

Harnessing Tourism Product



Tourism

KEYWORDS : tourism, natural resources, valorization, touristic circulation

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ABSTRACT

The modern world we live in, although offers us obvious benefits we enjoy every day, can also overwhelms us through efforts and sacrifices required from us. That is why tourism, which can be defined as a recreative period for most of us, is in continuous positive evolution and development. People feel the need to take, at least once per year, a few days, to leave behind the agitation of the cities they live and work in and leave in various places more or less by traveler steps trodden. Although many people choose renowned resorts that presents a comprehensive offer of services, the number of those who choose to spend their vacation in areas where natural environment was not compromised by tourism specific human activities increases from year to year.

INTRODUCTION

One of the main social and economic phenomena of our century is the development of rapid and remarkable continuity of internal and international tourism, on Earth and at regional level.

Space can be considered as a raw material in tourism, physical and geographical conditions often having an essential role in the creation of his level of attraction. Natural factors, cultural and historical heritage, the technical potential, economic and political environment are fundamental criteria that occur, either individually or in conjunction, to create the specificity of a particular touristic place.

THE TOURISTIC PRODUCT

In the specialized literature there are many definitions developed by Romanian and foreign specialists. Jost Krippendorf defines the touristic product as „ a bundle of material and immaterial items offered for consumption and which should satisfy the buyer”. G. Tocquer and M. Zins define it as a set of tangible and intangible elements that bring satisfaction to one or more clients.

Niculescu Eugeniu defines it as a combination of personal belongings and services (personal benefits) offered by the staff of tourist activities and adjacent, which highlight the elements of heritage tourism and tourism infrastructure and using the advantages created by the overall infrastructure of the country or area concerned and the international framework, aim to meet the general and specific motivations of consumers tourism.

ROMANIAN TOURISTIC PRODUCT

Natural Resources

Romanian relief presents with a varied tourism potential due to its variety, to its landscape and to the possibility of adaptation for tourism activities.

The large diversity of Romanian landscape can be exemplified by alpine landscapes with glacial relief of the Fagaras Mountains, Retezat, Parang, Rodna, carstic landscapes of Anina Mountains, Bihor, Mehedinti, Cerna Valley landscapes with structural and petrographic relief of Ceahlau Mountains, Ciucas, Bucegi, landscapes of Carpathian hills etc. They complement usually with the components of water, vegetation and fauna, increasing its complexity.

Romanian relief provides many facilities for tourism activities. Thus, in Southern Carpathians, Western Mountains and Rodnei Mountains there are many ski slopes, in all mountain areas there are hiking and climbing trails, there is large-scale, with scientific and aesthetic value spelunking field, many of the caves being protected by law, as monuments of nature (Comarnic and Popovat in Aninei Mountains, Fortress of Ponor and Scarisoara in Bihor Mountains etc.). Impressive gorges add to this (Bicaz, Oltet, Turda etc.) and defiles (Danube, Olt, Jiu etc.) that complete beauty and natural attractions heritage of Romania.

Hydrographical fund has also a great potential. Potential to which we refer considers many and varied mineral resources, running waters, natural or artificial water mirrors, which are used as such for tourism, leisure (Snagov, Siutghiol, Ciucas, Three Waters, Secu) and spa tourism (Ursu Lake, Salty Lake, Techirghiol) or integrate to other landscapes, enriching them and increasing their attractiveness (Vidraru, Saint Ana, Red Lake, glacial lakes in the Southern Carpathians etc.). The Black Sea has an important role in hydrographical tourism potential by the salinity of the water and fine beaches sand.

Another important element of the tourism potential is the climatic conditions. They create ambience for activity of tourism, but also constitutes an important natural factor of treatment (climatic therapy).

It thus distinguishes three types of bioclimate: stimulating-demanding (plains and seaside); sedative - irrespective (hills and plateaus) and tonic-stimulant (mountain).

In terms of tourism, fauna is of importance more by hunting and aesthetic value. Fauna of hunting interest (bear, wild boar, deer, blackcock etc.) is found especially in mountain areas but also in hilly and plains forests. The Danube Delta is a real meeting place for many species of birds and fish. Lakes, ponds, rivers and especially the Danube, the Danube Delta and the Black Sea have a rich and diverse fish fauna.

It appears that each component of the natural environment has, as its specificity, a certain amount of tourism potential. But in the territory, these components come together harmoniously making geographical landscapes, which makes their potential capabilities to integrate, complementing each other and leading to the amplification of the complexity of tourism potential.

This complexity of the tourism potential leads to a wide range of forms of tourism that can be practiced.

Anthropogenic Tourism Resources

Anthropogenic resources are represented by archaeological remains, historical monuments, of architecture or art which can be found practically all over Romania.

Because of their historical and cultural importance, they constitute in attraction points that increase the value of natural heritage.

Among the components of representative anthropogenic tourism resources the following are listed:

1. Archaeological remains related to the genesis of the Romanian people and fatherhood to these places (Dacian fortresses in Orastiei Mountains, ruins of medieval fortresses etc.);
2. The historical, architecture and art monuments with unique

value, some world famous (churches and monasteries with exterior frescoes in Bucovina, wooden churches in Maramures, churches and peasant fortified fortresses in Transylvania, Moldavian style monuments in Central Moldova, Brancovenian style monuments and complexes of feudal art in Oltenia and Muntenia, neo-Romanian architecture monuments, historical monuments of the main cities-ancient capitals of Romanian Countries or medieval cities);

3. Museums and memorial houses (*Bucharest, Cluj-Napoca, Alba Iulia, Constanta, Sibiu, Iasi, Brasov*);

4. Testimonies of civilization and popular culture (ethnography and folklore): architecture and technical traditional folk (Maramures, North of Moldova, Sibiu, North Oltenia, Campulung-Bran etc.); folk artistic creation: crafts, handicrafts, ceramics, costumes, literature, music and dance folklore (Oas, Maramures, North of Moldova, Sibiu Surroundings, Salaj, Bistrita-Nasaud etc.); traditional folk events (fairs and festivals etc.), ethnographic museums etc. These elements are concentrated in the main ethnographic areas of the country (Maramures, Bistrita-Nasaud, Oas, Bucovina, Sibiu Surroundings, Oltenia below the Mountain, County of Hateg etc.)

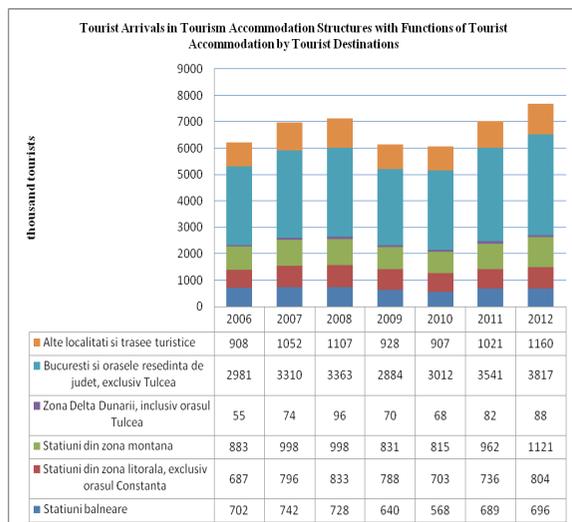
Tourism resources related to Economic activity include engineering and architectural works with a unique tourism value such as: dams and water accumulations of hydropower interest, hydropower plants, navigation channels and other economic objectives. Imposing in this regard are the dams and lakes Vidraru and Bicaz, lakes and hydropower and navigation systems of the Iron Gates I and II, Danube-Black Sea Channel and bridges across it, bridges over Danube at Cernavoda and Fetesti etc.

ROMANIAN TOURISM POTENTIAL HARNESSING

Tourism in Romania had a difficult journey over the past 20 years, expressed in international arrivals.

The following table shows that the indicator arrivals fluctuated lately, with a minimum in 2009 as a rebound from the global economic crisis. Arrivals in tourist accommodation structures in 2012 totaled 7.6534 million, increasing by 9.3% compared with 2011. Arrivals of the Romanian tourists in the establishments of tourists' accommodation were 78.4% in 2012 of total arrivals, while foreign tourists represented 21.6% of total arrivals, ratios close to those of the year 2011. Arrivals in hotels in 2012 accounted for 75.5% of total arrivals in tourist accommodation structures with accommodation. Compared to 2011, arrivals in hotels in 2012 are increasing by 7.7%.

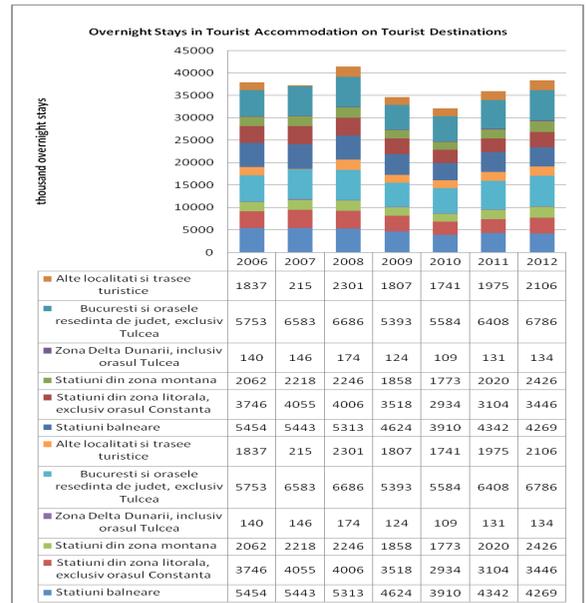
Table-1
Tourists Arrivals



Sources: www.inssse.ro

Overnight stays in tourist accommodation structures in 2012 totaled 19.0914 million, growing by 6.6% compared with 2011. Romanian tourists' overnight stays in the establishments of tourists' accommodation were 82.8% in 2012 of total overnight stays, while overnights of foreign tourists accounted for 17.2%.

Table-2
Overnight Stays



Sources: www.inssse.ro

Net use index of accommodation places in 2012 was 25.9% on total tourist accommodation, down by 0.5 percentage points from 2011. Higher indices of net use of accommodation in 2012 were registered in hotels (32.1%) and villas (19.6%).

CONCLUSIONS

Romanian tourist patrimony includes three outstanding constituents, namely: natural factors, natural elements of great tourist attraction and the human factor. Relative to these matters, Romania has a remarkable potential.

In order to be harnessed in its fullness and intensively it is required that this richness of the Romanian touristic patrimony to be submitted to a rigorous scientific research, to a very good knowledge.

The most appropriate form of organization of this knowledge is that of the heritage tourism census, which allows the knowledge of all the elements, its components, both overall and regionally in our country. This kind of detailed knowledge allows the delineation of those perimeters that by their richness and specific of the touristic patrimony they have justify a special attention. The existence of this rich national patrimony imposes appropriate measures to preserve it as intact as possible from the environment pollution intense processes. This kind of measures cannot be limited only to the national framework, but we must act internationally, in connection to the geographical position of our country.

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