

# MANAGEMENT TOURISM SECTOR IN TARGU JIU

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## **Abstract:**

*Monitoring tourism is another key function of management.*

*Monitoring aims to measure implementation plans, travel pieces, implementation, measure socio-economic and environmental impact of tourism and assess the level of satisfaction of tourists etc.*

*Sustainability of the tourism sector is ensured by quality controls and changes in tourism product and tourism markets based on changing circumstances. Maintaining the safety and security of tourists is a vital issue of tourism management. There are many aspects of security and safety. Local government should have a plan and a program of safety and security, and even tourists should take responsibility for their own security. As a tourist area matures, a common problem is saturation of tourist attractions and facilities offered. There are several techniques to increase the capacity of an area, the most important being dispersed tourists throughout the area and reduce seasonality. Despite this, once reached maximum capacity of receipt, should be limited for incoming tourists. An important function of management is to manage crisis situations such as a natural disaster.*

*Efficient management of the tourism sector by local authorities in Targu-Jiu area is essential for sustainable development of tourism.*

**Key words:** sustainability, management, tourism sector.

**Jel classification:** M31, M54

## **1. INTRODUCTION**

Existence of an efficient management of the tourism sector, carried out by local authorities, in cooperation with the private sector and NGOs is of utmost importance. Tourism management has several functions: planning and coordination of tourism institutions and bodies with other government agencies, establishing and organizing services and facilities provided to tourists, marketing, education and training, maintaining sustainable tourism sector, monitoring and crisis management when they occur.

Governmental institutions with responsibilities in the field of tourism are usually organized in several areas: planning and development, marketing, statistics and research, education and training. Often, a semi-autonomous institution is designated to handle promotion and other activities (Stanciulescu, 2004).

Private tourism sector is usually organized in associations, which have clearly defined objectives: representation before government companies, quality control services provided by travel companies and sponsoring special events. A tool in tourism management is computerized databases providing marketing research for development activities and to monitor the development of the tourism sector. Tourism management information system contains all kinds of information: arrivals on the characteristics and preferences of tourists, facilities and services, economic and environmental data, increased socio-cultural impact (Ioncica, 2004).

Monitoring tourism is another key function of management. Monitoring aims to measure implementation plans, travel pieces, implementation, measure socio-economic and environmental impact of tourism and assess the level of satisfaction of tourists etc.

Sustainability of the tourism sector is ensured by quality controls and changes in tourism product and tourism markets based on changing circumstances. It should also be made to educate the public, especially in tourist areas. This takes the form of tourism education programs which use special techniques and media. It is especially important to tourism education institutionalized by promoting it in schools. Tourists should be aware of local customs. An effective approach involves developing a code of behavior 'tourist', to be made available to all tourists in booklet form and be included in the Submission Guidelines (Ioncica, 2004).

Maintaining the safety and security of tourists is a vital issue of tourism management. There are many aspects of security and safety. Local government should have a plan and a program of safety and security, and even tourists should take responsibility for their own security. As a tourist area matures, a common problem is saturation of tourist attractions and facilities offered. There are several techniques to increase the capacity of an area, the most important being dispersed tourists throughout the area and reduce seasonality. Despite this, once reached maximum capacity of receipt, should be limited for incoming tourists. An important function of management is to manage crisis situations such as a natural disaster (Nedelea, 2003).

In conclusion, the optimal development of tourism requires a sustained and correlated leadership of all stakeholders - government, private sector, NGOs and tourists.

## **2. FUNCTIONS AND ORGANIZATION OF TOURISM MANAGEMENT IN TARGU-JIU, GORJ COUNTY.**

When tourism development plan is large, most of the times, established a separate unit to implement the plan. This may be either subordinated plan and development department or the direct responsibility of the Director of Tourism. It can be also organized a separate, semi-autonomous, marketing services, and other management functions related to the implementation of tourism development. Placing the responsibility of marketing activities separate department offers the advantage of greater adaptability to market trends. It also coordinates with the private sector and promotion activities. Although it is somewhat autonomous, this department has been responsible for the efficient use of its funds, usually by preparing an annual report on program performance and actions taken (Nistoreanu & Tudorescu, 2002).

Since tourism is a multi-sectoral activity is essential ongoing cooperation between government agencies with responsibilities in the tourism sector and other government agencies and between the public and private sectors. This can be best achieved by establishing a tourism committee, with representatives from government agencies, private sector and other relevant organizations.

Effective management of tourism governance practices require a motivated staff, technically qualified, effective leadership adequate office facilities and equipment, logistical support and resources for special activities, such as driving travel surveys (Nistoreanu, 2002).

Efficient management of the tourism sector by local authorities in an urban area is essential for sustainable development of tourism. Local tourism management has several functions (Nistoreanu, 2002):

- Establish tourism development policy to achieve planned tourist location to coordinate implementation of the objectives of the plan. Tourism Management is responsible for reviewing plans and improving and expanding production in order to maintain sustainable tourism sector.
- To cooperate in the work with existing planning bodies and local and central environmental protection associations.

- To consider tourist development proposals to ensure that they are consistent with the objectives of the plan and existing standards. If there are any agency or environmental planning, the local tourism office is responsible for review and action plans.

- Cooperate with agencies that manage the transportation and infrastructure, to ensure that tourism infrastructure is available where and when needed, and that it is up to acceptable standards.

- To cooperate with other government agencies, including those agencies responsible for protected areas (parks and reserves) and the historical and archaeological preservation. Is important and cooperation with the public health and safety, cooperation between the public, private and local NGOs, especially ecotourism projects, or for the community.

- Establish and follow standards for facilities and services provided to tourists, including licensing and verifying the classification system of hotels and tourist transport safety standards.

- To conduct tourism marketing activities, including research, when needed, and provide information services. Locally, this will require cooperation on marketing institutions regional and national tourism.

- Establish standards and education and training programs for people who work in tourism, to supplement existing programs such local and national level, for example, opening a hotel a catering or information center practical training. An important aspect of education and training function is the formulation and implementation of tourism education programs and informing tourists about local customs.

- To monitor the development of tourism and ensure that tourism maintains its position regarding local development and marketing, including market requirements. Monitoring and research activities require a database in the form of a management information system in tourism.

- To respond to crises when they occur. There may be many unexpected crisis situations that can damage the tourism activity, such as natural disasters or outbreaks that may damage the tourists, accidents or crime problems, a sharp decline in major tourist markets or temporary political instability.

Depending on the local situation, there may be other functions to be fulfilled for efficient management of tourism.

Both private companies and in the government need effective management. The governments initiate and conduct planning activities of new tourist areas, and later development of commercial facilities and tourist services are performed mainly in the private sector.

Governmental institutions with responsibilities in the field of tourism, whether operating locally, regionally or nationally, are organized by functional activities (Neacsu, 2000):

- Planning and Development Services:

Activities relate to development policy and planning, to coordinate the implementation of development plans, the establishment and management of facilities and monitoring compliance with service standards.

- Marketing services:

Activities relate to planning marketing and promotion, collaboration with existing tourism institutions at national or regional level, to management local tourist information offices.

- Statistical and research services:

Activities relate to statistical databases, surveys and reports to operation of management information systems in tourism, the development of special surveys and research studies.

- Education and training services:

Activities relate to planning and scheduling labor and management to establish training standards, management training programs and local institutions and the implementation of a program to educate tourists (Gherasin, 1999).

When tourism development plan is large, most of the times, established a separate unit to implement the plan. This may be either subordinated plan and development department or the direct responsibility of the Director of Tourism. It can be also organized a separate, semi-autonomous, marketing services, and other management functions related to the implementation of tourism development. Placing the responsibility of marketing activities separate department offers the advantage of greater adaptability to market trends. It also coordinates with the private sector and promotion activities. Although it is somewhat autonomous, this department has been responsible for the efficient use of its funds, usually by preparing an annual report on program performance and actions taken (Glavan, 1996).

Since tourism is a multi-sectorial activity is essential ongoing cooperation between government agencies with responsibilities in the tourism sector and other government agencies and between the public and private sectors. This can be best achieved by establishing a tourism committee, with representatives from government agencies, private sector and other relevant organizations.

Effective management of tourism governance practices require a motivated staff, technically qualified, effective leadership adequate office facilities and equipment, logistical support and resources for special activities, such as driving travel surveys. Promotional activities, in particular, need sufficient funding. If the government should be involved in the development of resorts and other types of attractions and tourist facilities, a common approach is to hold a public consortium of development. This entity is established by the government, but operates as an independent entity, according to the government. Usually, when the private sector is growing tourist area, the public consortium of private investors can sell goods (Balaure, 1984).

Private enterprises in the tourism sector are usually organized and associations should be encouraged to do so. These associations may be established separately for each type of business: hotels, restaurants, travel agencies and transport services (car rental). In tourist areas can combine smaller groups, such as hotels and restaurants, or combinations can be made for all or part of enterprises tourism tourist activity. If between local tourism enterprises new areas have not taken the initiative to organize, then travel governmental institutions should encourage and help them in their organization.

Private tourism associations have several important functions (Nistoreanu, 2002):

- To organize forums to discuss and solve common problems of tourism enterprises.
- Governmental tourism institutions to propose making improvements tourism sector.
- Provide representatives in councils and committees formed on tourism issues.
- To conduct marketing research and provide staff training between tourism businesses.
- To establish and maintain adequate facilities and standard services for their members to act against members who do not meet or violate the rules of conduct.
- To sponsor special events at its own or in cooperation with governmental institutions.

The private sector has a key role in promoting sustainable tourism. NGOs can often play an important role in the development of community tourism projects in the

field of ecotourism and rural tourism. They are also frequently involved in conservation projects. Tourism management should encourage the involvement of non-governmental organizations, when their projects are compatible and consistent tourism policy and planning activities of these organizations.

### **3. TOURISM INFORMATION SYSTEM AND MONITORING OF SPECIFIC ACTIVITIES OF TARGU-JIU**

A key tool is the tourist management information system. It provides database marketing research organization, decision-making regarding the development and monitoring of tourism activities to improve the tourism product. Information system must be compatible with the standards recommended by WTO statistics, the tourism information systems of regional and local institutions to allow rapid exchange of information. If sufficiently reliable, then local management information system in tourism should be networked with national and regional systems.

Information that should be included in a local tourism management include: arrivals of tourists and their characteristics: nationality (the internal region of origin), purpose of travel, age, gender, occupation, income, whether traveling alone or in group, length of stay and seasonal arrivals and any other relevant tourism research in the area; satisfaction of tourists and their attitudes about the type and quality of attractions, facilities, services and infrastructure; sights sorted by type and location, number and specific attractions tourists visiting the area and frequency of visitors to the different attractions arrival; conditions offered accommodation by type, number of rooms, location, price and quality level, if units have been increased or improved; other facilities and tourist services, such as restaurants, transportation services, car rental agencies, by type, size, location and quality level (if relevant); economic data on tourism such as tourist expenditure, tourism staff categories, the contribution of tourism to the local economy and the local or central budget and other relevant economic data; all kinds of information about socio-cultural environmental impact; other information, such as: monitoring results for tourism development, future development proposals, projects considered so.

Investigations will aim Knowledge of tourists travel motivation and satisfaction levels. They can be held permanently or periodically based on samples. Information on local tourism will be published in brochures, pamphlets, periodicals and distributed their government agencies and other tourism companies, investors and all stakeholders that the trends in the tourist area.

Another important function of management is to monitor tourism activities:

- Progress in the implementation of plans and programs for tourism development.
- Tourist market, including tourist arrivals and their characteristics, length of stay and seasonal distribution, the number of visitors to attractions and to what extent market objectives have been achieved.
- The progress of specific development projects.
- The economic, socio-cultural and environmental and overall quality of the environment in tourist areas.
- The satisfaction of tourists.
- Education and training of staff working in tourism.
- Any other important factor of tourism in the area.

Monitoring indicates that tourism is sustainable features and will detect any problems before they become serious, because the remedies to be effective. In general, monitoring provides a basis for evaluation, determine whether plans, programs or policies are effective tourism development and ensure achievement of development objectives, or if adjustments are needed. An efficient planning of tourism development

needs experiments and simulations of various approaches to determine which solutions are best suited for the area.

Monitoring should be done on a structural, formal, following a program. Management Information System is an important tool used in monitoring. Special surveys, field inspections should be conducted to obtain all necessary information monitoring. Investigations should include interviews and meetings with locals to determine their attitudes and their participation in tourism development. Process monitoring results must be published and made available to government agencies governmental and private sector.

Locals, especially neighboring communities developed tourist areas, should be educated and informed regarding tourism: its benefits, potential problems (and how to deal with them), programs and development plans, tourism events and how to tourists coming from different linguistic and cultural backgrounds. It is important to note the ways in which local people benefit directly or indirectly from tourism activities. Particular importances have residences (private houses) and how they can benefit directly and indirectly from tourism. Community knowledge should be pursued update munity about environmental protection, preservation of historical and archaeological settlements, maintaining traditional art and crafts and improvement of environmental quality.

These are all key aspects of public awareness of the importance that tourism development is conservation. Public education in tourism is promtent through tourist information. From the beginning, these programs must be designed as part of overall plans and tourism development programs, and then run consistently. However, these programs can be developed and applied after tourism began to develop in a certain area. Public information programs should prepare you high systematically oriented target groups using awareness techniques.

Basic techniques that are commonly applied in public information programs are:

- Radio programs explaining current events and activities in tourism, and basic concepts. Radio is often the best way to contact a large number of people, dispersed throughout the country.
- TV programs about travel, permanent, weekly or occasional. Sometimes programs will include interviews with people in the tourism industry, to make them more interesting and attractive.
- Newspaper articles about tourism products, events and projects. These can be weekly or monthly.
- Posters (designed to be explained), books, brochures promotion of tourism, with wide distribution.
- Training for tourism by local education system. This is the best way institutionalized tourism exposure for the younger generation and indicating possibilities of a career in tourism. Special presentations can be made even tourism officials.
- Meetings with officials from the tourism community invited to make presentations.

Safety and security are essential elements of successful tourism development and approaches to tourism development and management should include principles of safety and security.

Poor functioning of tourism and related sectors may be responsible for damage to personal security, physical integrity and economic interests of tourists. This is the result of deficiencies in safety standards in tourist establishments, deficiencies in sanitation and environmental protection and the absence of crime and delinquency, fraud, non-strike contracts and staff.

Travel may cause problems of safety and security, both their and hosts.

These relate to dangerous sport in driving cars in consumption food and drink; initial health tourists may be damaged during the journey; tourists' behavior disrespectful to the locals and local laws; criminal or unlawful activity; visiting dangerous areas; loss of personal property by negligence.

These risks occur when passengers are:

- Lack of prevention on natural characteristics of destinations and their effects. of medically untrained (vaccination, prophylaxis);
- Lack of caution regarding nutrition and hygiene;
- Exposed to risk (natural disasters and epidemics).

Tourist areas at all levels, from national to international local should have a plan and tourist safety and security program. This plan will include the following: identify potential risks to tourists, according to journey type, sectors and tourist areas visited; detecting and preventing criminal attacks on tourists; protection of their tourists and locals from drug trafficking; protection of tourist areas and facilities against unlawful acts; support institutions for operators of tourist facilities such events; resolving the crisis management disasters or other risks; responsibilities for domestic or foreign communication media; adopt safety standards and practices in the areas and tourist facilities, with special reference to fire protection, theft and sanitary requirements; establish binding rules of operation of tourism institutions; safety and security requirements specification to be met authorisation lodging establishments, restaurants, buses used by tourists, cars for hire, taxis; preparation and fair presentation of information and documentation on security authority tourists; developing policies related to health tourists, including a system tracking and solving their health problems; the development of their tourist insurance and assistance during the journey; collection and communication of research findings crimes and crimes against travelers.

#### **4. CONCLUSIONS**

Local authorities of Targu-Jiu should identify and monitor risks to the safety and security of their administrative areas and to remedy the situation, where necessary. Especially important is the correct application of health and safety standards in accommodation, restaurants and other tourist facilities. No risk can be completely removed and tourists should be advised to take precautions where there is a risk. Have made any attempt to control crime and prevent harassment of tourists. In some tourist areas are organized even so-called "tourist police".

It consists of specially trained personnel who patrol the tourist areas, preventing any crime in progress, discouraging harassment by curious tourists, tourists and warning tourists answering questions when I do something foolish. Their presence in the tourist area is itself a crime and prevents harassment.

When tourism was not enough planning or even planning was done according to the principles of sustainable development, there is a danger that at some point, the maximum capacity of the natural environment or social support or infrastructure tourist area to be reached. Saturation will occur and the quality of the tourism product and experience tourists will be impaired as a result of environmental and social problems. Quality will decrease; there will be a reduction in the levels of satisfaction of tourists and a decline in tourism markets, as well as a reversal of the less desirable markets.

Saturation levels of tourist areas should be applied early and appropriate management strategies. If saturation was reached, however, strategies to restore the area should be adopted. There are three basic strategies with which to deal with saturation: increasing the area, limiting the number of tourists visiting the area and disperse pressure from tourists. Strategies can be applied separately or combined.

Increasing the capacity of a tourist area can be accomplished by several techniques:

- increase the capacity of utility services: increase the pool of water, electricity, waste management and telecommunications. Conservation measures can be used to reduce the use of water and electricity reserve. Techniques can be used for recycling waste water conservation;
- increasing the capacity and means of transport. It is preferable to limit private vehicle access to parking and transportation to the area attractions by bus clean. It is good accommodation facilities are located outside the zone of attraction;
- possible location of attractions near access points to reduce traffic area to other parts of the area;
- a high tourist area, such as a natural park attraction development of several areas so that no place does not become too crowded. Setting multiple paths to disperse hikers;
- provide more group facilities and reducing the number of individual facilities;
- achieving a better tourist flow through the area without reducing the tourist experience;
- educating tourists for a more careful so that this area suffers less damage even if the number of tourists increases;
- if local resentment about the increasing number of tourists, it is necessary to educate residents about the importance of tourism, ensuring that some benefits of tourism upon local communities and attractions are available and affordable for them;
- improve existing facilities to be better designed and suitable environment;
- if the resort is too small or vulnerable and tends to depreciate because of excessive visitation is necessary to make a model or a copy nearby, which tourists can visit and denial of access to the original.

Increasing capacity can be up to a maximum beyond which it can not pass. If demand continues to grow, then limited the number of tourists visiting the area, particularly during peak periods when capacity is more than obsolete. Some techniques to reduce the number of tourists could be: Establish measures to limit their own, such as the imposition of higher tariffs for accommodation, entrance fees and raise growth (increase) during the peak period and their reduction during low season.

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