

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 aspects¹.

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 compare².

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 competition³.

¹ Camera de comerț și industrie Bihor, *Județul Bihor-Destinație turistică europeană*, Oradea, 2006

² Anghelache, C. - "România 2011 – Starea economică sub impactul crizei", Editura Economică, București, 2011

³ Fetcu (Stoica) și alții (2010) – „Evoluția serviciilor turistice în România”, International Scientific Symposium, May 2010, ISBN 978-973-7631-71-8, pp. 24-31

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

The nature	The competition consists of mountains, scenic landscapes, or karst
Type of tourism	Have identified cultural areas, places where the traditions , the ski slopes, areas with various crafts tradition are kept
Tourist attraction	The caves in the region, thermal waters and ski slopes compete with others in the country or abroad
Resort	Baile Felix will compete at this level with resort Hajduszobozlo
Region	The counties with the same specific tourism as Bihor (mountain cultural history and ethnography) Sibiu, Brasov, Suceava, Maramures
Rank in heritage tourism	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

Source:http://www.turismbihor.info/index.php?option=com_content&task=view&id=25&Itemid=37&lang=RO, accesat la data de 18.04.2013

RESULTS AND DISCUSSIONS

The table below is a comparative analysis of the main tourist areas, Bihor competing regionally, nationally and internationally⁴.

⁴Könyves 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

Concurrent zones	Concurrence level	Comparative analysis
Braşov County	<ul style="list-style-type: none"> • <i>Active tourism</i> in Bucegi • <i>Cultural tourism</i> in the historic center of the city, the city of Bran, Rasnov • <i>Rural tourism</i> in Rucăr, Bran 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • <i>Active tourism</i> in Worcester, Bistrita Gorge mountains Rarău Gorge Gorge • <i>Cultural Tourism</i> in The Fortress, Monasteries Agape, Neamt, Neamt Fortress 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • <i>Active tourism</i> in Turda Gorge, Valley Drăganului • <i>Cultural tourism</i>: the Roman Catholic Church, Bontida castle, castle Kornis 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • <i>Spa Tourism</i> • <i>Cultural tourism</i>: fortified church center 	<ul style="list-style-type: none"> • The main tourist attraction is the thermal waters • highly developed spa tourism • well developed tourist infrastructure

Source:http://www.turismbihor.info/index.php?option=com_content&task=view&id=25&Itemid=37&lang=RO, accesat la data de 18.04.2013

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 are⁵:

- 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.

Fig no. 1 Băile Felix



Source: <http://www.bailefelix.net>

Fig no. 2 Băile 1 Mai



Source: <http://www.scitravel.ro>

- Apuseni Natural Park, addressing travel enthusiasts, tracking, expeditions in nature, enjoyable leisure time outdoors.
- Padiș Area, an area with beautiful landscapes, unique in Romania, and not least
- Vârtope area, a mountain resort, ideal for sports

Fig. no. 3 Padiș area



Source: <http://www.welcometoromania.ro>

⁵ <http://www.ministerul文化ului.ro> 12 ianuarie 2012

A number of countries in the region (Serbia, Montenegro, Macedonia, Albania, Bulgaria, Slovenia, Ukraine and Moldova) have urban sites registered on the UNESCO list⁶, 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 1999⁷.

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 Vârtope area adjacent to White County and adjoining plateau Padiş 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 Arieşeni - Vârtope 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.mdr.ro/comunicare>, 21 ianuarie 2012

⁷ http://www.turismbihor.info/index.php?option=com_content&task=view&id=25&Itemid=37&lang=RO, accesat la data de 18.04.2013

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 Arieșeni - Vârtop area is the lowest total cost to stay.

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