

THE INFLUENCE OF THE OPERATIONAL PROGRAM REGIONAL ON THE TOURISTIC SERVICES DEVELOPMENT

Angela-Eliza MICU, Adrian MICU, Doina IACOB
"DUNAREA DE JOS" UNIVERSITY OF GALATI

Abstract:

Due its geographic position, Romania has an important touristic potential with a great natural resources, diverse and harmonious placed all over Romanian territory, which give the possibility of developing a great range of tourism forms, varying from the classic ones (mountain, cultural, maritime) to the new ones such as rural tourism, ecotourism or adventure tourism. Regional Operational Program, through the Priority Axis Number 5, focuses on valuing and promoting cultural and natural touristic resources and on developing touristic infrastructure with some expected effects: rising the business opportunities of Romanian regions, development of local economy, creating new jobs. ROP will finance the regions with a touristic potential, both rural and urban, regions which are recognized by UNESCO and are included in the world cultural patrimony, all these made according to Romanian legislation. The creation, development and modernization of touristic infrastructure will take the form of enhancing quality standards of accommodation places such as hotels, motels, alpine huts, boat cabins etc., and the complementary services of amusement places too. The promotion of touristic potential and the developing of necessary infrastructure is a general objective which translates into the need that Romania became an attractive touristic and business destination. This objective is concordant with the strategy of durable development of touristic products and in some aspect is based on using the Internet in reservation and promotions services (E-tourism).

Key words: *tourism, touristic destination, infrastructure.*

JEL Classification: Q 56

1. INTRODUCTION

National Strategy for Regional Development, elaborated on the basis of Regional Development Plans and The National Strategic Reference 2007-2013 identified the development of tourism as a priority development area, given the existing potential of tourism in all regions. This potential financial support to justify the rehabilitation of infrastructure tourist areas and recovery natural heritage, history and culture for their inclusion in the tourist circuit and promoting them in order to attract tourists.

Investment in tourism and culture will enable the regions to use the development benefits of their tourism potential and cultural heritage in identifying and strengthening their own identity. Tourism creates opportunities for economic growth and create new jobs through the cultural and natural heritage, specific to each development regions, including the marginal areas, disadvantage economically and socially.

The tourist attractions in different parts of the country can contribute to economic growth of urban centre in decline.

Tourism activity creates demand for a wide range of goods and services subsequently purchased by tourists and travel companies, including goods and services produced by other economic sectors (trade, construction, transport, food industry, clothing and footwear, small industry and handicrafts).

Increase the number of tourists, expected in terms of tourism development will overburden the environment. In all areas of development, tourist attractions recovery is largely limited by the quality of tourist infrastructure areas, services, generally, and accommodation services and leisure, in particular, all these constitute major obstacles in the development of tourism.

It is expected that the implementation of the priority axes POR, by improving tourism infrastructure areas, accommodation services and leisure and by promoting a sustained image of Romania on domestic and international determines growth the quality, European standards, all conditions for the tourism, with direct impact on increasing demand for travel to Romania as a European tourist destination.

2. INFORMATION

The major areas of intervention of the priority axes are: the restoration and sustainable recovery of cultural heritage, and creation / modernization of related infrastructure; creation, development, modernization of infrastructure for tourism recovery of natural resources and enhancing the quality of tourist services; promoting tourism potential and creating infrastructure necessary for increasing the activity of Romania as a tourism destination.

These major areas of intervention aimed at supporting recovery some important categories of tourist resources: cultural and natural resources through the promotion of Romanian tourism.

3. RESTORATION AND SUSTAINABLE RECOVERY OF CULTURAL HERITAGE, CREATION / MODERNIZATION OF RELATED INFRASTRUCTURE

Romania has a historical-cultural heritage and ethno-folk of great value and tourist attraction. There are over 700 cultural heritage values of national and international interest which were established as the universal values of the assets under the aegis of UNESCO (fortified churches, churches with exterior frescoes, wooden churches in Transylvania, Maramures, Salaj, Saxon fortified fortresses, Dacian fortresses , Archaeological parks, etc.)..

Treasure ethnographic and Romanian folklore is also of great originality, as represented by: architecture specific villages in the Romanian historical provinces Transylvania, Moldova, Bukovina, Muntenia, Oltenia, Banat; wood processing, ethnoculture and religious events; communities with traditional rural life.

The development of cultural tourism requires solving problems related infrastructure access to tourist objectives (archaeological sites, monuments of architecture) that is old and insufficient, lack of parking spaces equipped with information and promotion of cultural tourism objective, lack recovery in their strongholds for belvedere, medieval castles, churches, monasteries and historical monuments.

For Romania is particularly important to preserve what remained of the cultural heritage of different regions of the country, which were seriously affected by time.

The objectives of this major area of intervention are: increasing importance of tourism and culture as a factor that stimulates economic growth in the region; extending the tourist season; increasing the number of tourists, through the tourism potential recovery on national and international market.

In this major area of intervention will take into account the conservation, restoration, strengthening, rehabilitation and protection of historical monuments of national and universal value and the representative of the local cultural heritage.

4. CREATING, DEVELOPING AND MODERNIZING THE INFRASTRUCTURE OF TOURISM - A PREREQUISITE FOR THE APPLICATION OF MODERN MARKETING STRATEGIES

Ecological tourism practiced in a sustainable manner, gives birth to various activities and allows increasing environmental and economic sustainability of tourism activities. Given the fact that 30% of Romania's surface is occupied by mountains, can appreciate that mountain tourism is an opportunity for the practice of tourist activities throughout the year.

Young population currently occurs in more and more desire to know his country, choosing cultural tourism, ecotourism, while old population, growing, demonstrated an increasingly high interest towards Balneo-weather resorts, whose curative properties attract including foreign tourists.

Romania has a great diversity of natural resources which form a large part of the tourism product base. These include the Black Sea coast, Danube rivers, the Carpathians and other mountain chains and the Danube Delta Biosphere Reserve. There are 13 National Parks and 13 Natural Reserves covering 7% of the country. There is a great biodiversity with many species of flora and fauna unique in Europe. Romania has the most rich variety of species of large mammals in Europe and is the major track for bird migration.

A third of the natural springs in Europe are located in Romania. There are 117 towns with different therapeutic factors - water, sewage, gas - which represents the resources for many resorts in the country. They represent a major source of tourism for rest and treatment, as well as for medical treatment. At present the infrastructure of many tourist resorts Bathing Establishment is in an advanced state of decay.

Romanian coast stretches 245 km from the Danube Delta in the north to the border with Bulgaria and presents large beach with tourist resorts and major ports. Nearly half of the number of accommodation places in the country is on the coast. The structures on the coast tourist enjoying the lowest season opened in an average time of less than three months. In the Danube Delta tourist season work for less than six months per year.

The most important opportunities for development of tourism in the short term data are niche tourism (tourism equestrian, speo-tourism, adventure tourism, tourism-memorial historic, pilgrimage tourism, business tourism), based on natural and cultural resources such as: spas, forest areas, protected natural areas, areas that offer the possibility of practicing winter sports.

At present, Romania has a sufficient number of spaces for accommodation, which, however, filed a degree of wear, correlated with a low level of the degree of modernization, especially in the case of structures housing two and three stars.

Given these factors on the part of a natural tourist potential and on the other hand tourist infrastructure, taking into account the developments of the global tourism market, it is absolutely necessary to increase the quality standards of accommodation spaces on the type of hotels, motels and camping, chalet and hotels for youth and structures accommodate ships.

The same attributes characterized the recreational tourist structures which provides facilities to spend free time. It recommends improving existing attractions and introducing new ones in the tourist circuits, such as: *the salt works* - besides extraction jump, some mines are attractive to visitors for medical treatment and the objective of tourism; *caves* - Romania has a significant number of caves, with great development potential as points of attraction for visitors; *mocanita* - enjoy a special interest of visitors, combining design heritage with rural entertainment business; *winter sports* - are

very fashionable in Romania in recent years; this has resulted in rapid development of facilities for skiing and other winter sports in many mountain regions; cycling - is increasingly more popular both in Romania, as well as in other countries in Europe.

The objectives of this major area of intervention are: valuing natural resources in the tourism, diversify tourism services, improving the quality of accommodation, the creation / expansion of recreational tourist structures, in order to increase the number of tourists and length of stay.

5. PROMOTING TOURISM POTENTIAL AND CREATION OF INFRASTRUCTURE RELATED

Specific actions promoting tourism in implementing projects to the domestic and international market are:

- developing and/or purchase materials for promotion and tourist information: printings - printing of brochures, leaflets, posters, banners, billboards, catalogues, guides, albums; materials for promotion and information through audio-visual media - movies bid to promote tourism general areas and tourist products, DVDs and audio spots, video, photos, posters.
- participation in domestic and international events (fairs and exhibitions); specific activities of public relations; organization visits documentaries for media representatives, agents, tour-operators and other creators of opinion from abroad; organizing events to promote Romanian tourism offer; organizing promotional activities itinerante (road-shows) abroad.
- advertising campaigns: advertising media - newspapers, radio, TV; advertising the exhibition - catalogues, indoor and outdoor billboards, banners, screens; mailing; outdoor advertising - outdoor billboards, promoting the video screens, means of promotion shipping.
- purchase, construction and / or renting buildings, rehabilitation of existing buildings and works assimilate, if they are directly related to the objective of the project.
- IT equipment and means for multimedia products.

All these constitute important steps in the path of modernization marketing actions at all levels and in all institutional sectors of the economy and society.

REFERENCES

1. Balaure, V., Catoiu, I., Veghes, C., *Marketing turistic*, Ed. Uranus, Bucuresti, 2005.
2. Briggs, Susan, *Successful tourism marketing: a practical handbook*, Kogan Page, London, , 2001.
3. Levitt, Th., *L'Imagination au service du marketing*, Economica, Paris, 1985.
4. www.finantare.ro/ghidul-solicitantului-pentru-axa-prioritara-5.
5. www.fondurile-structurale.ro/axa-prioritara-5/masura-5.2.
6. www.mie.ro.
7. www.por.ro.