

EVOLUTION OF BUSINESS TOURISM IN THE BULZ COMMUNITY. CASE STUDY

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Abstract

The analysis of tourist activity in the village Bulz between 2000-2012, helps to form an image of tourism in the Iad Valley. Tourism activity is very important for the region because it can provide a source of extra income residents, approximately constant throughout the year if it fails to attract a many tourists. Bulz village is situated in a picturesque area of the Apuseni Mountains, benefiting of the tools necessary for a harmonious and continuous agroturismului. The analysis of the data suggests that, although it is a region with great potential agritourism, it is still poorly capitalized, as shown in the calculation of the average overnight (which is very low, of only 5%). These data, it can help those directly involved in tourism activity in the village, to take steps to attract increasing numbers of tourists, the default constant and continuous growth of incomes.

Key words: *agroturism, Bulz, evolution*

INTRODUCTION

On Bulz village jointly due to its location in a picturesque mountainous area, crossed by deep valleys where the rocks make the water boil in a whirlpool (Todinca V., et al., 2007) and the fact that the locals out of the ancient times of economic activities especially agro-pastoral in their own households, rural tourism, especially rural tourism increasingly catching contour. The complexity of the tourism potential of the village, as the degree of attractiveness are generally correlated with the relief and increase gradually from the plain to the mountains (Alecui I.N., et al.,2006), as well it can be seen and Iad Valley. Agritourism is a new concept, a specific form of smallholder rural tourism in the country, usually as a secondary activity (Jenica C., 2008).In other news, agritourism can be considered an economic activity complementary to agriculture, held in a rural village (Bran F., et al.,1997).So, rural economic activity is a relatively new village Bulz held within their household in order to obtain additional income for local people. The work includes accommodation (based on hospitality, quality of guesthouses), eating (with its own products, traditional) and various recreational activities organized in nature.

MATERIAL AND METHODS

Bulz village (fig.1) has an important tourism potential, poorly capitalized, which is acknowledged by its inhabitants, who are trying to

make tourism a more representative work their way from the vine. Rural area of the Municipality Bulz possess certain genetic half-open and vigorous (Petrea R., 2004), consisting of outstanding scenery, spectacular karst topography (water cave Bulz cave corpse Valley, Shepherd, etc.), originality, naturalness and simplicity of the people, the traditions still alive, construction pastoral (Teoran AA, 2010), trout, reservoir Leșu sufficient grounds to rediscover beauty and emphasizing local tourism development in the region.



Fig. 1 Satellite images of the Bulz village (after www.google.earth.com)

Bulz village is located in the eastern part of the county of Bihor (***) 2), bordering the following municipalities: Bucea (in the east and north, in Cluj County), Budureasa (south) trusteeship (in the southwest) and Bratca (west and northwest). The village is located in the Apuseni Mountains, the peaks of the western mountains and the northern branch of the mountains Vlădeasa Forest Mountains separated the Valley of Hell, the left tributary Quick Cris. Bulz village consists of three villages: Bulz (consists of 14 hamlets), Remeți (15 hamlets) and Wallachia (15 hamlets) (Ruge M, 2008).

To describe the evolution of tourism in the period 2000-2012 were used and analyzed data on tourism activity in the village Bulz data: accommodation places (hotels, motels, camps, campsites, guesthouses, etc.). Arrivals in the village, and overnight stays, summarized in table 1. Data were obtained from Statistics Bihor County.

Table 1.

Tourism activity in the period 2000-2012 (***)

Year	Places accommo - dation (total)	Arrivals in the village (total)	Overnights (total)
2000	542	-	-
2001	502	904	1184
2002	502	2302	4029
2003	554	1802	4140
2004	634	3030	11189
2005	634	2676	6275
2006	634	3936	8158
2007	634	5266	11345
2008	634	119	3565
2009	634	470	2590
2010	634	265	1050
2011	475	239	1090
2012	523	1258	2726

It is noted that after the tourists arrivals in the village, there is an average of about 5% overnight at tourist accommodation units offered.

RESULTS AND DISCUSSION

From the analysis of figure 2 shows an obvious correlation polynomial type of degree between the number of nights spent by tourists in the number of arrivals in the tourist area offered their Bulz village. A correlation ratio has a value of 0.8955 distinct significance (Săulescu NA, et al., 1967), confirmed the above.

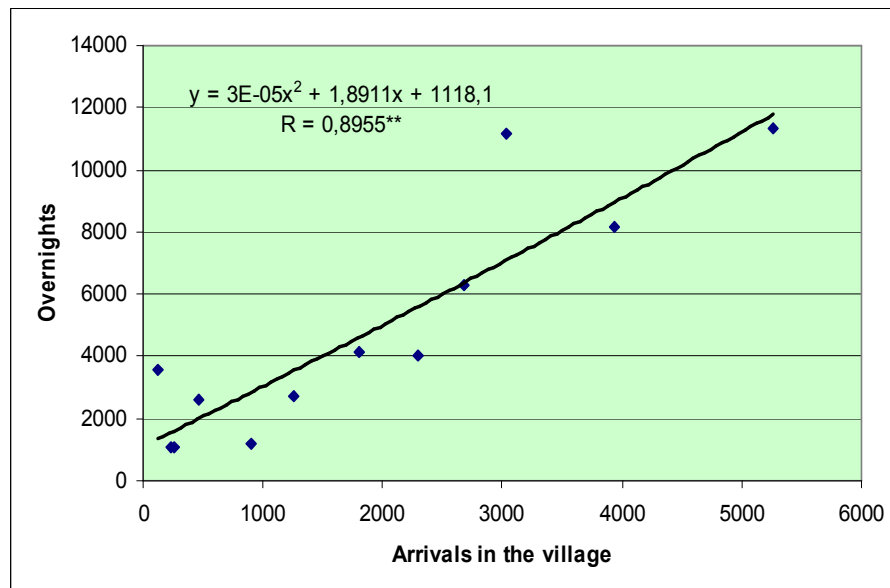


Fig. 2 Evolution of nights spent by tourists arrivals in the village

CONCLUSIONS

Agritourism increasingly catching contour Bulz village, since it is a constant source of income for locals and tourists are proving increasingly interested in this picturesque area of authenticity as well as recreational activities conducted outdoors. In the Apuseni Mountains, this rural tourism begin to compete strongly and other forms of tourism, as it proves to be very competitive (Petrea R., et al, 2000).

Local authorities, with ANTREC are becoming more interested in tourism and thus provide more and more support people, those who hold farmhouses by organizing outdoor activities that promote the traditions and customs of the area to attract tourists such as for example the festival "Rustic and tasty." It must also establishing a network to promote tourism (***) 5), guesthouses (***) 3 (***) 4), including both tour operators (Bran F., et al,1997) and travel agencies. It will then proceed to develop a specific marketing of tourism activity in the region Bulz village, which will begin with a SWOT analysis simple and brief (Nistoreanu P., et al, 2010), encompassing the four elements strengths , weaknesses, opportunities and threats.

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