COMPARATIVE ANALYSIS BETWEEN THE TOURIST DESTINATIONS BIHOR REGIONAL COMPETITIVENESS, NATIONAL AND INTERNATIONAL

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Abstract

Bihor County, in terms of tourism, is competing with numerous national and international regions if we consider the services and products on the one hand but also destinations and tourist attractions.

Key words: tourist area, infrastructure situation, services, tourist destination, competition

INTRODUCTION

Competition faced Bihor County in terms of tourism that can be analyzed in different poses and angles as well as from the perspective of actual and potential competition, this resulting in a thorough analysis of competitors seen in many aspects.

In the following we present a way that can be seen in Bihor county competition among tourism compared to other areas, regions or countries using several criterias: territorial perspective and unit of compare.

We need to consider the direct competition of tourism in Bihor, in this context, understanding the competition between services / products / destinations / attractions with other national and international competition.

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1 Camera de comerț și industrie Bihor, Județul Bihor-Destinație turistică europeană, Oradea, 2006
MATERIALS AND METHODS

In "tourist destination" we can understand a country, a region, a city, a village, a resort or town. Actual or potential competition faced in Bihor county tourism can be analyzed by several criterias in the table below.

Table no. 1

Classification criterias for competition in tourism

<table>
<thead>
<tr>
<th>The nature</th>
<th>The competition consists of mountains, scenic landscapes, or karst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of tourism</td>
<td>Have identified cultural areas, places where the traditions, the ski slopes, areas with various crafts tradition are kept</td>
</tr>
<tr>
<td>Tourist attraction</td>
<td>The caves in the region, thermal waters and ski slopes compete with others in the country or abroad</td>
</tr>
<tr>
<td>Resort</td>
<td>Baile Felix will compete at this level with resort Hajduszobozlo</td>
</tr>
<tr>
<td>Region</td>
<td>The counties with the same specific tourism as Bihor (mountain cultural history and ethnography) Sibiu, Brasov, Suceava, Maramures</td>
</tr>
<tr>
<td>Rank in heritage tourism</td>
<td>Very interesting is this perspective - given the uniqueness of the city of Oradea thermal waters Felix they can compete with other unique destinations, similar to that held in Romanian tourism assets</td>
</tr>
</tbody>
</table>


RESULTS AND DISCUSSIONS

The table below is a comparative analysis of the main tourist areas, Bihor competing regionally, nationally and internationally.

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Könyves Erika (coord.), Plan de marketing și de comunicare, studiu realizat de Camera de Comerț și Industrie a județului Hajdú-Bihar în cadrul proiectului intitulat: „Realizarea inovativă a unor pachete turistice comune în vederea dezvoltării turismului din județele Hajdú-Bihar și Bihor”, Debrecen-Oradea, 2011
### Table no. 2
**Comparative analysis of the key areas identified competition**

<table>
<thead>
<tr>
<th>Concurrent zones</th>
<th>Concurrence level</th>
<th>Comparative analysis</th>
</tr>
</thead>
</table>
| **Brașov County** | • *Active tourism* in Bucegi  
• *Cultural tourism* in the historic center of the city, the city of Bran, Rasnov  
• *Rural tourism* in Rucăr, Bran | • This area is much more developed tourism  
• Very good presence in commercial  
• Given to its location very close to the capital market attracts a large and financially strong market. |
| **Bucovinei area** | • *Active tourism* in Worcester, Bistrita Gorge mountains Rarău Gorge Gorge  
• *Cultural Tourism* in The Fortress, Monasteries Agape, Neamt, Neamt Fortress | • Promotion of tourism in these areas is more effective  
• Positioning and accessibility are less favorable than in Bihor County  
• The tourism infrastructure is well developed  
• The area contains numerous famous nature reserves and UNESCO monuments |
| **Cluj County** | • *Active tourism* in Turda Gorge, Valley Drăganului  
• *Cultural tourism*: the Roman Catholic Church, Bontida castle, castle Kornis | • Tourism in these areas is more promoted  
• The tourism infrastructure is well developed  
• This area attracts huge numbers of tourists by the presence of numerous resorts (Turda, stains, Fântânele), reservations (Apuseni Natural Park) but also many cultural events |
| **Hajduszoboszlo** | • *Spa Tourism*  
• *Cultural tourism*: fortified church center | • The main tourist attraction is the thermal waters  
• highly developed spa tourism  
• well developed tourist infrastructure |

Bihor County can be characterized as a summation of cities full of history, dozens of churches and architectural monuments, vast forests, swift rivers, impressive caves, typical mountain villages, people who keep an authentic life, in short, a sum culture that goes back over 2,000 years, supported by a quiet and peaceful nature. The main tourist destinations in Bihor county are:

- Oradea, the county whose cultural heritage, historical and architectural impresses tourists everywhere.
- Baile Felix and Baile 1 Mai, recognized nationally and internationally for therapeutic thermal waters.
- Apuseni Natural Park, addressing travel enthusiasts, tracking, expeditions in nature, enjoyable leisure time outdoors.
- Padiş Area, an area with beautiful landscapes, unique in Romania, and not least
- Vârtop area, a mountain resort, ideal for sports

http://www.ministerulturismului.ro 12 ianuarie 2012

http://www.bailefelix.net
http://www.scitravel.ro
http://www.welcometoromania.ro
A number of countries in the region (Serbia, Montenegro, Macedonia, Albania, Bulgaria, Slovenia, Ukraine and Moldova) have urban sites registered on the UNESCO list\(^6\), as there are of course a number of cities in the area that can be considered serious competitors of Oradea cultural tourism market, such as in Hungary: Debrecen, Gyula, Pécs, Eger etc. Of Romanian towns, cities should be considered exceptional cultural values that can compete Oradea or can be partners in the common approach of special interest markets. Thus, Romania cultural tourism market competition comes primarily from Sibiu - European Capital of Culture in 2007 and candidate for UNESCO World Heritage List, as well as Sighisoara (34 000 inhabitants), whose center history is inscribed in the UNESCO list in 1999\(^7\).

**CONCLUSIONS**

Regarding potential competition will present the main findings of the study.

The main area competing climatic health resort consists Hajduszoboszlo both in terms of immediate proximity Baile Felix and from the point of view of the more well-developed tourist infrastructure.

Many resorts have ski slopes development plan (eg Belis - Fântânele) or have already made important steps in this regard.

Tourist areas bordering can be partners rather than competing areas, where they may adept models of cooperation to boost tourist traffic between these areas and Bihor so that all can benefit from these issues. A good example would be Vârtop area adjacent to White County and adjoining plateau Padiș Cluj.

There are a number of destinations with tourism potential which is also insufficiently capitalized as Valea areas Olt, Salaj or Nasaud. They may be competing next -profile areas like tourist in Bihor County.

Competition in the international tourism market Arieșeni - Vârtop ski resort in terms of foreign tourists who want to spend a ski holiday in Eastern Europe, is reflected on the one hand the neighbor resorts such as Bukovel and Dragobrat in Ukraine, Kopaonik Serbia, Bansko, Borovets, Pamporovo, Pamporovo and Vitosha in Bulgaria, on the other hand with the ski resorts of Romania, especially in the Prahova Valley, with a

\(^6\) http://www.mdrt.ro/comunicare, 21 ianuarie 2012

reputation. Accommodation at all the ski resorts mentioned is more developed than - Vârtop Arieseni area and the range of support activities more diverse.

Online promotion of this state is also high. The main advantage of Arieşeni - Vârtop area is the lowest total cost to stay.

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