

## THE MONTANE TOURISM AND AGROTOURISM IN ROUMANIA

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### **Abstract:**

*Nowadays, when the tourism knows a remarkable expansion, it is absolutely useful to present the tourist potential of our country, the touristic areas of Romania, their development level, and, also, the facilities offered to the tourists. From this point of view there are presented the main mountain holiday resorts from Romania, the services offered by them, their deficiencies and the main objectives followed in developing Romanian mountain tourism.*

**Key words:** rural tourism, agrotourism, arrangements, turistic offer.

### INTRODUCTION

The actual evolution moment of human society is characterized by a tourism development without precedent, characterized through the introduction of a new region in its exploitation sphere. Some explorers consider that tourism is the most dynamic world industry in XXI century.

For affirmation of the recreative activities in a territory, a first condition is the existence of the attractive resources, of basic material which through a adequate arrangement to be a properly offer. Besides resources is very important the country position in ratio with general orientation of international touristic fluxes, the size of internal touristic market, the stage of economic and social development, the infrastructure, the tradition of touristic activities etc. The mountain constitute an ancient attraction: a good part of the health resorts and traditionally for repose, are in mountain area. Also, most of the reservations, natural parks national and regional, nature's monuments, are in the mountain area.

The mountain dwelled and protected up against historic curses, besides nature's monuments an extraordinary rich historical cultural thesaurus, whose valorization and protection must be included in the preoccupations of touristic arrangement of mountain space.

Through the prism of these considerations, Romania proves to be a country with touristic vocation of notoriety, comparable with that of some European states that are in the hierarchy's first places in the domain: Austria, Switzerland, Greece.

## MATERIAL AND METHODS

Our country has a surface of 237500 km<sup>2</sup>, equivalent to that of Hungary, Austria, Switzerland and Czech together, which inscribes it among the medium states of Europe. The Romanian relief through the proportionality of its dispersion with relative equal ponderosities of the mountains (35%), hills (36%) and plains (29%), as well as the number specially large of objectives and their variety are a certain guarantee for the tourism affirmation in this side of the European continent.

The term of "tourism" comes from the English term "to tour"= to travel, to wander, meaning excursion.

Along the years, various definitions were used, but the most complex is given by OMT in 1991 which says that the tourism designates the activities engaged by persons during their voyages or journeys in places situated outward the residential environment for a period over 24 hours or at least a night, without overstay an year, for spending the free time, for business or other reasons, in other words for other purposes than performing a remunerated activity in the regarded place.

The tourism express in this way a phenomenon due to whom a number of more and more persons leave temporary, ordinarily for more than 24 hours, their stable domicile, for to effectuate or perform unpaid activities, turning themselves into consumers of goods and services in other localities or countries.

In the last few years, the mountain has registered a significant part of the touristic flow both due to the intensification of the touristic phenomenon and, mostly, because the relative recent success of the winter sports.

The increase of the mountain touristic flow is also determined by the development of the rural tourism and the mountain agrotourism.

In Romania this kind of tourism appeared only after 1990, pursuant to the preoccupations demonstrated by the Mountain Area Commission from Romania, and ulterior because of the preoccupations demonstrated by the nongovernmental organizations from which a proficient place is owned by the National Association of Rural, Ecological and Cultural Tourism from Romania (ANTREC) and the Romanian Federation of Mountain Development (FRDM) and then The Ministry of Tourism which concerned about the elaboration and the promotion of legislative cadre in this domain.

The rural tourism is a form of tourism practiced in the rural environment, which uses as structure of touristic reception, the agrotouristic farm with all its facilitations. This form of tourism takes place in the rural environment, fructifying the local touristic resources (natural, cultural and human) and the endowments and the touristic equipments, including the

agrotouristic pensions and farms. It utilizes various accommodation spaces, road-houses and rural hotels, shelters, holiday villages, with cultural-intellective valence etc.

The agrotourism is a form of the rural tourism practiced in the rural environment which uses (as structure of touristic reception) the agrotouristic farm with all its facilitations. This form of tourism uses for the accommodation and dining only the touristic pensions and the agrotouristic farms, benefiting of a not polluted and pictorial environment, of the natural attractions and cultural historical values, of the traditions and the customs that are presents in the rural environment..

The agrotourism is considered a limitary concept, which refers to various forms of tourism pertinent to the agricultural activities and/or the agricultural arrangements. This particular form of rural tourism is organized by the farmers, usually as a secondary activity the agriculture remaining the main occupation and source of income.

The creation of some favorable conditions for the development on long term of rural tourism and mountain agrotourism implicate the proper touristic arrangement of the moountain rural.

The touristic arrangement of the mountain area began, practically, in the past century. At the touristic equipping of Romanian Carpați had remarkable contributions all the groups, associations and touristic societies that functioned until 1936 – the year of setting up The National Center of Tourism.

The first concrete creation actions of the objectives of material base : shelters, chalets, refuges, then ways, roads, marks, dressing stations,were realized by these companies.

Of a special attention enjoyed the group of mountains Bucegi, Piatra Craiului, Ciucas, Postavarul, Fagaras, Ceahlau, Parang si Cindrel by the last one being attached the appearance of the first mountain station from Roumania, Paltinis. Under the ONT's coordination developed the stations Sinaia, Busteni, Predeal, Paltinis, were built new huts, villas and entries. In the last decenniums besides the existing stations, which already obtained tradition in inter-war period, are imposed new ones such as: Poiana Braşov, Borşa, Semenice, Stâna de Vale etc. The efforts are directed towards the intensive development of the mountain tourism with a view for the competitive increase on the international market. The endowments for practicing the winter sports developed , specially in the Valea Prahovei-Braşov area , the stations Poiana Braşov , Sinaia and Predeal being intense equipped with paths for alpine and fond skiing, bobsleigh paths, sleigh-riding, skating rinks , cable conveyances etc.

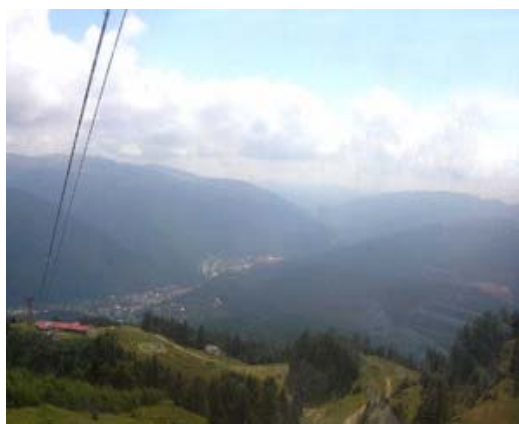


Fig.1. Sinaia seen from the funicular that ascends from height 1400 to height 2000

In our country, the special natural conditions, besides another factors, determined the development of three stations – Poiana Braşov, Sinaia and Predeal – which concentrate (on a surface of about 150 km<sup>2</sup>), 63 % from the accommodation capacities existing in the Romanian mountain stations, 70 % from the total of the arranged paths and the mechanic installations for ascending and 40% from the touristic circulation from the mountain area, respectively 52% from the arrivals of the foreigner tourists. For the practice of winter sports, these stations dispose of a satisfactory offer for the requirements of international tourism.

The deficiency signalized in the specified stations, refers to:

- the reduced diversification of accommodation and public diet units;
- the insufficiency of amusement endowments (cultural, sport, etc);
- the quality and preparation of personnel and the performed services;
- the presence of valuable skiing domain, but not competitive – as length, breadth and path's variety – with that of other European stations;
- the insufficiency of mechanic installations for ascending, as length, horary capacity, diversification etc.
- the defective maintenance of ski paths and their low illumination.

The mountain tourism for practicing winter sports is realized also in numerous other stations in our country, where, along the time, was arranged a proper material base, but smaller, comparative with the three mentioned stations. Among these stations the most important are: Paltiniş, Semenic, Stâna de Vale, Lacu Roşu, Buşteni, Bâlea, etc.



Fig. 2. Bușteni in winter, view from the funicular that ascends towards Babele

With the view to superior capitalizing of touristic mountain potential that our country dispose, the specialized researches pointed out the following directions of action:

- considering the international experience in the domain of mountain arrangement and winter sports development ( ex. Bulgaria, Slovakia, France, Austria etc) it is imposed the arrangement and the endowment of the stations Poiana Brașov, Sinaia and Predeal with units of accommodation, public alimentation, amusement, cable conveyance and ski paths at the level of international tourism exigency, and their launching in the circuit of stations that organize ski competitions with international participation;
- the arrangement , the endowment, the launching of new competitive stations in the international montane tourism ( Durău, Platiniș, Semenic, Stâna de Vale, Bâlea, Lacu Roșu, etc.)
- the diversification of units of accommodation and public alimentation from the mountain stations, the approaching of the sale units to the ski paths;
- the amusement's diversification, for winter and summer with a view to taking place touristic activities all along the year;
- the optimization of the activity of touristic huts, for the development of a intensive and of quality mountain tourism.

## CONCLUSIONS

Due to the geographic position, our country disposes of rich resources and it has a touristic potential that disserves to be exploited, the main objectives in Romanian mountain tourism developing are:

a) the superior capitalization of touristic potential of the entire Carpathic chain;

b) the development of the existing stations and the creation of a new ones, their equipage with endowments of accommodation material base, public alimentation and amusement with a view to take place touristic activities the entire year;

c) the offer's diversification of touristic programs in view to increase the encashment;

d) the attenuation of the seasonality of tourism activities;

e) the increase of the economic efficiency of mountain tourism;

f) the Romanian's inclusion in world-wide touristic circuits.

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