

STRANDS OF INTEGRATION NATIONAL PERFORMANCE OF TOURISM IN OLTENIA

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Abstract:

The tourism industry is a labor and, while heavy industry (Nita I., Nita, C, 2000).

Or, must see that very often in the tourism sector investment efforts were not enough (any many regions of France, Spain, Italy, Greek Islands etc.), Resulting in premature aging accommodation facilities, hotels and more, any rehabilitation and renovation is almost impossible. This makes hoteliers to lower the quality of their services to remain competitive.

Romania should strive to compete with competition from Central and Eastern Europe.

Through the impact of European integration is the idea of intense action enterprise modernization accommodation units and recreational facilities, to align with European standards of comfort and utility, while imposing the quality and consistency of tracking benefits offered and required fees.

At the same time, the integration of Oltenia tourism on the Romanian market and not least in the European market requires transport and telecommunications infrastructure elements that mediate and facilitate tourists to offer.

Key words: strands, performance, efficiency, tourism sector.

Jel classification: M31, M54

INTRODUCTION:

Improving infrastructure quality accommodation and catering involves establishing an active policy of public power (state, regions and local authorities) to (Cristureanu C., 1993):

- Encouraging investment quality, both in terms of construction and in accordance with the traditions of urban projects;
- Developing training based on possible forms of tourism practiced directly related to tourism demand;
- Establishing reliable financial projects.

Economic challenge of international and domestic tourism makes public power to intervene more and more on tourism market economic mechanisms to benefit from direct and indirect effects of the arrival of tourists.

Referring strictly to the business of catering accommodation and tourism, accounting in Romania there is an offer diverse tourism resources in a balanced natural space, a constant value increasing wealth in an environment not very polluted with environmental benefits than higher than other areas affected by pollution.

Concentration of the combined efforts of state and economic agents of tourism in exploiting these resources is not only a rational policy, but also a convenient and safe way of progress because tourism is:

- Generator of foreign exchange by revenues from international tourism;
- Creative jobs, improving the absorption partially redundant labor from other sectors;
- Creator of connections between various branches and sectors;
- Dynamic factor in the process of increasing the quality of life;

- Bearer, and image maker in the world.

In these circumstances the state's role is to implement economic policy directly and indirectly influencing travel costs of benefits salary policy, pricing policy and credit policy. Parallel, selective tax policy often has a very specific purpose, which directly and specifically the tourism sector.

Public aid in financing tourism investment has, in these conditions, crucial to enable the tourism sector to play an active role in the economy.

Support that public power can give tourism activities takes various forms, ranging from active promotion of the image region to tax exemption for tourist operations.

Although the tourism industry is generally regarded as belonging to the predominantly private initiatives, tourism development is increasingly accompanied by increasing coordination between power politics and public sector investment professional. Indeed, even the obstacles that influence the tourism sector (labor cost, operation cost investment property), projects that interested investors must produce sufficient revenue, which implies the need to leave the task of basic public power infrastructure funding and tourism development. Should not be neglected issues inequalities between developed countries and emerging tourism development that would worsen in the future.

Given the peculiarities of tourism in Romania, it is necessary to move from short-term intensive use of existing infrastructure to use extensive spread throughout the calendar year. This would improve the degree of exploitation of infrastructure and better recovery of accommodation.

This exploitation of the accommodation during the full season and the end of the season will be an increase in tourist traffic. But increasing tourist traffic and changes in its structure are accompanied by proper development of infrastructure. Development of the catering facilities, modernization and diversification, increasing quality of service of some of the coordinates are in addition to attracting potential tourists.

Degree increasingly higher quality preferences of tourists for tourism us to capitalize fully exploited the full potential of the area, to apply in practice all the strategies they know and can meet all the demands Romanian and foreign tourists.

Taking into consideration the competitiveness of European tourism or global, it is necessary to make efforts to offer tourists everything is newer, more pleasant and attractive, to determine spas to choose the exploited area, to attract tourists even that segment income and thus higher claims, in other words, to be competitive. The power of attraction of tourists to an area or resort depends on the variety and quality of tourism services rendered, and differentiation occurred at rates, which leads to an extension of the tourist season with direct and specific tourism development. Besides this, a whole natural and cultural heritage factors contributing most heavily to attract customers who have continuously maintained and developed.

Increasing the attractiveness of tourist attractions can be increased, given the modern and diversified forms of spa treatment for specific conditions and natural factors hilly and mountainous area by increasing the range of recreational activities, to satisfy the tastes and preferences of both Romanian tourists and sneezing.

All stations should provide favorable conditions, quality and quantity of leisure stays. The supply of tourism services is more diversified the risk of losing customers decreases.

For this you need to diversify and modernize tourist infrastructure.

There are many goals that can be built and that could lead to an increase in recreational activities: construction of new hotels equipped with high technology, new restaurants, more attractive places (restaurant on a crag) database modern facilities

equipped with the latest facilities and equipment, outdoor and indoor pools, clubs, places for young tourists, cultural and educational centers, etc.

Also be found, promoted and used specific forms our area, and folk traditions that would capture the attention of potential tourists. It is necessary to take into account the motivations and travel options to be exploited to the full.

Another parameter to be monitored for the development of tourism, taking into account that the working week is 5 days, and people from 2 to 2.5 days off, is attracting people from surrounding areas, recreation areas and rest, and and not for treatment.

Tourism potential should be processed so that it is suitable for all types of tourists, but also all age segments. For a family stay expected to be done properly, it is useful to consider the construction of dedicated facilities for play and supervision of children.

Need to diversify the tourist offer and it so tourists can choose what is convenient for them. Necessary equipment should be based on physical and mental age and tourists.

Tourism benefits and competitive advantages as well as disadvantages and negative values are found simultaneously. Strengths (high tourism potential, special tourist areas, potential for tourism throughout the year) are powerful in themselves is already a basis for tourism development. In Romania, considering that competing areas face the same threats (environmental requirements, competition with other areas, lack of funds, unfavorable economic development, insufficient institutional support), it can be said that weaknesses (insufficient and inadequate facilities in tourism , insufficient efforts to promote / marketing, lack of qualified personnel, lack of diversity, poor financial situation, operating under capacity utilization) can be overcome and have minimal impact future development of tourism. Opportunities (increasing tourism demand in the country for this region, the potential for the establishment of business in connection with tourism, create jobs) themselves are incentives to overcome weaknesses.

A major obstacle to tourism development is the problem of lack of financial funds and chaotic management practiced in most establishments of its kind in the area. Tourism by its nature contains an intense process of integration on several levels: at the individual enterprise level, across regions and states in the world economy. Free movement of people is the basic premise of the classification of tourism in economic and social existence of mankind.

Integration of European tourists, a process in progress, aims to develop tourism while protecting the environment and improving the quality of services. For Romania, this course of action falls within the broader process of overall economic integration in the European Union.

As you know, accession to the European Union for Romanian society was fundamental strategic goal, which targeted the country's firm anchoring European value system and development on principles of democracy and market economy. Membership had to serve the national interest to promote and develop the economic potential, scientific, cultural disposal. Or, in tourism, Romania has great potential superior to many countries in the European region.

Under the Association Agreement (Article 90) main objectives and directions of Romanian tourism integration in European structures were related to:

- Harmonization of legal regulations and specific tourism systems;
- Integration of Romanian tourism in European tourist circuit;
- Facilitating the tourist trade and encouraging tourist exchanges between young people;
- Developing and promoting sustainable tourism on ecological principles, combating pollution in general and especially in highly attractive tourist areas;

- Increase the flow of tourism by international network, databases etc., and technical assistance for development of infrastructure for tourism;
- Ensure and maintain internally a climate of security and safety of tourists;
- Romania's participation in relevant European tourism organizations, intensified

THE CONNECTION OF ROMANIAN TOURISM TO INTERNATIONAL TOURISM CIRCUIT

Romanian entrepreneurs with agents in other countries.

In essence, the pursuit of these objectives led to the connection of Romanian tourism to international tourism circuit.

To do this, tourism in Romania must be connected to the international tourist circuit by providing the capability to receive and to satisfy a request Romanian and foreign resident who is very demanding tastes and habits of comfort, security, quality of equipment and services, which will amount to regain some important tourism markets in Europe and the world. You must make a great effort from all regions of the country, aware that the accession of Romania to the European Union, our tourism goes into intense competition with positive consequences on multiple levels.

Taking into account market trends and features of European tourist, tourism in Romania has several possible measures for enhancing the country's integration in this context.

It is known that choosing Romania as a tourist destination motivating center of gravity is the attractive elements of the tender; the function is supported for the benefit of the first. Under these conditions, tourism product development and modernization of the Romanian regions 'tourist capital', is one of the decisive factors in increasing the competitiveness of the domestic market supply.

Achievements in the field of tourism in Romania are still modest and, in any case, are not required by the standards of competitiveness. Based on the analysis, I think, as is made proposals Regional Development Program in the next period, efforts require targeted in several main directions, namely:

- Orientation of Romanian and foreign investors for new sights in the mountains (valued only in proportion of 15-20%), the rest resorts and winter sports available in new areas Mountains of Romania;
- Reviving spa tourism complex actions to modernize stations launched in national and international tourism, development of accommodation and treatment bases resorts of national interest and development of new resorts that take advantage of local factors and treatment course traditional;
- Developing strong religious tourism;
- Raising the comfort of restaurants, leisure precinct develop in hotel complexes and leisure resort providing the necessary equipment;
- Development of ecological tourism base.

European integration perspective attention should be given to outstanding tourism products we have produced an invaluable, recognized universally.

Point here care accommodation services, which together with the transport, food and entertainment can be an important factor in stimulating tourist demand. From this point of view, volume and poor quality of the accommodation (hotel equipment used, lack of comfort and hygiene of many of them), insufficient and poor variety of recreational facilities and so on, reduce the chances of recovery of outstanding tourism resources available to Romania.

Quality of accommodation depends, as noted in the paper the existence of a suitable base (hotels, motels, rest houses, lodges etc.) with necessary facilities that provide tourists optimal and satisfying, as appropriate, and other functions. It is noteworthy that in all the activities the accommodation tourist consumes almost half of

actual time spent holiday. Quality accommodation service is conditional but the skill level of staff, the organization of work in hotels. The quality of the human factor - as part of the framework materialization of tourism production - also raises problems, pointing out insufficient number of staff, in many cases without an appropriate training of solicitude and kindness.

After operating mode (permanent or seasonal), in Romania only 56.4% of hotel room units have continuous operation. Over 40% of all jobs in the hospitality business units are located in resorts and of these only 5.9% were continuous operation. In France, for example, 91% of tourist hotels are open permanently (at least 9 months per year).

In terms of capacity units, Romania accommodation average capacity of a hotel of 100 rooms, while in France is 28 rooms and 57 rooms in Spain. Although in principle the big hotels are proving effective, "fragmentation" relatively small park hotels make them more easily accessible, coming to greet visitors (Lupu N, 2006).

In Europe, in Central and Eastern Europe, Bulgaria, we can consider as the only major competitor because it offers the same diversity of tourism product at similar prices, similar markets and pay more attention to services. Czech Republic and Hungary are mentioned them as tourist destinations rival in terms of travel and tourism circuits. Among other parts of Europe, the existing studies mentioned in tourism studies, France would be interested in tourism and cultural and historical circuits and Spanish application is oriented mountaineering, spas and tourist circuits.

In conclusion, Romania should strive to compete with competition from Central and Eastern Europe.

Through the impact of European integration is the idea of intense action enterprise modernization accommodation units and recreational facilities, to align with European standards of comfort and utility, while imposing the quality and consistency of tracking benefits offered and required fees.

CONCLUSIONS

At the same time, the integration of Oltenia tourism on the Romanian market and not least in the European market requires transport and telecommunications infrastructure elements that mediate and facilitate tourists to offer.

In a summary, the main lines of action for national integration Oltenia tourism could be formulated as follows:

- Makeover quality tourism product, its alignment with international standards and increase its competitiveness on foreign markets;
- Recapture tourists emitting large markets, adapting to the specific promotional policies of these markets;
- Strengthen collaboration with organizers and international tourism bodies, particularly the WTO;
- Extension of the legal framework for cooperation in tourism by updating existing agreements and concluding new government agreements;
- Complete the range of activities of travel specialists to work abroad for the purposes of business diversification and penetration in various segments of tourism demand potential;
- Opening of new offices for future areas of Oltenia promotion as a tourist destination;
- Intensification, diversification and increasing promotional activities by the various ways and means to change the Oltenia region's image as a tourist destination;
- Improving the training of tourism personnel including bilateral programs with specialized institutions in Western European countries.

It is imperative to attract tourists from other parts of the country and tourists from outside but it is not easy. These exposures have tried to emphasize the importance

of extended operation under normal conditions, infrastructure companies, attracting a large number of tourists, and therefore achieve high efficiency as the entire tourism potential. Advice which could give greater efficiency to achieve this is to get quality with less effort and in a short time, which can be done with modern technology.

For the most part, in assessing tourism economic efficiency taking into account both economic criteria and social criteria, and each tourism unit must cover their revenues and get bigger benefits. This yields a relationship between efforts made and the effects obtained. Infrastructure development is a key aspect of tourism development, increasing its contribution to the development of the national economy and raising the material and spiritual life of the population.

It should be noted that tourism is composed and cognitive side, responsible human desire to know as much as possible. In this regard, in addition attention is paid to economic efficiency, particular attention should be paid to promotional effectiveness, which has a decisive role in the image is formed on the tourist and tourism, after arrival in country image alongside all other impressions gained can compete to form a general opinion favorable opinion which communicated the place of residence, may have an efficient effect.

All these measures and efforts will help increase tourism in Oltenia time on a higher level, being an area benefiting from stunning natural resources (it is said by various media sources that in fact Romania is the only country in the world, within its borders, has a little of everything existing natural resources on earth), resources that are currently sustaining safe, but also one of tourism in this region of the country.

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