

The Management of Touristic Destinations - Comparative Analysis



Social Science

KEYWORDS : rural tourism, natural tourism potential, anthropogenic tourism potential, management of touristic destinations

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ABSTRACT

This paper aims to make a comparative analysis of how to practice rural tourism in the region Bran - Moeciu (Romania) and Tyrol (Austria), considering all the elements that underlie the practice of rural tourism. The starting point of this analysis is the position that each region occupies to practice rural tourism in its country. Thus, while Tyrol represents the perfect description of rural tourism in Austria, Bran-Moeciu is considered the "cradle of Romanian rural tourism".

INTRODUCTION

Rural tourism is not a recent phenomenon. Leisure interest in the country has developed in countries such as France, Germany, Great Britain etc. as a response to the congestion and stress of the growing cities in the context of industry development.

The parallel between rural tourism practiced in Bran-Moeciu region (Romania), the cradle of Romanian rural tourism and rural tourism practiced in Tyrol (Austria) highlights the similarities and differences between the two regions, in terms of rural tourism, each of them being the first in the country is situated.

TOURISTIC POTENTIAL BRAN - MOECIU REGION

Moeciu village, occupies the central area of Bran platform.

Fig. 1. Bran-Moeciu Region



Source: <http://blog.vacanta.com/>

Relief

The relief of this touristic area is characteristic to the mountainous area, so we will find the following units: mountains (Bucegi and Piatra Craiului Mountains), hills, valleys, depressions, rivers, high passes (gorges) and a corridor (Rucăr-Bran) crossing the mountain from one side to another.

Climate

This region is characterized by a temperate continental climate, where average annual temperatures are about 7 degrees Celsius. Winters are harsh with short and cool summers, with varied precipitations and irregular winds.

Vegetation and Fauna

The altitude of Moieciu region underlies within the area of the beech forest, which at the lower limit is mixed with the evergreen oak and at the upper part with coniferous. Compact spruce forests or mixed with beech, fir appear in Leaota Massif, Piatra Craiului, Bucegi Mountains, especially in the north-eastern slopes.

On the mountain peaks, especially in Bucegi and Piatra Craiului live chamois, bear, wolf, fox, wild boar, squirrel, deer, lynx, all being protected.

Avifauna is represented by capercaillie, golden eagle, woodpecker, blackbird, finch and titmouse.

Natural Monuments

Natural monuments that delight the tourists who choose as destination Bran Moeciu are:

- ✓ Piatra Craiului National Park;
- ✓ Gorges and Cave Dâmbovicioara;
- ✓ Gorges Moieciu;
- ✓ Gorges Zărnești (natural gorge with walls over 200 meters high);
- ✓ Bats Cave.

TYROL REGION

Tyrol is a federal state located in western Austria. In terms of geographical location, Tyrol is a mountainous region located in the vicinity of the provinces of Vorarlberg to the west and Salzburg, Carinthia to the east.

Fig. 2. KitzbuhelRegion, Tyrol Province



Source: <http://cazareaustria.blogspot.ro/>

Relief

The relief of Tyrol region is a mountainous relief which includes mostly mountains (mountains Hohe Tauern, Ötztal Alps, Kitzbühel, Ötztaler, Zillertal and Deferegger), glaciers (Hintertux Glacier), Inn Valley and alpine meadows.

Climate

Tyrol is located within the limits of influence of the Atlantic, continental and Mediterranean climate. The climate of the region is mountainous. Climate of Tyrol has strong local contrasts between the various valleys and mountains.

Vegetation and Fauna

Tyrol vegetation is predominantly composed of pine and spruce forests, junipers (high species protected by law), alpine meadows.

Animals that make fauna of Tyrol are: marmot, badger, chamois, brown bear, ibex, deer, fox.

Rural landscape is rich in birds of prey (hawks, eagles, Harrow) and reptiles (green lizard, grass snake).

Natural Monuments

Some of the natural monuments of the Austrian Tyrol are the following:

- ✓ Bregenz Forest (the most beautiful forest in the Austrian Alps);
- ✓ Bodensee lake (the third lake as size in Central Europe);
- ✓ Innergschlöss Iceberg;
- ✓ Hohe Tauern National Park;
- ✓ Waterfalls of Krimm, waterfalls from the Umbal Valley.

BRAN - MOECIU REGION - ANTHROPOGENIC TOURISM POTENTIAL

Anthropic touristic objectives that attract tourists to the region are:

- ✓ Bran Castle historical and architectural monument entered in the touristic circuit and folklore as the Dracula's Castle, though it seems that Vlad Tepes never lived in the castle.
- ✓ Bran Medieval Customs - historical monument. Today, converted into museum hosting exhibits from Bran Castle and a collection of historical and commercial documents.
- ✓ Church "Assumption" (Moeciu, key) - located at 1800 m altitude was built in 1813 of river stone, wool skillet (instead of mortar) and lime.
- ✓ Râșnov Fortress (medieval fortress);
- ✓ Dragoslavele Hermitage;
- ✓ Bran Village Museum - outdoor museum that houses exhibits, whole households and even shepherd sheepfold typical to this area;
- ✓ Zănoaga slope - slope of average difficulty for a length of about 800 m, equipped with ski lift;
- ✓ Orașii Fortress (Dâmbovița Bridge);
- ✓ "The Heart of Queen Mary" Chapel (Bran)
- ✓ Mateiaș Mausoleum- historical monument raised in the honor of the heroes of the War of National Completeness between 1916-1918;
- ✓ Aninoasa Monastery - is unique in the area, its architecture combining elements specific to a fortified city with the characteristics of a cult;

Traditional activities with attractive features and entertainment:

- Agricultural bargains on the land;
- Measure the milk from sheep and cows;
- Climbing the mountain;

- Sheep shearing;
- Chose of sheep;
- Construction of sheepfold.

TYROL REGION - ANTHROPOGENIC TOURISM POTENTIAL

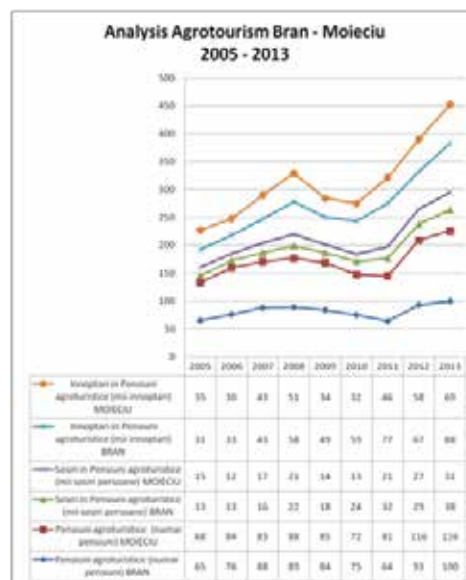
Province of Tyrol is one of the most popular touristic destinations in Austria. Here we find the stunning mountainous landscapes everywhere with endless possibilities for practicing winter sports but also summer mountainous sports (climbing, escalations, rafting, mountain trips).

Anthropoid touristic objectives, the most important in this region can include:

- ✓ Silver region Karwendel - a lovely area with a silver mine, a planetarium (both in Schwaz - the silver town);
- ✓ Golden Roof - is a famous touristic destination and a spectacular landmark in Innsbruck. Covered with 2657 gilded copper tiles, the roof was built for the Roman Emperor, Maximilian I, so he can see the events and tournaments held in the market.
- ✓ Alpine Zoo;
- ✓ Alpinolino, alpine adventure park located at an altitude of 1,770 m where visitors can learn many new things about animals and vegetation of the Tyrolean mountains;
- ✓ Ambras Castle, located above Innsbruck, built by Archduke Ferdinand II of Austria, dating from the 16th century;
- ✓ Enzenberg Palace, built in 1515 in Schwaz;
- ✓ Friedberg castle, located in Volders, first mentioned in the year 1000;
- ✓ Feuerwerk - the most modern and economical heating system in the world which with SichtBAR is the perfect place for organizing events, wine tastings, etc.
- ✓ Historical Center of Innsbruck;
- ✓ Swarovski Crystal Worlds - museum with works made of Swarovski crystals;
- ✓ Ski Resorts (Kitzbühel, Ischgl and St. Anton).

RURAL TOURISM IN THE REGION BRAN - MOECIU

In recent years, rural tourism has experienced strong growth in Bran-Moeciu region. This is due to beautiful landscapes, clean air, tranquility, hospitality of the inhabitants and not least the presence of the main attractions in Transylvania - Bran Castle.



Source: <https://statistici.insse.ro/shop/index.jsp?page=tempo3&lang=ro&ind=TUR105E>

Moeciu is an area with great touristic potential that lends itself to exploitation of all forms of tourism. Tourism activities that may be performed include: hiking (24 trails), rock climbing, speleology, winter sports, participation in traditional activities, etc..

Types of Accommodation Establishments	No.of Accommodation Establishments	Beds Clients	
		Number	Percentage of Total Accommodation Tyrol
Leisure resorts	5343	37675	9,4%
Agroturistic farms	1449	10447	3,15%
Private accommodation	11394	77461	23,2%

Bran will continue to attract tourists as long as it will know how to offer them new attractions. Skill and talent of tourism managers will be demonstrated by the determination of tourists that have already been in Bran to return, not by the fact that tourists come for the first time, because the latter are especially attracted by the reputation of the castle or the natural qualities of the area.

RURAL TOURISM IN TYROL REGION (AUSTRIA)

In Austria rural tourism activities date back more than 150 years, when tourist accommodation was done either in peasant guesthouses or inns. Since two decades ago, two notions appeared: "tourist recreational village" and "resort of rest."

The results obtained in the area of Tyrol are the natural consequence of the program called "the Green Plan" program initiated by the Ministry of Agriculture and Commerce through which Tyrolean households were given loans with long repayment (15 years) and low interest (3-5 %).

TABLE - 1
ACCOMODATION IN TYROL (SUMMERA 2013)

Source: https://www.wko.at/Content.Node/branchen/t/Startseite_-_Sparte_Tourismus_und_Freizeitwirtschaft.html

TABLE - 2
THE STRUCTURE OF TOURIST DEMAND IN TYROL 2013

Characteristics	Winter 2012/2013	Summer 2013
Arrivals clients	5.066911	4.495983
Duration of stay	4,9	4,0
No. of overnight stays	24875664	18067693
Tourists of Austria	1736324	1994139

Tourists of Germany	12354649	9370707
Tourists of Netherlands	3364150	1425047
Tourists of Switzerland	999994	1379956
Tourists of other countries	6420547	3897844

Source: http://www.statistik.at/web_en/statistics/tourism/accommodation/accommodation_capacity/index.html

CONCLUSIONS

The originality of this work lies in trying to discover the secret of success of areas such as Tyrol, famous for rural tourism and to identify what is missing to the area in our country Bran - Moeciu, which already has a good "start" to achieve the same performance. While having special natural and anthropoid tourism potential, hospitable local people, legislation to really support the development of rural tourism, a diversification of tourism activities and an organized and effective promotion of the area would be the "ingredients" of success.

After analyzing the two regions we can draw the following conclusions:

- ✓ in terms of tourism potential (natural and anthropogenic) both regions have enough elements to attract tourists;
- ✓ regarding accommodation (number and comfort), infrastructure, and diversity of tourism activities Tyrol holds supremacy. This would be a consequence of their experience gained in time by Tyroleans who have been practicing rural tourism more than 150 years and Austrian legislation that supports the real development of rural tourism.
- ✓ the very organized way of promoting tourism in Tyrol has a significant contribution to attracting domestic and foreign tourists;
- ✓ permanent concern for diversification of Tyrolean tourism activities is a good example for the people of Bran - Moeciu.

Although we cannot make a correct analysis between the two regions because we do not have the same starting points, rural tourism practiced in the Bran - Moeciu is rising. To this spectacular rise contributed several factors, the most important being spectacular landforms, historic past that blends harmoniously with the mythology of the place, the customs and traditions preserved and practiced by today's hospitable locals, and proximity to the capital city Bucharest and tourist city Brasov.

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