

TOURISM AND STRATEGIC DEVELOPMENT

Turtureanu Anca Gabriela

Danubius University of Galați Faculty of Economics Galați, Bvd. Galati, no.3 E-mail: ankterra@yahoo.com Telefon: 0740076386

Grigore Aurica

Danubius University of Galați Faculty of Economics Galați, Bvd. Galati, no.3 E-mail: diversimpex@yahoo.com Telefon: 0733180322

Modiga Georgeta

Danubius University of Galați Faculty of Law Galați, Bvd. Galati, no.3 E-mail: georgetamodiga@yahoo.com Telefon: 0744620828

Trough the present work, I wished to bring a new light on the touristic potential and the possibilities of strategic development of this in future. For many countries, the tourism is an important factor of economic development, trough it's well known effects: growth of national income, creation of additional assessment, stimulating the production in other areas, diversifying the structure of national economy, higher capitalization of all the categories of resources, attenuation of interregional imbalances, ensuring a balance cash movement, creating new jobs, balancing the trade balances and of external payments. Because of these effects, in the strategy of economic development in the respective countries includes as option developing the tourism industry.

***Key words:** development, strategy, objectives, touristic improvement, ecotourism.*

***JEL classification:** Q01, Q26, Q56.*

1. Introduction

The recent strategy of economic development adopted by our country the touristic policy can be “derived” just from the study of financial policies, monetary and exchange rate, commercial, of consolidation and development of the sector of small and medium enterprises, social, of environment protection, what represent a underestimation of the economic role of the tourism in Romania and of the possibilities of assessing the Romanian touristic patrimony.

Regardless of the level at which it develops and applies, a plan of development of the tourism



must ensure fulfilling of at least three conditions: superior using of the natural, cultural and human resources; rational use of the destined capital to investments; obtaining of a high profitableness of the projects. The general strategic objective of tourism development is the creation of a competitive national touristic product, at the level of the value of touristic resources available to

Romania and which to impose this domain as priority economic activity within the national economic system

The plan of tourism development must reunite the three directions – economic and politic- and to specify the ways of action starting with the macroeconomic level and ending with the core of developing the tourism, respective the resort or the touristic center. The guidelines of such a plan may be:

- setting the rhythm of development of the tourism structure on areas and types of tourism;
- harmonizing the development of tourism with the other economic sectors, in a broader horizon of time;
- underling the tourism development in territorial plan on a rigorous scientific research;
- ensuring of a flexibility in the development of the tourism in order to adapt rapidly to any changes of the demand;
- making the stages of the development, in the sense of classifying the areas and establishing the priority of the programs;
- choosing the type of development – concentrated or dispersed – of the touristic centers, so as to ensure the necessary infrastructure;

- protecting the natural and socio-human environment and adapting some measures to increase the quality of these;

2.The evolution of tourism

The evolution of tourism, as a result of the joint action of the economic, demographic, psycho-social, politic, etc factors, has marked in time a upward course. It can be talked, thus, of a development of it, resulted in an increase of goods and touristic services, but also in increasing the number of those that travel, development characterized trough high rhythms, which contend with the most dynamic branches in economy.

The number of night spent of the tourist in the accommodation spaces follows broadly the trend of arrivals with specification that have been recorded very small increases over previous years in 2004 and 2007. The largest number of night spent was on 44, 5 million in 1990, and the smallest in 2005 of 17,2 million.

In what concerns the nights spent by the foreigners tourists in the accommodation units the situation is broadly similar with that of arrivals with some small differences: the maximum number of nights spent is touched in 1990 with 4,2 million and the minimum level in 1999 with only 1,9 million

The Romanian tourists have opted in 2007 primarily for the area of county residences (38,7%). The other options are divided between the mountain area (16,8%), beach area (15,7%), the balneary resorts (14,9%), other localities (12,6%). A small share it has the Danube Delta with 1,3%.

Regarding the nights spent the situation is changing a little in the sense of dominant shares of balneary areas (35,4%) explained by greater length of staying in this area (in fact a small share of arrived Romanian tourists by treatment tickets, the so called “ syndical tourism”. Something smaller shares are having the littoral area 24,7%, county residences 19,2%, mountain area 11,6%, other localities 8,2%. A smaller share that for the arrivals case we have in Danube Delta of 0,7%.

In in the years 1988-1989 the number of Romanians that had a trip aboard was very small due tot the well known political situation of the country, in 1990 was recorded a maximum historic of over 11 million of departures of Romanian visitors. The figures were as high as in the next years (generally of over 10 million), following then the Romanian visitors departures to be less and to swing form 5,7 million in 1996 and 7 million in 2007.

Table1. The international tourism of Romania after the means of transport used

	1990	1995	2000	2004	2005	2006	2007	Year 2007 in comparison with1990
								+/_
The arrivals of foreign visitors in Romania (thousands arrivals)								
Total	6532	5445	5264	4938	4794	5595	6600	+ 68
Road	3670	4266	3808	3622	3594	4343	5401	+1731
Railro	2349	570	660	476	374	348	308	-2041
Air	271	433	655	705	689	752	705	+434
Naval	242	176	141	135	137	152	186	- 56
Romanian visitors departures abroad (thousand departures)								

Total	11275	5737	6388	6408	5757	6497	6972	- .4303
Road	8396	4288	5018	5086	4886	5584	6010	-2386
Railro	2501	985	687	648	251	256	224	-2277
Air	265	299	535	541	527	593	687	+422
Naval	113	165	148	133	93	64	51	- 62

Source: Statistical Yearbook of Romania, 1991-2008

The transmitter tourism study can be complete without to analyze the main countries of destination for the Romanian tourists. According to the latest data provided by the Inquire of Touristic Demand of Residents, the transmitter tourism of Romania is oriented almost entirely towards the countries from Europe. Among the European countries Italy has the dominant position – 34, 7% from travels being carried out abroad being in this country.

The following European destinations preferred by Romanian residents in 2007 were Spain (8,7%), Greece (7,8%), Hungary (7,6%), France (6,5%), Germany (6,4%), Turkey (5,8%), Australia (4,5%), U.S> is also the preference of Romanians as a destination with a 2,6% share of all trips abroad. The other countries in Europe together are totaling 10,4% and other countries from other continents 5%.

Regarding the spent nights the situation is slightly different with a strong concentration of nights spent afferent to extern travels for Italy (41,7%) and a greater share of Spain(14,5%), and Germany (7%). Smallest share are recorded for France (5,7%), U.S. (5%), Greece (4,4%), Hungary (3,9%), Austria (2,9%), Turley (2,8%). The family ties between the Romanians working abroad and the relatives in the country explains in good measure the Romanian preferences for the principal countries, countries that are known and as work destination abroad, respective Italy, Spain and Germany.

3. Strategic objective of tourism

Achieving the general strategic objective of tourism development imposes the joint adoption of corresponding policies, for the different domains of activity of the sector, respectively:

1. Policy of touristic product – aims modernizing and expanding the Romanian touristic offer, increasing the concurrence and attracting of her on internal and international market.
2. Promoting policy and of marketing must ensure the creation of real image of Romania, fated to stimulate the internal and international touristic demand
3. Policy in the labor domain follows the assurance from quantitative and qualitative point of view of the personnel necessary and of the way of formation and perfection of it.
4. The politic concerning the increase of the role of scientific research and of technological development, motivated by the necessity of identifying of new products on touristic markets, of the investment opportunities and of foundation of development programs, investments and of touristic arrangement.
5. Legislative policy – involves adopting the regulations required for tourism development (primarily the Law of tourism, Law of touristic parks), in accordance with the legal previsions of the countries of the European Union.
6. The fiscal policy has as purpose assessing the measures impact of fiscal nature on tourism development and adoption of a attractive system for tourism investors.
7. State partnership policy – has the role to ensure the superstructure(roads, paths of communication, other utilities, etc); public local administration – which to contribute with the lands needed for the projects and private sector, required to finance, to built and exploit the projects of this type.

Conclusions

Starting from the current conditions of rural economy, characterized as a economy with many weaknesses in the management domain, the level of technology, of competitiveness and from the objective of integrating Romania in European Union, are imposing strategic measures necessary to lead to sustainable development and achieving some standards of economic

In conclusion, can be summarized the major causes that contribute to the decline of Romanian tourism:

- lack of a program of actions, consistent and stable, concerning the tourism development;
- lack of investment funds destined to development, modification and rehabilitation of general and specific infrastructure as a result of slow and complicated process of privatization,; applying of a inappropriate taxation, - - lack of some facilities in the domain of bank loans, s.a;
- the reform of touristic sector started late, even if some attempts of economic reform have been made since the early 90's, but the duration of their application was stretched over a high time period;

with a few exceptions, the touristic domain hasn't proved to be attractive for the foreign investors (under 1% from the capital subscribed in foreign currency during the period 1990-2008 on total economy)

- lack of current means (financial resources) available to the enterprises of profile;
- practicing some high interest bank accounts and therefore, unattractive, in parallel with the permanent depreciation of the national currency and the persistence of high rates of inflation;
- long length necessary for reconstitution of private property, in the case of nationalized assets;
- existence of a hybrid management, unnatural between the rigors of competitive economy and the mentality of a super-centralized society;
- lowering the purchasing power of the population and reordering of the priorities;
- reorienting of a part of internal touristic demand towards external destinations

Bibliography

1. Bidilean V.- Te European Union – institutions, politics, activities, Ed. Agroprint, Timisoara, 2002
2. Brand F., Martin D., Simon T. – Rural tourism, European model, Economic Ed., Bucharest, 1997
3. Buciuman, E. – The economy of rural tourism and agro tourism, Ed. Pro Transilvania, Alba Iulia , 1999
4. Commission of the European Communities, (2006), "A renewed EU Tourism Policy: Towards a stronger partnership for European Tourism", Communication from the Commission, Brussels;
5. Glavan V., - Rural tourism and agro tourism, Sibiu, 2002, Economic Ed., 6. BuchCommission of the European Communities, (2003), "Basic orientations for the sustainability of European tourism", Communication from the Commission, Brussels;
7. Holden, A. (2000), "Environment and Tourism", Routledge, London;
8. Verheugen, G., (2005), "A renewed EU Tourism Policy: Towards a stronger Partnership for European Tourism", speech, Malta;
9. www.wto, "Tourism Vision 2020"