SUSTAINABLE TOURISM DEVELOPMENT IN TIMIS COUNTY

DEZVOLTAREA DURABILĂ A TURISMULUI ÎN JUDEŢUL TIMIŞ

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Abstract: *Tourism is known as the largest industry. Have a significant proportion of its income in the economy of many countries and is one of the largest manufacturing jobs. In Western Europe especially, time has become a rare commodity, especially for couples being together is more fleeting. Therefore, for many consumers, their annual holiday is a great emotional investment can not be easily replaced if something goes wrong.*

Key words: *tourism, Timis county, tourism sector, sustainable development potential*

INTRODUCTION

Natural and anthropogenic components are regarded by experts as "tourist attractions" and "tourist resources", which contain different terms.

The term "tourist attraction" defines more emotional side of the tourism potential of different components, referring especially to that required attention and produce the impression of a high intensity of aesthetic, cognitive, educational, etc. Components of cultural-historical, technical, economic and even some natural (landscapes, landforms, lakes, plants and animals, etc.) can be designated as landmarks.

The term "tourist resource" is more complete and plays its implications for tourism activity, the economic field. By its nature, content and value, tourism resources, especially natural ones, are on the one hand, tourist attractions, suitable for visitors (landscapes, caves, etc.) and on the other, can be sold directly in tourism activity that "raw material" constitutes recovery from human activity and development, various tourism products and creating some form of tourism (eg mineral resources, gas and

therapeutic mud, snow and ski area undeveloped, water accumulation, etc.).

MATERIALS AND METHODS

The authors have used and applied the methods of work: a selective bibliography, study foreign and domestic, identification and data collection, processing, analysis, observation and interpretation.

The ultimate goal of this paper is to highlight the potential available to the Banat region, Timis county in particular and to highlight the "antithesis potential - development".

Natural components are varied in structure and require the tourism potential in different ways: **topography and geological structures**: landscape, in support of tourism activity, the "raw material" science as a natural monument, the geomorphological and geological risk ; **climate** by meteorological parameters - limiting and favorable factors, the seasonality of tourism activity - as a resource climatoterapeutic - thermal comfort indices, skin stress, bioclimatic total weather types - body type bioclimate - landscape, the climate risk; **surface waters**: landscape and aesthetic, functional - as entertainment, scientific and natural monument, risk hydrological; **groundwater:** landscape and aesthetic, balneotherapy (mineral waters), scientific and natural monument, water, vegetation and landscape aesthetics , recreational and social (forests), health and therapy, remediation and thermo-moderating, hunting (background), scientific (species, protected areas) and geographical location, **fauna**: species composition, landscape and aesthetic, wildlife, scientific and natural monument geographical location, **geographical landscape**: an aesthetic and scientific value, recreational, functional; **open protected areas** tourism (protection and conservation, landscape and aesthetic, scientific and educational, recreational, leisure and tourism; **geographical position**: reporting to certain landmarks, cities and tourist areas, ways of communication, sending and receiving areas for tourists, etc.

Cultural and historical sights, different in structure, are required by value: global, national, regional or local historical and archaeological, memorial and documentary, artistic, cultural and traditional landscape, urban and environmental, as in good condition and degree of protection , accessibility.

Economic sights, architectural engineering, sports, interested in value: technical and engineering, scale and grandeur, historical and archaeological, international and national events and objectives, cultural, scientific and educational, aesthetic, architectural and environmental, accessibility.

Population, tank tourism demand services, labor, dynamic element in the quality of services, hospitality, human settlements as tourist destinations and tourist centers that issue.

Timis County are three nature reserves, which harbor a large number of rare plant and animal species protected by law. Satchinez addition, 25 km north-east of Timisoara, is the important ornithological reserve, at Rădmaneşti Paleontology is a reserve and to Bazoş is an arboretum, which contains a variety of tree species. Also valuable are also found following objectives:-Tomeşti Romanian cave, cave Pietroasa, mud volcano type "Gryphon" in Forocici, Magherus Valley, Red Hill volcano, volcanic cone Sumig and Botanical Park in Timisoara.

The main forms of tourism are:

Urban tourism and business, they operate in the Timisoara City and cities Lugoj, Sânnicolau Mare, Jimbolia, Faget, Deta.

Weekend tourism, special tourism and recreation, which includes all the possibilities and facilities to ensure the most diverse tastes in entertainment of tourists, is "salt and pepper" activity in an area or landmark.

When we talk about sports and we tend to think in football, tennis or gymnastics, to name just a few sporting the Romanians excel. However, there are other ways of attracting tourists, besides organizing major competitions in stadiums or sports halls. Forests and lakes in Timis County offers a very attractive landscape for hunting and fishing enthusiasts.

Sights:

- Tourist stops: Timisoara, Buzias, Tomeşti (Liman's Valley), Nadrag (Capriorul), Calacea, Albina, Sag, Remetea Mare;
- Thermal pools: Timisoara, Lovrin, Biled, Sanmihaiul Roman;
- Forests with a rich recreational hunting: Brestea, Giroc, Lighed, Cheveresu Mare, Pischia, Remetea Mica, Peciu Nou, Hitias, Silagiu, Dumbrava, Banloc, Salonta, Bogda;
- Lakes with facilities for sport fishing: Surduc, Ianova, Lugoj, Bacova, Dumbravita, Pischia;

Alpine tourism, the tourism sub Poiana Rusca Mountains, they are a group belonging to the Western Carpathians mountain extended group making the transition between major northern Apuseni Mountains and major group southern Banat Mountains. The highest peak of the Poiana Rusca Mountains, with 1382 m, the peak Pades, the eastern district.

Balneary tourism and spa treatment is a specific form of leisure tourism and medical practice in the spa and climatic treatment with rich natural resources: mineral water springs, mud, therapeutic. These resources are usually added, material and technical infrastructure for their specific value to an extent as possible.

Beyond the development of tourist traffic in recent years due to factors of circumstances, inconclusive for long-term trends in health tourism, research and studies on tourism demand reveals an important potential applications for the Romanian population tourism healt. Like tourism attractions have, resorts spa Buzias, Calacea, Teremia Mare.

Agrotourism

- North and northeast of the county: Bogda, Brestovat, Secas, Bara, Ohaba Lunga, Margina;
- The East: Curtea, Pietroasa, Tomesti, Fardea, Barna, Dumbrava;
- The south and southeast of the county: Nadrag, Criciova.

Cultural tourism is travel form that can ensure full exploitation of tourism resources and above all the human cultural patrimony. Historical heritage includes movable and immovable property of great value, is a will to the creative potential of people in this place blessed by God.

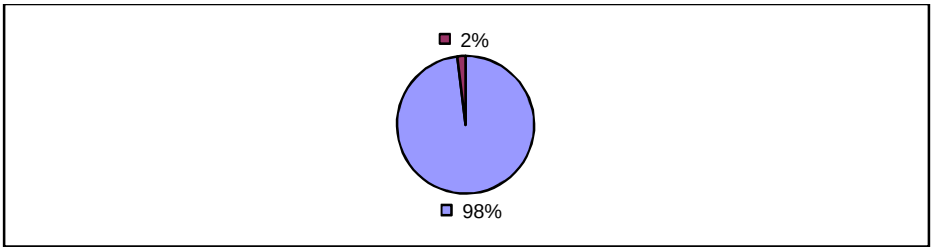


Fig. 1. Share tourist reception in Timis county in Romania total

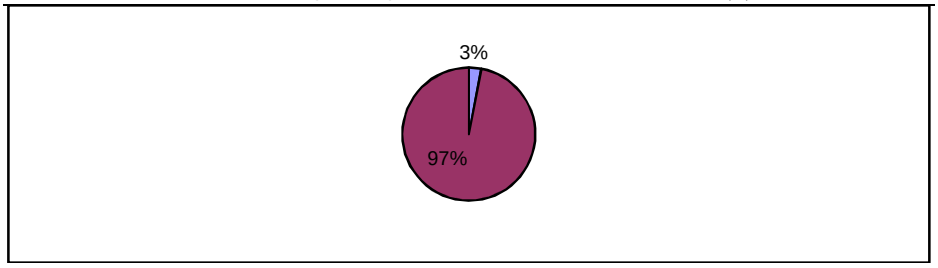


Fig. 2. Share accommodation structures in operation in Timis county in Romania total

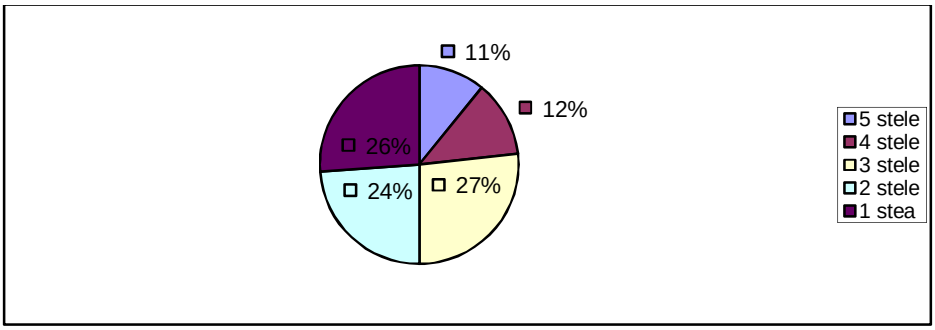


Fig. 3. Capacity utilization index of tourist accommodation by type of structure in Timis county

RESULTS AND DISCUSSIONS

European tourism industry will face increasing competition both inside and outside the region. A number of factors to this situation (financial and economic competition, the political, social and demographic change, technological innovation, etc.) including promotional activities of competing regions.

Meanwhile, a number of goods and services come into competition with tourism potential to fill leisure tourists which creates another form of competitive pressure. Extension offers leisure in residential areas (eg. theme parks and entertainment, health clubs, cultural and sporting events) will to shorten vacations and holidays spent closer to home. Expects this trend to be marked for moderate growth.

There are also other factors that will make tourism in Europe for the next decade. The euro as common currency for many European countries will increase the number of trips within Europe. Air transport deregulation caused an influx of new airlines and low-cost, and this led to lower tariffs on pan-European races and increase travel for rest, especially for so-called "short trip". Industry tourism suffered a degree of consolidation in recent years will continue at least in the next period. This work applies mainly to large numbers of German and British tour operators, countries that are major emitters of tourists. However price competition on European markets seems to be the main reason leading to this building.

Timis County is endowed with a very varied tourist potential, diversified and focused, characterized by:

• patterns of relief available and combined harmoniously throughout the territory;

• the practice of a favorable climate throughout the year;

• potentially rich fauna and flora;

• historical and architectural heritage appreciated internationally.

Timis County was a destination sought after by foreign tourists and domestic tourism was developed to run on a legal framework since the interwar period. In the first half of the '70s saw a major expansion of tourist accommodation capacity. In the early 80s the market was growing counties main tourist generating the especially in Germany, Austria and Belgium. Since the early '90s saw a sharp decline in foreign tourist arrivals, and this trend remained the main cause is the lack of funds for investment in the development, rehabilitation and upgrading of tourism infrastructure as a result of slow and complicated process of privatization, the implementation of a inadequate income tax, the lack of facilities in bank loans, etc. In relation to the potential existing in our country relative to other counties in Romania have modest economic performance in the travel industry concern.

Strategy for Economic and Social Development of Timis county is also considering strategies correlate with major European development funding programs: The Operational Programme (ROP), Sectorial Operational Programs (SOP), the Operational Programmes for Territorial Cooperation (POC) and National Rural Development Programme (NRDP), whose funding is provided by structural and cohesion funds and the

European Agricultural Fund for Rural Development (EAFRD) European Union. Given the general objective of developing and considering comprehensive analysis of the socio-economic, socio-economic development strategy of Timis county includes five axes of development.
Specific feature development axes adopted, is that they are consistent with both local needs and with Community policies on economic and tourism development plan of Timis county, through its development axis, will contribute not only to the overall objective Regional development Plan of the West Region, but also to the overall objective of the National Development Plan and National Strategic Reference, recalling mainly cohesion and reducing disparities between Romania and EU member states. However, tactically speaking, it is considered that the approach will offer superior access to and use of EU financial assistance programs.

CONCLUSSIONS

Timis County tourism sector is in constant development. Last year, there have been many meetings, seminars and trainings, so the public sector, private and even associations.

Many companies, small and medium understood the importance of such actions and especially the direct benefits they realize and begin to organize increasingly more meetings, especially team-buildings.

In practice, performing a mix of team building, seminar and meeting, for the analysis of results, presentation of products or services. In the near future tourism business approach can be carried by all means, both traditional and modern (internet, online reservations, etc.).

In Timis county no presentation material tourism companies that act in English. This material must be different from that prepared for the Romanian market - must respond, in principle, the question "Why Timisoara?".

Business tourism is the new trend of market development in Timisoara. Business tourism is the most important niche that Timisoara can enter the international tourist circuit. It is necessary that Timis, the National Tourism Authority and private agencies in the county, to participate in specialized international fairs.

Infrastructure for business (conference centers, hotels), is high-level meeting here can be organized at European level.

Once this research into existing accommodation capacity and the number of tourists arriving in Timis county is essential to develop strategies and promote tourism at European level through travel fairs.

It is obvious that the efforts can be appreciated only by those whose interests they represent and act for the potential of tourism of the county and proper management of public affairs. In 2012 it is necessary to focus efforts to complete the ongoing projects and to create premises for future development and to manage resources with rigor and pragmatism in such a way, privileged status of the county built on historical facts, geographical and economical to to harness the good inhabitants of Timis County.

TDespite difficulties, the results obtained in 2011 shows that he expressed concern and responsibility to fulfill the objectives. There are several aspects of which became certainty, as some projects in phase should be continued and multiplied. Moreover, in 2012 to make large investments, both from its own resources and from accessing funding provided by the European Union.

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