WEST DEVELOPMENT REGION TOURIST'S POTENTIALITIES

REGIUNEA DE DEZVOLTARE VEST - POTENŢIALITĂŢI TURISTICE

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Abstract: *West region known as Banat Area is and remains a historical, administrative, economic and cultural privileged zone. Maybe that's why it is not obsolete discussion on the tourist potential of this area and, especially, recreational tourism potential in this area. Proximity to other cultural and economic spaces, more advanced than the Romanian one, can be and even is the major advantage of development of tourist area of West region.*

Key words*: recreational rural tourism, sustainability, investment, sustainable development.*

INTRODUCTION

Tourism is a relatively recent discovery as an economic activity, which can constitute itself into a source of income, or a personal option of spending money that has been obtained in different manners. As for the Romanian, as a tourist, the 1989 events have brought for him among other things, in the long run, a great geographical an optional mobility, due to the possibilities of practicing the tourism both in his country and abroad, at different standards or forms.

Choosing tourism can't be at all accidental: people like seeing, knowing, discovering, getting into contact with something different from what they want, have or are already acquainted with. Tourism comes to respond to this fundamental human need, creating the premises for an increasing interest in initiatives which aim at touristic development or at natural, anthropogenic resources.

Taking into account the characteristics of The West Development Region of Romania, out of the specialized analyses obtained through the instrumentality of State Organizations specialized firms or through European resources, one may talk about a natural and anthropogenic touristic potential of this region, which deserves and is worth being exploited.

In spite of its richness the brought forward area needs projects and programmes that point out its touristic potential, the main impression being that of an insufficient knowledge of reality or of an overlook of it.

Within that it's not the imagination or the interest that are missing, but the simple fact that the benefits and the potential of different resources are overbid, but things that "could make" the difference between this and any other Development Region of Romania, from the touristic point of view, are under bidden.

MATERIALS AND METHODS

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

The ultimate goal of this paper is to reveal the potential available to our country in general way, and West Region in particular, and highlight the "antithesis potential – development".

The geographic map and the data offered by each District Council integrated in WDR, show us a variety of relief, hydrographic basins, flora and fauna which exist in that region, thing that increases the developmental possibilities of different kinds of tourism.

Applied to rural and recreational tourism, we believe in their development in this region, for the following consideration:

- The relief allows the carrying out of excursions, short trips, touristic orientation, walking by hydro-bicycles, by boats, etc;
- The highlands make possible extreme sports like mountaineering, hiking and so on;
- Water sources facilitate aquatic sports such as: water ski, hydro cycling, boating etc;
- The existing caves encourage the speleology activities;

- The plane or the forest zones permit the horse racing and equitation;
- The cynegetic resources are another relaxing alternative;
- Rural environment facilitates the setting up and the working of the agro-touristic farms;
- The traditional meals represent an attractive issue for the tourists that are seeking for natural, traditional, health;
- Artificial / natural skating-rinks;
- Long distance ski through the woods;
- Different routes for horse-sledging;
- The founding of artificial trout fisheries at lower stream of the mountain springs so that they can offer new fishing and cooking abilities experiences to the tourists.

RESULTS AND DISCUSSIONS

A map analysis of the Western Regional Development Zone, points out a multitude of anthropologic touristic destination, dated from different historical periods which still are a vivid attraction, due to their extraordinary resistance.

It's obviously that we have to ask ourselves in what way we can connect the anthropologic touristic resources with the rural, entertaining tourism.

An investor, full of imagination and some local authorities, with a high level of availability, could notice, for instance, that:

-At the "The Hunyad Castle" tournaments can be organised – with tourist's participation, of course;
- At Deva/Sarmizegetusa Fortress- Dacian evenings can take place;
- In the mountain zone small stream trains can be put on rails again;
-Hiking could be settled, aiming for instance the crosses that exist on the top of the mountains;
- Visits at the monasteries;
- Celebrating events at the wine cellars of the vineyards;
- Hunting nights at Jdioara fortress;
- Dancing nights at Rudaria mills;

- Fancy masked ball at the villa of the Maria Theresa in Baile Herculane;
- Folklore festivals of the rural communities;
- The Spring/Wine Celebration at the countryside;
- The Village Museum and various Memorial Houses;
- Rural household management of different individual museums in the traditional villages.

The investments in tourism and services are pretty expensive, especially when the accommodation/dining facilities are in zone with valuable natural or anthropologic resources. If the recreational tourism can be made through a public – private partnership, the investor has to identify the needs of the clients, to advertise the touristic product and to leas the client to the outcome. As for the rural and agro-tourism, the investment costs revert entirely to the one who makes the choice upon this type of tourism. The redeeming possibilities of the costs are influenced by a multitude of external elements which don't depend on the power of decision and action, or of the financial capacity of the investor.

The financing lines of the tourism, both by repayable funds and non repayable, resulted either from credit offers of the commercial banks, or from external credit sources, represent a financing opportunity unfortunately not quite attractive because of the lack of state support, meaning the non-assuming the specific risks of a business.

For instance, the ecological forms, the different animal breeding farms more or less exotic, the herds, though attractive, cost a lot, the investors gradually giving them up.

CONCLUSSIONS

Any pertinent analysis of the economy of a region so much the more that of a Development Region compels to a keen consideration of all the involved elements.

The hierarchy of the regions must take into account both the inheritance of the history, and the accomplishments of their own effort. The differences amongst the Regions are historical, financial, but they are generated among other things, by mentalities, life styles, attitudes towards work, etc.

The West Development Region gains from various resources their existence being capitalized differently and never sufficiently enough. Such a region can claim the decentralization as a way to a guaranteed success.

Here from, possible conflicts between those from the centre and the region representatives, knowing that the first ones can, but don't want, and the last ones who want but they can't.

A short radiography of the available resources of the Region shows us that, if well grounded, the touristic potential is extremely big and varied. Lacking in the inheritance of great touristic units, the Region must make its own touristic products – economic handicaps but also an opportunity, due to the novelty and the modernism of the outcome.

We must point out the positive aspects and the negative ones, what promotes and what menace the investors or the local authority's efforts in initiating and developing the recreational, sportive and rural tourism in this Region.

The affiliation to European Union is an advantage but also an opportunity which mustn't be lost.

Major interventional trends that aim the tourism must be capitalized not only for the sake of analysis, projections or leaflets, but also for financing some local initiatives towards tourism.

While entertainment tourism can respond to relaxation needs of any Romanian whatsoever, rural tourism is an alternative for Romania to enter on the international touristic market, West Development Region taking care to preserve the villages that allow agro and rural tourism.

This work wishes to be a personal invitation to carry on the analysis and devotion to develop the recreational rural tourism from the West Development Region (W.D.R.) and Romania.

It's also an invitation to all the decisional factors to make tourism the key for the Romanian economic success.

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