of development, this industry will bring a significant contribution to regional income. One way to exploit these resources it offers the concept of "integrated tourism."

In principle, the "integrated tourism" means that by this method will try to integrate and exploit that potential for development of all social, economic and environmental factors. In this respect, it will consider only the simple sum of these factors, but especially their cooperation and networking capabilities, completion and continuity.(Fundatia Friedrich Ebert Stiftung, 2000)

MATERIAL AND METHOD

The research is quantitative because aims quantified description of the problem behaviors of a population to be studied. The instrument used in research is the questionnaire, examples of questionnaires can be found below.

Subject study population was represented by people working abroad to work in the Land of Maramures, specifically in the city Sighetul Marmatiei and in nearby villages.

RESULTS AND DISCUSSIONS

This concept proved useful in Western Europe, especially in urban areas, structurally weak, which could offset the effects of poor agriculture with tourism receipts from a direct offer (holiday in the countryside, peasant farm holiday) or indirect (production for companies / firms in tourism).

A similar situation has been observed in the preservation of traditional crafts and occupations of the country. The premise for the functioning of this concept is to create an acceptable tourist infrastructure and adapted existing demand. Importance is also creating a network based on their own initiative to certain economic factors and regional and local administration institutions. Fundatia Friedrich Ebert Stiftung, 2000).

I would like to present some further examples of positive mutual influence. I would like to highlight the importance that environmental aspects have.

An intact environment, regional cuisine, is a very important potential for tourism starting in general, but especially for integrated tourism.

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Work and life

Jobs in tourism absorb existing workforce, readjusted, and create new jobs, for example in manufacturing, workshops, agriculture, trade and production. Besides this, investments in tourism (building renovation or construction of the relevant terms of tourism) promotes the construction trades. Jobs created or retained in this way are usually near home employees.

Agriculture and forestry

Agriculture and forestry make the more points of view from tourism. Once directly through the provision of accommodation (holiday in the country, chalets, cantons) through the provision of services (catering, guides for tours, exhibitions of animals and tools) and the marketing of peasant specialties and regional products cooking or directly to tourists. Indirectly retained peasant culture and local identity, along with a conservation and tourism landscape of agriculture and forestry by.

Peasant culture, regional identity, regional specialties peasant and products are important elements of the tourism offer, allowing independentization, and individualization of regions in terms of tourism. Useful in this respect is the granting of certificates of quality and origin of food, beverages and other products by different criteria, but are all products of the region.

Hotels and gastronomy

Hotels and gastronomy, as centers of tourism infrastructure has to guide the services according to guest wishes

For this purpose trained employees and have adopted other methods of personnel management. Be developed for the region that offers packages oriented to suit clients, sold with a professional marketing and Packages offers the possibility to participate in various programs optional services offered. A "new" regional cuisine, food and beverage specific use of regional products are as important to the success of tourism, such as development of quality management systems and the environment.

Natural Area

Countryside must first made accessible to interested visitors, but on the other hand should be kept as a capital base for such travel. Travel offers must therefore keep intact and do not adversely affect the biotopes in which animals and plants living area, but it still gives the feeling of being in nature. This is achieved through a "smart fence" of tourists. Important in this respect, information about the countryside and nature protection. They

can be transmitted through "view points" (= belvedere), the tourist and ecological trips of any kind. Special offers in this respect should be developed and promoted.

Cultural landscape and settlements

The various branches of tourism integrated regional characteristics are of great importance. It has an essential role cultural landscape and human settlements. Architectural structures and characteristics of settlements are important touristic points. Tourism is an important argument in this regard for the protection of monuments. Preservation of traditional crafts and occupations and using local building materials so the entire economy favors a specific region.

Rural cultural landscape affect any region on a great stretch. Keeping to the task is a business opportunity for agriculture and forestry. In this respect, it recreated a landscape peasant, rural, close to natural state, in small communities, whose efforts and additional costs must cover the economic sectors tourism. In Maramures be kept and preserved mountain landscapes, influenced by the forest and wood industry.

Specific goals of integrated tourism in Maramures

As a starting point we consider the facts: Maramures is an attractive land for some tourists in terms of natural and cultural heritage area, but the potential is not exploited Maramures and quality tourism offer is still bad. The application was completely neglected. Little publicity is made, is ineffective, marketing strategies do not apply at all.

In general, tourism in Romania suffers from negative image they have in Western Europe but also in the east and sometimes even within the country. This is seen by the drastic reduction of tourism to the Black Sea, in the 80s until today. The overall aim of the seminars is to improve this situation.

Besides this major goal, **I will list other specific purposes for this region:**

- Identify different ways of using multiple branches and tourist potential tourist niches.
- Create a catalog of ways to transform the existing tourism offer real potential.
- Creation and implementation of tourism offers a model in: "Holiday in the countryside", "Maramures, Romania Wood", "Maramures, Romania ore", "family vacation" in cooperation with tourist agencies and development and with governments local.
- Creating a model tourist center and the creation of "view point" sites, marking targets

relevant explanatory tablets and conventional signs (objective partially achieved).

- Identification of potential target groups, market demand and potential probing Claims Existing clients desires.

- Carrying out later: coordination, advertising campaigns and promotional offers such model, the previously identified target groups.

These goals can not be achieved and funded all at once. It is desirable for many employees to start as many projects, but for starters you can use the following selection strategy: model projects to be presented for demonstration purposes guests and media, politicians and entrepreneurs in tourism, according to the motto: "Romania is moving some progress is positive, it can go on vacation there." A motto that will be effective in the country and abroad. In addition, it created the first package offers for tourist niches: for hiking, biking, for tourists who want to admire nature and art, offers culinary health.

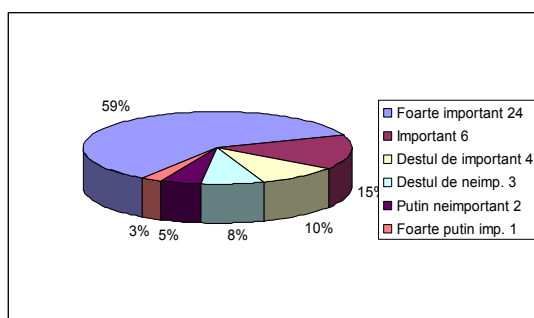
I will present some of the questions that we asked people - on certain target areas.

Data on development of tourism in the Maramures Country.

No question 1: The economic, social and cultural Maramures County, believe that tourism plays an:

Table 1
Views on the place of tourism in economic, social and cultural of Maramures County

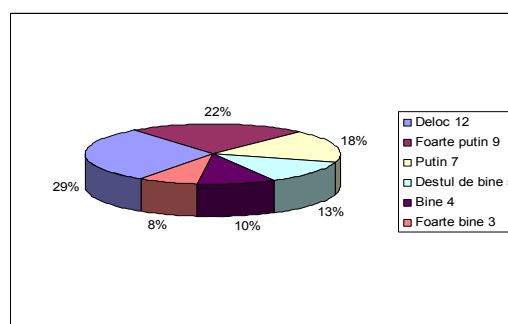
Cod	Answer	Absolute frequency	Relative frequency
1	Very important	24	60%
2	Important	6	15%
3	Quite important	4	10%
4	Not imposed fairly	3	8%
5	A little unimportant	2	5%
6	Very little imp	1	3%
	Total	40	100%



No question 2: How well do you know the difference between the concepts of "tourism" and "rural tourism"?

Table 2
Opinions on the difference between the concepts of "tourism" and "rural tourism"

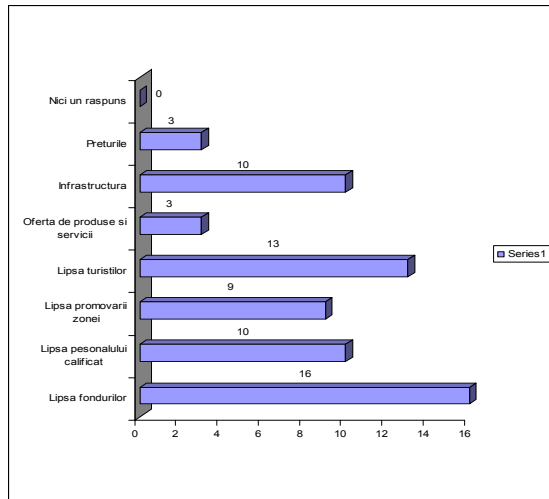
Cod	Answer	Absolute frequency	Relative frequency
1	At all	12	30%
2	Very little	9	23%
3	Little	7	18%
4	Fairly well	5	13%
5	Well	4	10%
6	Very good	3	8%
	Total	40	100%



No question 3: Key issues in general, we welcome the units involved in tourism activity in the Land of Maramures, in the opinion from you are:

Table 3
The main problems in developing tourism in Maramures Country

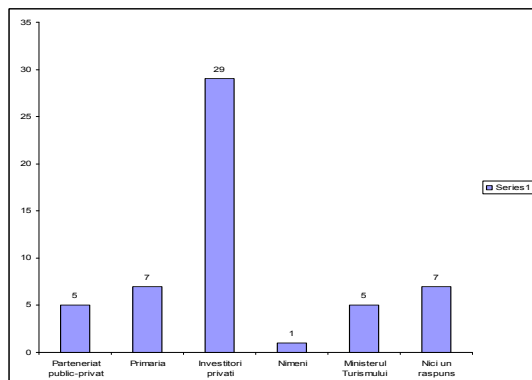
Cod	Answer	Absolute frequency	Relative frequency
1	Lack of funds	16	40%
2	Lack of qualified personalities	10	25%
3	Lack of promotion of the area	9	23%
4	The lack of tourists	13	33%
5	Offer products and services	3	8%
6	Infrastructure	10	25%
7	Prices	3	8%
8	No response	0	0%
	Total	64	160%



No question 4: Who said, currently, the work of rural tourism / tourism in the area?

Table 4
Supporters of the current tourism activity in Maramures Country

Cod	Answer	Absolute frequency	Relative frequency
1	Public-private partnership	5	13%
2	City	7	18%
3	Private investors	29	73%
4	None	1	3%
5	Ministry of Tourism	5	13%
6	No response	7	18%
	Total	54	135%



CONCLUSIONS

Almost three quarters of the subjects know little, very little or not at all know the difference between the concepts of "tourism" and "rural tourism". Therefore, in my opinion, potential future regional development center turstica could really help to clarify these notions.

The main problem, in general, we welcome the units involved in tourism activity in the Land of Maramures are lack of funds, qualified staff, lack of customers (tourists), insufficient promotion of the area or lack of adequate infrastructure completely modern and civilized tourist act .

On the main supporters of tourism development in the stands private investors, the city or public-private partnership.

In terms of support from various authorities, there is a great confusion between authorities with an important decision makers in the field (government, Ministry of Transport, County Council), which should give real support to potential developers, and another hand, for example private investors and locals, who would be directly involved in tourism development projects and not in a supposed support them.

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