

# MATERIAL AND TECHNICAL BASE OF RURAL TOURISM IN RURAL VALCEA AREA - ANALYSIS OF SPECIFIC EQUIPMENT

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***Abstract:** Rural tourism is a powerful vector of growth, bringing a number of benefits both local communities and inhabitants of the area: the better use of resources both natural and human, cultural heritage, local traditions to improve living standards; to stimulate economic development in the improvement of social structures. Each country has its territory varied natural conditions, valuable cultural goods that give the essence of its tourism potential. One of the benefits of rural tourism represents the rational, scientific resources and creating revenue for local jurisdictions that can come from the private sector concessions, donations and local taxes.*

***Keywords:** rural tourism, development, indicators, infrastructure, analysis*

***JEL Classification:** Q01, Q 18, Q 26, Q 57*

## INTRODUCTION

Tourism activity is generally an extremely complex process with important implications to the socio-economic level, who can not only develop the extent of diversification of its aspects and inclusion within its new targets and territories.

Tourism is an objective phenomenon of modern and contemporary society, which is defined by a structure and a system of characteristic relations, representing in fact a major economic sector. Both the structure and relationships include material elements (natural and anthropogenic objectives, facilities, vehicles, etc.) and components that facilitate contact between the tourist and the tourism product (services). Rightly considered to be as the most dynamic industry in the world, tourism has become in recent decades a mass phenomenon, diversifying forms (rural tourism, agritourism, sustainable tourism, ecotourism) and the possibilities of attracting tourist flows.

Currently, both in our country and in the European Union - but also in a number of countries around the globe - rural tourism is one of the most dynamic forms of travel, the result of the advantages it offers both tourists and host communities.

Rural territorial infrastructure, support of rural tourism rural economy in Valcea, county of South West Region is considered a result of agritourism programs which include:

- structure of road transport routes,
- capacity structure habitable housing and infrastructure facilities in valcean rural areas of the region South West Region.

## STRUCTURE OF ACCOMMODATION AND CATERING FOR RURAL TOURISM

Accommodation capacities are forms of hosting tourists with attractive resources (natural and anthropogenic) and transport routes are the elements that define the major characteristics of tourism in the study area. Tourist accommodation (available according to the Statistical Yearbook of Romania drafted by the National Institute of Statistics)

means any construction or development, which provides permanently or seasonally specific accommodation and other services for tourists.

Tourist accommodation specific rural areas are motels and inns, villas, chalets, camping, tourist stops, holiday villages, rural guesthouses and Farmhouses.

Should be emphasized that the amplification of tourism activities in Valcea county imposed increased need for space tourism with accommodation and catering (preferred are those with a high degree of comfort - the 3 and 4 star or daisy).

Tabel no. 1

*Existing rural tourist accommodation structures with functions of tourist accommodation –  
numebr of units*

<b>Tourist accommodation</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Motels and inns	10	10	10	7	11
Villas	42	41	41	43	46
Tourist chalets	3	3	3	3	3
Rural boarding houses	25	25	29	32	39
Tourist campgrounds	9	9	9	7	7
Tourists halting places	1	1	2	2	4
Vacation villages	-	-	-	1	1
Bungalows	-	-	-	1	3
Camps for students	3	3	3	3	4
<b>Total</b>	<b>93</b>	<b>92</b>	<b>97</b>	<b>99</b>	<b>118</b>

Source: authors based on documentation made during research by processing information from the Statistical Yearbook of Valcea county, 2012 edition

Analyzing the number of rural tourist accommodation structures with functions of accommodation chosen period (2007 - 2011) and official data (table no. 1) shows an increase in their total area under study, from 93 units in 2007 to 118 units in 2011. If the number of existing rural tourist accommodation in Valcea County in 2007-2011 can be used in good condition a linear model:

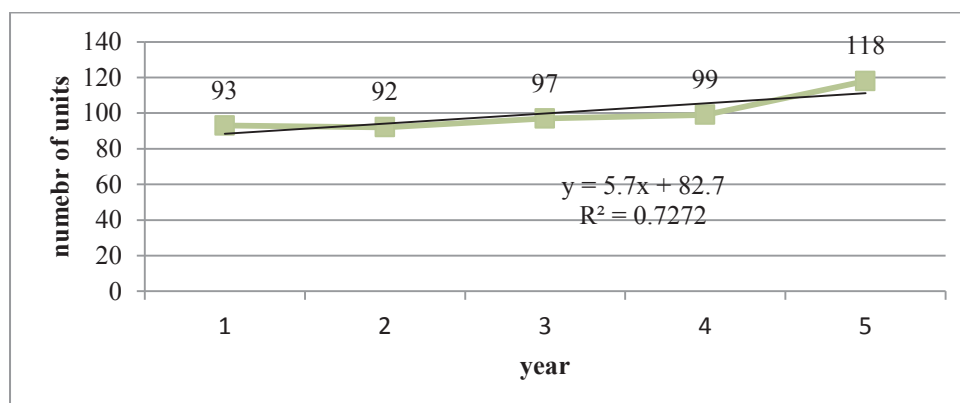


Figure no. 1 - The evolution of rural tourist accommodation in Valcea County in 2007-2011

(Source: own calculations based on documentation made during research by processing information from the Statistical Yearbook of Valcea county, 2012 edition)

In terms of tourism accommodation establishments catering to functions play an important role in the development of recreational, completing the range of services that are available to tourists with accommodation structures. Valcea territory includes many structures catering because it is an area of transit to neighboring counties.

Catering services are part of the basic services offered to tourists and include all premises where a series of complex activities from preparing meals, pastry products are

up to their serving, along with other products, like alcoholic and soft drinks, guests in a relaxing emdiu liked so to satisfy their requirements [Neacșu, N., et al, 2009].

Network of food units in specific rural Valcea is generally present in the hostels, each unit offering basic function tourists through its own kitchen and dining room. From fig. 2 shows that most structures are found in the area catering Brezoi – Titești:

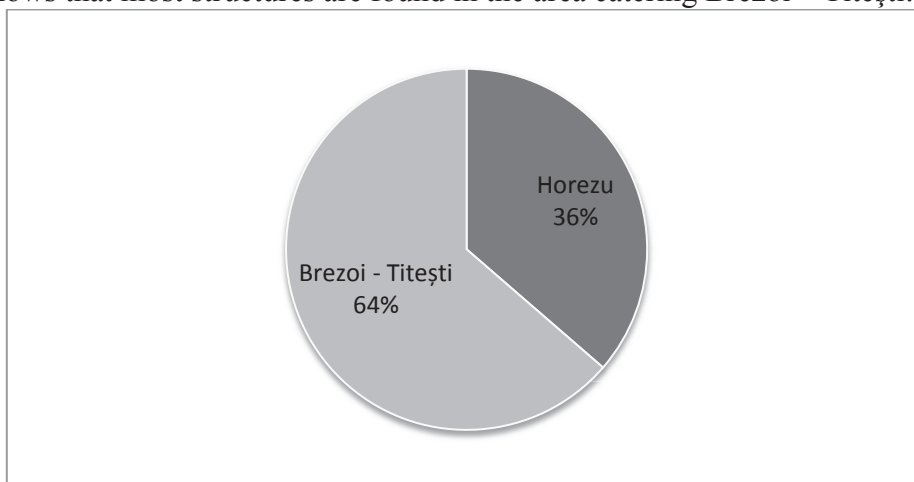


Figure no. 2 - Public catering structures in the studied area  
(Source: developed by the author, due to documents from the period 2009-2014)

Analyzing the distribution of the types of residential structures of the functions of nutrition is found that most of the commercial them are in urban areas: 83% of the seats in the cocktail bar, over 95% dn category seats fast units -fod, pastry and confectionery, and 81.3% of the seats in restaurants.

## **STRUCTURES LEISURE TOURISM AND CULTURAL ENTERTAINMENT**

Leisure is one of the basic components of the tourism product that provides active leisure tourists, defined as all facilities, equipment, events and forms capable of individual or social group a good mood, pleasure, to give the feeling of satisfaction, a fulfillment, to leave a memory and a favorable impression [Stănciulescu, G., et al, 2001, pp. 350]. This perspective highlights, on the one hand, the variety of leisure activities and on the other hand, the fact that they are a key element in meeting the needs of tourists.

Forming part of their production structures, leisure and relaxation aimed at physical and mental comfort. Psychological side indicates the development of cultural activities - entertaining and instructive – educational. Many times this is the predominant contributing to the relaxation, amusement tourists and to the knowledge.

Types of leisure or recreational activities during free time can be classified according to several criteria, each highlighting specific features or aspects of leisure activities, and various relationships between them. In valcean rural areas there are the following ways and recreational equipment [Stănciulescu, G., Micu, 2009, pp. 277]:

Assistive and recreational equipment in the valcean rural area	folklore ensembles
	swimming pools
	sprtive basins and sports stadiums
	clubs and mechanical games
	museums, houses of culture
	riding, horse racing, zoos and botanical gardens
	parks and public gardens
	landscaped swimming pools

Figure no. 3 - Assistive and recreational equipment in the valcean rural area  
(Source: developed by the author)

*Base designed for the recreation* - there are different elements Valcea base for the break, especially in the cities and tourist resorts, including clubs, electronic games, bowling and billiards, amusement parks, etc. seasonally.

*Recreational sports centres* - includes sports centers, swimming pools in the site or in the swimming, skiing, practiced on specially designed tracks.

Lately, there is an increased concern for insertion in tourist accommodation establishments of leisure facilities. Notice the large number of volleyball, basketball, football, outdoor and covered pools, fitness centers, all of which contribute to the diversification of stay in rural areas.

*Folk ensembles* are designed to exploit folklore - Valcea County by organizing dance performances authentic folklore. Between the county dale folk ensembles are included: "Brădulețul" from Horezu, "Florica" from Costești, "Moștenitorii" from Pietrari, Orchestra "Rapsodia" and folklore ensemble "Dor" from Băbeni, "Miorița" from Vaideeni, "Busuioc de Topolog" from Nicolae Bălcescu.

All these folklore ensembles are aimed for performing through art, with an important role in the development of rural tourism through participation in small-scale projects that come to capitalize rural tourism by authentic folklore lessons, producing promotional materials or records.

*Swimming pools* used for aquatic sport, entertainment, therapy, relaxation space where they can spend time encouraging exercise. Among rural swimming pools Valcea mention a few: the common Daesti swimming pools, swimming pools with salt water from mines - Large and Ocnița basis of common agreement Roest, bases agreement in the rural tourist pensions in Valcea County.

*Horseback riding, horse racing*: horse riding part of the few sports that you can practice exclusively for pleasure and not to make the move but need to be in shape. In this sport you combine exercise with a love of animals, trying new experiences and unexpected, communicating with the playing "partner". This escape into nature and spending time around animals get charged with positive energy and helps you to play psychic balance. In the following areas the tourist can practice riding in: The tourist complex Valahia from Brezoi, Valea Albă from Călimănești, Casa Vânătorilor from Băile Olănești and in the the equestrian center from Nicolae Bălcescu.

## TRANSPORT TRAVEL EQUIPMENTS

An important feature of transport routes in the study area is required by the natural hydrographic network layout and relief major east-west direction and guidance system causing major communication routes along the main zone (see road map of Valcea county):



Figure no. 4 - Valcea county road map, photo  
(Source: <http://hartavalcea.ro/>, accessed on April, 2014)

*Railroads* have major role in the development and deployment of transport in the study area, consisting of main and secondary lines and help to boost tourism flows. Length of railway lines in operation is 164 km (Valcea county is crossed by railway, Bridge River - Drăgășani – for the - Sibiu railway closely follows its gorge crossing Olt Valley, providing a very attractive route).

The current situation of the majority of railway stations in Valcea county is precarious, given that many offices are not rehabilitated and are devoid of any comfort for passengers. In Romania is currently implementing a project on modernization of railway stations for the period 2012 - 2015, which is lies and railway station in the Râmnicu vâlcea City. The contract value is £ 20.825.090.39 VAT, the FEDR and the state budget are the principal funding sources for the estimated time period 2012-2014.

*Road communication routes* are better represented in the studied than railway construction it is easier to achieve. County infrastructure includes more than 2167 km of public roads, of which 490km are national roads and 1677 km are county and municipal



roads. The highest traffic record upgraded roads along the Olt (Slatina and Sibiu) over Dealul Negru (towards Pitesti) and to Horezu and Târgu Jiu. The most important roads for tourism are:

-E15A which crosses the county from north to south between Căineni and hence for the heads to Bucharest in Pitesti, it represents the second artery Transcarpathian region (in terms of size passenger traffic) and one of the most important tourist paths linking the capital center of the country,

- DN 67 crosses Carpathian area of Oltenia on the east-west direction between forthe – Târgu Jiu – Porțile de Fier tourist area, the remarkable beauty of the natural environment which runs along it and the amount of goals in along or near to,

- DN 65 Râmnicu Vâlcea – Drăgășani – Slatina provides links to counties in southern Oltenia,

-DN703H Căineni – Perișani – Suia – Curtea de Argeș liaises with the tourist area Curtea de Arges and Pitesti and shortening the way while traversing a scenic tourist route,

- DN7A, DN7 Brezoi – Voineasa – Vidra – Obârșia Lotrului crosses the north-west of Valcea county road connecting to the alpine road DN67C. It provides access to the resort Voineasa and Vidra.

In Valcea county there are no possibility to reach by air. Air transport for tourism, for Valcea, is facilitated by Sibiu International Airport, located 89 km to Vâlcea and 65 km for the Voineasa as one of the most important tourist resorts in the county.

## CONCLUSIONS

Vâlcea County tourist development is stimulated by certain aspects of economic and social development: modernization of national roads, county and municipal - which led to the development of rural areas; extension of forest roads has been a boon to the development of different forms of sustainable tourism and rural tourism among which; Lotru hidroncentral building which formed an important infrastructure for rural tourism, hydropower development Olt River, which allowed for environmental activities. Tourism relationship - economic development can be seen in two ways: on the one hand economic development requires a development of the tourist industry, on the other hand, tourism activity is considered to have a significant impact on economic sectors. Vast areas of pastures and natural grasslands have created very favorable conditions for breeding, important branch and old traditions in the economic development of local communities.

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