DEVELOPMENT MANAGERIAL STRATEGIES OF THE RURAL TOURISM IN CARAS-SEVERIN COUNTY FROM ROMANIA

STRATEGII MANAGERIALE DE DEZVOLTARE A TURISMULUI RURAL ÎN JUD. CARAŞ -SEVERIN DIN ROMÂNIA

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Abstract: *Sustainable development strategy of the rural tourism in Caras-Severin County from Romania has the purpose to realise a proper background for the increase of the internal and international touristic activity in a proper and balanced way to bring cultural and socio-economic advantages for the inhabitants of this area. Caras -Severin County is situated in the western side of Romania and it owns a series of natural advantages insufficiently exploited in present, that if are well managed can constitute a great potential of economic increase. In Romania the rural Tourism represents a real chance mainly for the farmers affected by the crisis from the farming sector, which are wishing to try a new activity using the tools that they are having already.*

Key words: *rural tourism, development, strategies, management*

INTRODUCTION

In the sustainable development, the rural tourism has an essential role, contributing with an increased percentage to the economic restarting and restoring of the Romanian West Region. The rural tourism presents a series of advantages: capitalize the agricultural land, natural resources, cultural patrimony, village customs, farm products, realises exchanges among the urban and rural incomes, creates jobs directly and indirectly, improves the infrastructure.

MATERIAL AND METHOD

For this study was used as research method a questionnaire that was applied on a sample of 200 of foreign tourists that were visiting Caras–Severin County in Romania. We are mentioning that this is a selective

research, respectively it was applied to a representative sample of foreign tourists found in the studied area.

The questionnaire was comprising questions for the identification of the tourists'reasons for visiting the studied area, but also it was comprising questions for the identification of the positive and negative aspects memorized by the foreign tourists.

RESULTS AND DISCUSSIONS

From the analysis of the answers given by tourists there it was noticed that from the 200 questioned persons 34% have answered that the purpose of their visit in Romania is holiday, 38% have motivated as main reason the business, 20% indicates visits to friends and relatives and 8% indicate other reason (figure 1).

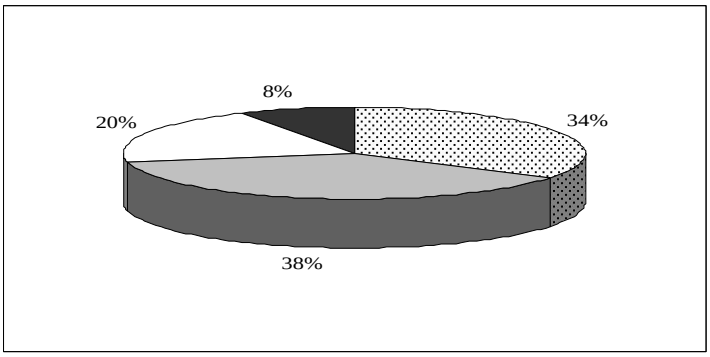


Fig. 1. The main reason of the visit in Romania

At the question "You are used to do every year a touristic trip in the rural area from Caras –Severin County?" after the interpretation of the results from the questionnaire there it was noticed that 48% have answered *yes* and 52% have answered they aren't visiting annually the area, because they are visiting other touristic destinations. For the development of the area and the attraction of the tourists is necessary the modernizing promotion of the touristic products.

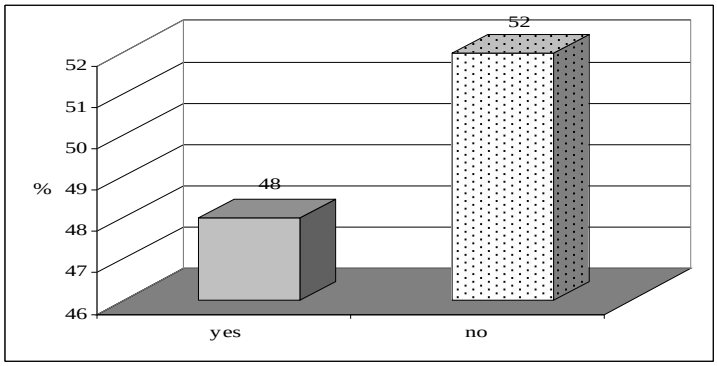


Fig. 2. Tourists distribution regarding the annual travel in Romania

The next question was referring to the units where were accommodated the foreign tourists (hotel, rural touristic pensions, huts or camping).

From the analysis of the results there it was noticed that the tourists have preferred in proportion of 62% the touristic pensions from the rural areas, 30% were accommodated in 4 – 5 stars hotels and 8% have preferred huts because very few are offering quality services.

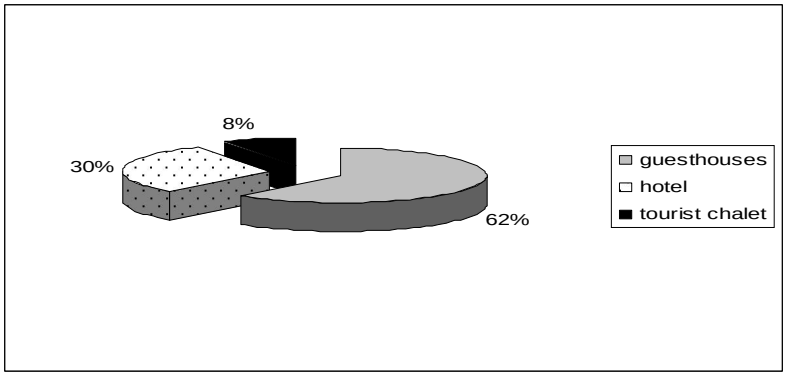


Fig.3. Accomodation units preferred by tourists

There it was noticed that the rural touristic pensions are more preferred locations by the foreign tourists because the owners are providing them already many services that aren't available in hotels (specially

arranged playground for children, riding bicycle, ponds for fishing, barbeque, ping-pong table *etc*).

To satisfy the consumers' needs for rural touristic products and to determinate the tourists to come back to the same touristic destination is necessary that the managers of the accommodation units to create strategies for the improvement of the services qualities.

The questioned tourists were questioned what are the preferred tourism forms and 65% of them have answered that they prefer the mountain tourism from the Semenic, Crivaia, Trei Ape, Muntele Mic, Poiana Marului, Garana areas.

The mountain tourism in the Caras –Severin County has a great development potential: sky slopes, alpine area, increased forest cover, the relief of the high mountains, accumulation lakes, canyons, defiles, intermountain depressions etc.

The tourists were attracted in proportion of 20% by the cultural tourism. The main attractions in the area are the Middle Age citadels, churches, monasteries that are the argument of the religious evolution of the inhabitants from the area, historical and industrial museums, collection of mineralogy and ethnography etc.

In the studied area the balneary tourism has a great potential for development being preferred by 15% from the tourists.

The balneary tourism has the advantage that it can attract two types of tourists: tourists that are coming from treatment and the tourists that are coming for recreation and for the attractiveness of the thermal water.

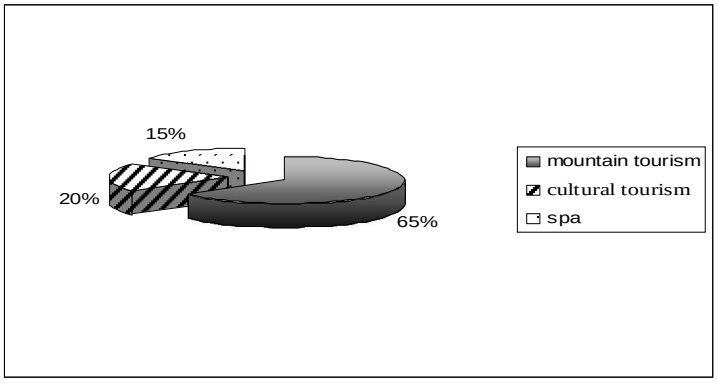


Fig 4. Distribution of the tourism forms preferred by tourists

The questionnaire has a question that was investigating the tourists what attractions have specially memorised in the visited area. On the base of the results there it was noticed that 45% from the tourists have mentioned that the main attraction of the area is the natural landscape where can be done mountain trips, 29% have answered the eco-tourism. 15% the Romanian traditional culture and 11% were attracted by the hospitability of their hosts.

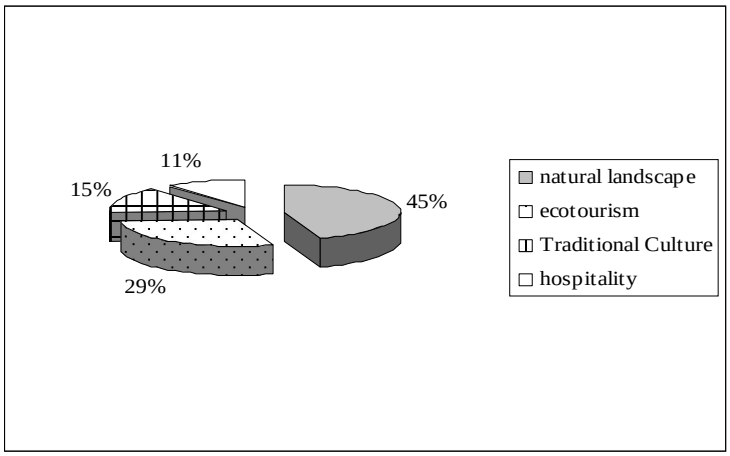


Fig 5. Distribution of the attractions from the studied area

The questioned tourists were asked to mention also what where the negative aspects memorised by them in the visited area. From the analysis of the results there is evidencing that 65% weren't satisfied by the touristic infrastructure, 28% by the fact that the indications aren't inscriptioned in in more foreign languages the touristic objectives and 7% by the accommodation.

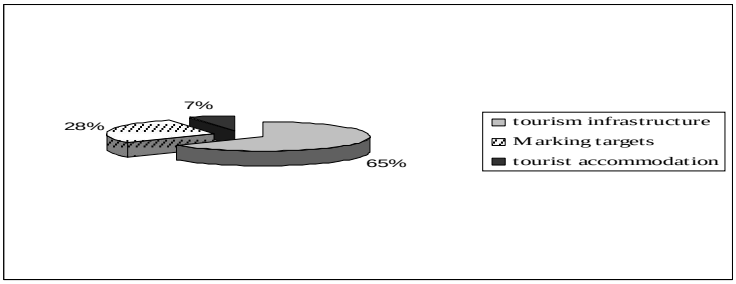


Fig. 6. Distribution of the negative aspects memorised by tourists

CONCLUSIONS

Along this analysis results that the Caras – Severin area has valuable touristic resources that allows its touristic function development in most of the rural localities.

For the development of the area and the attraction of the tourists the managers of the touristic pensions should create some promotion strategies for the area and to coordinate their personnel thus the tourists to benefit by high quality services.

The rural tourism can be an important source for the realisation of material incomes, but this aspect need investments and a good management of the existent resources from the area.

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