

FINANCIAL AND MARKETING PLANNING IN THE VALLEY OF HELL

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Abstract.

In the Apuseni Mountains area there is an immense treasure of archaeology, history, architecture and art, as well as a priceless heritage showing the evolution and continuity of work and living on these lands, the development of culture and art of the Romanian people (archaic ethnographic area – Tara Motilor). All this historical and cultural background is an important part of tourism potential and a component of national and international tourist image of Apuseni Mountains. The occupation rate can be calculated by determining the average number of customers on the occupied rooms.

Key words: The occupation rate, capacity of the guesthouses, touristic indicators.

INTRODUCTION

The dynamics of rural tourism in the Apuseni Mountains is spectacular, considering that 20 years ago this sector didn't even exist. On one hand, the rural tourism is an additional source of income for rural population, and on the other hand, it created disparities between rural areas, because not all areas have had the same opportunities (natural, cultural, historical resources) and even led to deformations of the village houses through architectural changes or through loss of traditions of the area. However, rural tourism remains the most promising type of tourism in the Carpathians.

MATERIAL AND METHODS

A) Estimation of occupation rate on the base year.

The starting information for the estimation of the potential occupation rate are the following:

- The occupation rate of the guesthouses in Bihor had the following characteristics, according to the capacity of the guesthouses (the data has been obtained through case studies and through INS information): Pietroasa – 25 places – 9.9%, Remetea – 10 places – 29%, Suncuius – 12 places – 10.2%; the total occupation rate for Bihor county is 19%.
- The estimation of the occupation rate according to the capacity of the guesthouses from ANTREC evidence from the study area or which have access to the Valley of Hell.

Following the available information I have estimated the main touristic indicators for the Valley of Hell on year 2009 as shown on Table 1.1:

Table 1.1

The assessment of the main touristic indicators - Valea Iadului, 2009

Pensiunea	Localitate	Locuri
Pensiunea Turul	Remetea	15
Pensiunea Gergely	Remetea	13
Pensiunea Florentina	Zece Hotare	6
Pensiunea Dorina	Zece Hotare	3
Pensiunea Yeti	Vârtop	16
Pensiunea Heidy	Vârtop	25
Pensiunea Four Seasons	Vârtop	20
Pensiunea Turina	Şuncuiuş	8
Pensiunea Valea Izvorului	Remeţi	20
Pensiunea Lucian	Remeţi	10
Capacitate zonă - Valea Iadului		136
Nr. mediu de locuri		14 locuri
Grad de ocupare estimat		21,5 %
Nr. mediu de zile de funcţionare		80
Capacitate medie de funcţionare		1120
Nr. mediu de înnoptări		241

* pensiuni omologate ANTREC Sursa: calculaţii proprii

As you can see, the guesthouses from the area have functioned in average only 22% from a year. This situation makes necessary the implementation of new agrotouristic products in the area, in order to ensure the occupation for the rest of the year, too.

B) The estimation of the occupation rate after the intervention of politically sustained programs.

The promotion of agrotouristical products in the area, by integrating the area in specialized programs, can have a major impact on the number of potential tourists. We believe that in the area we can implement the following measures for tourism development:

- Implementing a quality system certification of tourist services;
- Establishing an information and tourism promotion center for the area
- Creating a touristic portal for the promotion of the area
- Choosing a brand that is specific to the area
- Integrating the products in the programs developed and promoted at county level, such as:

Project: Development of ecotourism in Bihor county – The Valley of Hell is declared one of the areas with high potential for ecotourism, with the following potential clients: ecotouristic organizations, students, families – estimated increase of tourist number 25%.

Project: Mountain walk in Apuseni mountains, promoting the mountain routes, with the following potential clients: pupils, students, mountain lovers – estimated increase of tourists 30%.

Project: Development of speotourism in Apuseni Mountains – promoting the speleological and educational tourism, with the following potential clients: speleological organizations, pupils and students for educational purpose - estimated increase of tourists 20%.

Project: Development of winter tourism in Apuseni Mountains – Vartop – ski slope development, facilities and access road, with the following potential clients: young people, families, wintersports lovers - estimated increase of tourists 35%.

Project: Development of theme tourism in Bihor county - developing a touristic thematic offer package in Bihar, including: cycling, hiking, ecotourism, speleology tourism, spa, wooden churches tour, wine road, cultural tourism etc. with the following potential clients: pupils and students, for educational purposes, families, mountain tourism lovers - estimated increase of tourists 30%.

In terms of implementation of the mentioned above products and taking into account the official estimation of the number of tourists, the situation of the study area gets a different look.

To observe the changes brought by the variation in the number of nightstays we will try to calculate the increase in the number of days of operation so that the occupation rate remains constant (Table 1.2):

Table 1.2

The main touristic indicators modification through the intervention of touristic development programmes

	2009	Produs 1	Produs 2	Produs 3	Aplicare concomitentă a produselor
Grad de ocupare estimat	21,5 %	21,5 %	21,5 %	21,5 %	21,5 %
Nr. mediu de zile de funcționare	80	152	104	96	352
+/- zile funcționare		72	24	16	112
% zile/360 zile	22,2	42,2	28,9	26,7	97,7%
Capacitate medie de funcționare	1120	2128	1456	1344	4928
Nr. mediu de înnopțări	241	458	313	289	1060

Sursa: calculații proprii

As shown, the integration of tourism products in local development programs and strategic projections may ensure an occupation rate of 21.5% in the area of the Valley of Hell and an operating time of 352 days per year (with 140% more than in present). However, the intervention to increase the occupation rate needs additional marketing and promotion strategies that lead to customer loyalty and to the creation of a quality and respected brand of the region.

C) Estimation of revenues from sales

The sales are calculated by multiplying the number of places offered for a period (days of operation) with the average accommodation fee. This is an important

indicator in the financial planning process and is correlated with the estimated occupation rate (table1.3).

Table 1.3

The estimation of sales revenues for the proposed products

	2009	Produs 1	Produs 2	Produs 3	Aplicare concomitentă a produselor
Medium number of sold places	241	458	313	289	1060
Medium fee for place in the guesthouse	70	70	70	70	70
Revenues from sales/guesthouse – lei	16870	32060	21910	20230	74200
Revenues from sales/guesthouse – euro	3749	7124	4869	4496	16489
Revenues from sales/ Valley of Hell area (12 guesthouses) - euro	44987	85493	58427	53947	197867

Sursa: calculații proprii

RESULTS AND DISCUSSION

As regards the economic dimension of projections, we notice that integration and correlation of tourism products with local development programs and that the compliance with strategic projections may provide the area the Valley of Hell an extra income of 340% and thus achieve the performance of bringing into the area a quarter of the proceeds of agrotourism in the county of Bihor and approx. 11% of revenues collected in the Apuseni Mountains agroguesthouses.

The analysis of agroproducts implemented in the Valley Of Hell area in the Apuseni Mountains has allowed us to reach the following conclusions:

- The products provide the necessary information about accommodation and prices, and the main form of promotion is the Internet, few guesthouses have a brochure;
- There are not created actual agro products, the offer is limited to the presentation of the accommodation offer and to the attractions in the area, without further clarification;
- In the description there are not shown services and facilities to stimulate demand;
- There are no programs for agroproducts, the offer is the "free style" type and it leaves to the tourist to decide or imagine what he wants to do, without even specifying for example if there are mobility facilities in the area (minibus, car, cart, sled, etc.).
- The location of the guesthouses is specified but not how to get to these locations for those who do not have vehicles, etc..;
- The guesthouses in the area have worked an average of only approx. 22% during the year and in 2009 had an occupancy rate of only 21.5%.

CONCLUSIONS

All these have resulted into the main conclusion that the area is typically weekend tourism, leisure (recreation, relaxation) and pedestrian travel (hiking, walking). But the potential of the area is very high, allowing the implementation of sustainable and complex agropducts, which is why we proposed three types of product although with different profiles (leisure, walking, speleology) that contain the required agro elements: fresh food obtained in the guesthouse, access to agricultural locations (garden, animals, etc.), tourists involvement in agricultural activities (collection of garden products, milking cows, etc.), access to trade of agricultural products from the area.

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