STUDY ON PRODUCT DEVELOPMENT AND TOURIST DESTINATIONS IN ROMANIA AND ITS LEGAL IMPLICATIONS

STUDIU PRIVIND DEZVOLTAREA DESTINAȚIILOR ȘI PRODUSELOR TURISTICE ÎN ROMÂNIA ŞI IMPLICAȚIILE SALE JURIDICE

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Abstract: *The multiannual program for the development of destinations, forms and products tourism aims to help to improve domestic tourism traffic travel along with cultural and natural heritage. The multiannual program for the development of destinations, forms and products tourism addresses the following objectives: improve the quality of tourism services in Romania; participation in joint projects initiated domestic and international tourism; public investments in tourism infrastructure; development of forms, products and major tourist destinations in Romania; modernization and expansion of information system in tourism; improving the legal and institutional framework in the sector under best practices at EU level; improve the quality of employee training in the tourism sector in especially from the tourist reception.*

Key words: *tourism services, ecotourism, framework, development*

INTRODUCTION

In order to achieve the objectives, they considering following activities: undertake studies to assess the optimal capacity of tourist accommodation in Delta Danube, as well as national and natural parks in Romania; studies on the behavior of tourists in protected areas; strategy quality tourism services in Romania; designating activities ecotourism destinations, ethnographic and cultural Romania; actions on achieving a ranking of specialized care facilities with office accommodation in the spa and rural tourism in Romania; continuing the "Blue Flag - Blue Flag" for quality improvement beaches and tourist ports in Romania.

To achieve the objective referred to: may purchase the following categories of services: organization of national seminar international travel agency services, printing services, services for development of a national market research and R & D and related services. In order to achieve the objectives runs following projects: project EDEN "European Destinations of Excellence" and Calypso, initiated by the Europe.

The projects Sagittarius "Launch heritage entrepreneurship at local / global: strategies and tools for unifying forces, conservation sites, mobilization of cultural values, facilitating the exchange of experience and Transdanubia "Mobility and sustainable transport in tourist areas along the Danube", the Program South East Europe; the "common strategy for sustainable spatial development of the area Romania-Bulgaria border", the CBC Program Romania-Bulgaria 2007 - 2013; the "cultural routes in the lower and middle Danube", the demand for Trans-national Cooperation projects on European Cultural Routes projects launched by European Commission.

MATERIAL AND METHOD

European Union Strategy for the Danube, in which Romania, Ministry of Regional Development and Tourism, Bulgaria coordinate with the Priority 3 "Promoting culture, tourism and community relations"; tourism development projects to be established in cooperation with organizations / international organizations: Organization for Economic Cooperation and Development (OECD), the United Nations Industrial Development Organization (UNIDO), European Commission (EC), European Travel Commission (TEC), CEI Europe (ICE), Organization for Black Sea Economic Cooperation (BSEC), World Tourism Organization (WTO), United Nations Development Program(UNDP), International Association for Danube tourism promotion "Die Donau" Danube Competence Center, European Institute of Cultural Routes, Federation Cycling European, European Association for hikers.

Ministry of Regional Development and Tourism can make partnerships, the bilateral relations with various countries in developing projects related to development of mountain tourism, both in winter and in the summer, tourism cultural, spa tourism, coastal tourism and other forms of tourism.

Ministry of Regional Development and Tourism will initiate a series of actions and events designed to promote Romania as an active member of the World Tourism, which draw attention to the potential natural and cultural destinations tourism in Romania, the identity of these destinations in terms of nature and culture in Europe, Romania generally consistent with the tourism brand our country during Romania holds a position as senior vice president of the Organization World Tourism.

To achieve the objective referred that they may purchase the following product and service categories: services for seminars with national participation and international study visits, information products and promoting common other countries, news agency services/press, transportation services, conferences, advertising, services printing, travel agency services.

The amounts necessary to fulfill the objective set out and will be allocated to priority development of tourism infrastructure of the resort of interest National Herculane, the tourist resort of local interest Borsec of Sulina, the all tourist destinations in the south coast, to complete projects investment in tourism and sports infrastructure of organizing the Olympic Festival European Youth 2013, cultural routes, national cycling routes, and to continue investment programs to develop forms of tourism priority under the National Tourism Development Master Plan 2007 - 2026, forms of tourism priority by developing country brand results, the Health tourism strategy, the strategy of ecotourism and the development plan National Territory - Section VIII of “areas with tourist resources”, the National Program tourism development “Sky in Romania”, approved by Law no. 526/2003, with changes and subsequent action plan included in the Strategy development of the Danube.

RESULTS AND DISCUSSIONS

The amounts necessary for the development project is broken down by the Minister regional development and tourism, the allocated funds annually for this purpose, Ministry of Regional Development and Tourism budget to local budgets. In order to achieve the objective are taken into consideration following activities: preparation of studies and advice on the assessment of general infrastructure various tourist destinations and tourism products forms; implementing strategies for tourism destinations and different kinds of tourism: seaside, spa tourism, ecotourism; initiating

actions awareness of the importance of sustainable development tourism; development of information system on cultural routes, mountain routes and other routes pedestrian trails and historical monuments important with view of tourist traffic.

To achieve the objective referred may acquire the following categories of services: research and development services, national and international advice on mountain tourism, health tourism, seaside tourism, cultural tourism and other forms of tourism destinations respectively and strategies at national. Market research services nationally and internationally on all forms and tourist destinations; services of organizing national and international seminars on all forms and tourist destinations.

Supporting and auxiliary transport services, travel agency services; building materials for development of tourist destinations - parks guide national and natural in Romania, including advertising on the Internet; the documentary: guides and other presentation materials on Romania and studying the literature, statistical bulletins, specialized books published in Romania and internationally and other documentation; installation of signs, repair and maintenance development of information on cultural routes, mountain routes and other routes pedestrian, trails and historic important in terms of tourist traffic; consulting services in environmental matters.

CONCLUSIONS

In order to achieve the objective takes place following activities: development and database administration on tourist reception facilities functions of accommodation, catering, travel agencies, ski slopes, patents tourism, beaches and resorts, water sports services and provision expert opinions regarding the location and functionality objectives; the creation and development of software to support control activities tourism; acquisition of digital touch screen computer (touch screens), the to their location in the border crossing points, airports international stations in major cities and tourist areas with high tourism potential, with useful to show tourists in Romania; the printing of flyers on tourism and black stickers for submitting grievances of tourists and business specific brochures control and authorization.

Increasing awareness Romanian tourist destinations or the awareness of Romanian tourism; events and tasks involved in increasing tourist traffic in Romania or impact in increasing awareness of Romania as a tourist

destination in the country and abroad, and participation as co-organizer with associations professional, employers and NGOs working in the area tourism, local and central public administration authorities and other business entities impact on tourism; organizing educational visits and information in the country for representatives media, tour operators, representatives of companies operating in tour home and abroad, representatives of associations or organizations NGOs working in tourism, local and central public administration, other opinion leaders, experts in tourism in the country and abroad; to organize international tourism exhibitions in Bucharest and participation in travel fairs and exhibitions at home and abroad; advertisements that try to reach consumers directly, when it outside of their home (billboards, posters illuminated, large posters, suspended advertising columns, advertisements on vehicles); other general actions publicity and advertising of destinations and tourism products Romanian.

To achieve the objective referred may purchase the following categories of services: consulting, software development, Internet and support; services for seminars on topics of national and international information tourism; transport services, services of travel agents; printing services for brochures; the making of CDs and DVDs; translation.

In order to achieve this is carried in the activities: national and international events with the best theme practices in tourism; development of guidelines, brochures and other promotional materials containing such good practices in tourism. To achieve the objective may purchase the following categories of services: event management services; publishing and printing services; translation; transport services, services of travel agents.

In order to achieve the objective, takes place following activities: organization of seminars to enhance professional skills employees of the tourist reception and tourist information centers in implementation of best practices in tourism activity; carrying out brochures to disseminate information to conduct activities of the tourist information centers and associations to promote and tourist information; developing proposals for amending and updating legislation.

To achieve the objective referred may purchase the following categories of services: travel agencies, printing services, services national and international advice on training and professional evaluation. All actions / measures / services provided in the Multiannual development of

destinations, and forms of tourism products are purchased / runsaccordance with the law on public procurement.

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