

THE IMPROVEMENT OF TOURISTIC OFFER IN « STANA DE VALE», FROM BIHOR COUNTY

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Abstract

Tourism in Stana de Vale resort, from Bihor county, has great development potential because of the natural resources existing in this area. In this paperwork was realized a SWOT analysis of Stana de Vale area, from Bihor county. More specifically was done an analysis of the main receipt unit from Stana de Vale , Hotel Iadolina, its patrimony and the touristic services that this unit is offering. Based on the study and the data obtained were calculated and interpreted statistical indicators characterizing the activity of tourism in this unit, such as the number of tourist arrivals and overnight stays in the hotel. There was also made a research regarding the contentment of the tourists that checked-in this hotel. The technique used for data collection was the interview. The results lead to the idea that this area has good potential development , but its development depends a lot on the development of the infrastructure and offering a more large variety of touristic services regarding the entertainment in this zone.

Key words: *natural resources, tourists motivation ,entertainment touristic offer*

INTRODUCTION

Stana de Vale is a resort for rest and treatment, for all seasons , of national importance. Picturesque landscape, Stana de Vale is recognized as the most important hub for trails in the Apuseni Mountains.

Stana de Vale resort is situated at an altitude of about 1100 m in the Apuseni Mountains (Vladeasa). It is completely isolated and surrounded by mountains. Access is made on track Deva - Oradea branching Beius to Stana de Vale, about 25 km, passing through Budureasa locality. Budureasa is one of the oldest centers of creative folk from Tara Crișurilor. Here are manufactured the famous, chests, unique in the country, with archaic ornamentation because of their especially smoking technique in manufacturing their beech planks. The road leading to Stana de Vale resort is paved and open all year round.

The settlement was developed originally due to Izvorul Minunilor, a spring water with extraordinary qualities. In 1928 Stana de Vale was elevated to the rank of climatic resort by the Ministry of Health. In 1936 University of Cluj have installed here a meteorological observation station, this resort being considered the rainfall pole from Romania (1800mm). It is a place famous, primarily for oligo and ferruginous waters, bioclimate tonic

characterized by low atmospheric pressure, intense solar radiation and high air ionization. Izvorul Minunilor is the most important symbol of the resort, a natural landmark and anthropogenic arranged is illuminated at night.

The aim of this study is to highlight the potential of tourism development of Stana de Vale resort and increase the degree of exploitation of natural resources particularly attractive but also those anthropogenic underdeveloped and insufficient exploited.

MATERIAL AND METHOD

The material studied in the paper was Stana de Vale resort and more precisely the main unit of receipt from the zone, Iadolina Hotel. The main information sources were **statistical datas**, directly documentation in the field, cartographic and bibliographic documentation. Research in the field has served to mentioning the natural resources, mentioning the main modes of tourism practices, tourist flows, tourism infrastructure etc.

It was made an investigation of a group of 50 tourists to identify their perception of the touristic services offered by Iadolina Hotel accommodation receipt. As tool for data collection was used the **questionnaire**, and the results were processed by **statistical methods**.

RESULTS AND DISSCUSIONS

In this section of this paperwork will be presented the touristic offer offer of the zone.

Accommodation offer in Stana de Vale resort

Table 1

Accommodation units from Stana de Vale				
Units of receipt	Number	Room no.	Place no.	Accommodation capacity in use
Hotels	1(Iadolina)	56	104	37.440
Touristic guesthouses	1(Rustic House)	9	18	6300
Woodhouses	1(Patru Brazi)	7	14	4200
Villas	2(Izvorul Minunilor ,Liliacul)	5 ro+1 ap+1flat	14	4200
Teaching bases	1(Gaudeamus)	17	58	20.300
TOTAL	6 units	96	208	72.440

Source: own calculations after statistical data

Analysing the data presented in Table 1 it can be seen that the infrastructure regarding the receipt units in Stana de Vale is

underdeveloped. There are few accommodation units (more exactly 6) from which , one is hotel that covers almost the whole part of accommodation places offer, more exactly a **53,15 %** percent of it.

In the following part of the paper will present some results of a study that was made, regarding the main tourism indicators that characterize the touristic activity in this zone. Was interview a group of 50 tourist to identify their main reasons and purposes in order to choose Stana de Vale resort and implicitly Iadolina Hotel.

Table 2

Touristic seasonality at Iadolina Hotel

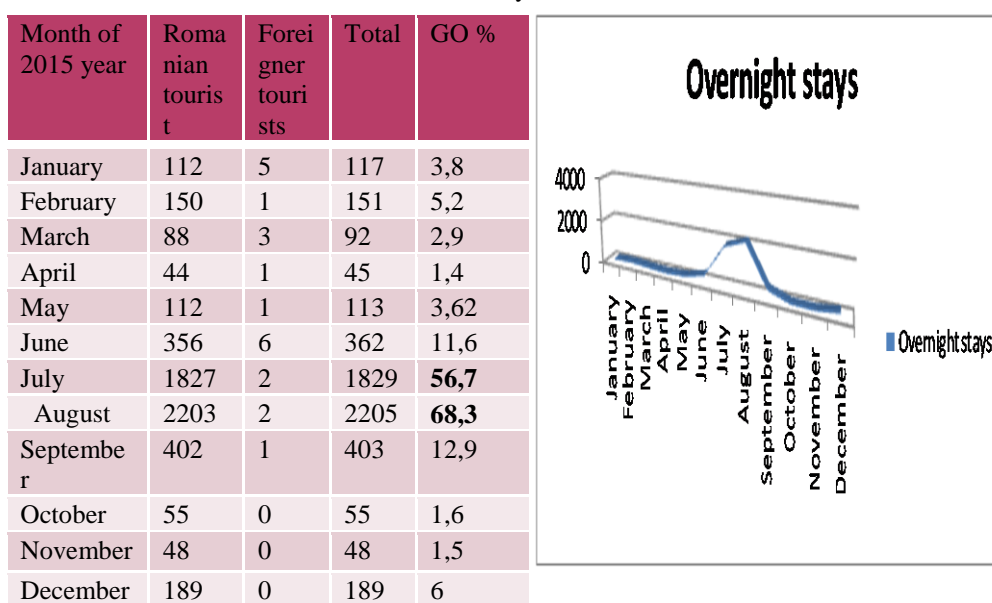


Fig.1.Overnight stays at Iadolina Hotel in 2016

There are two peak seasons: the summer peak demand and hivial as secondary maximum, though registering an occupancy grade of 56,7% in July and 68,3% in August

In terms of origin, the majority of the tourists at Hotel Iadolina in 2015 are Romanian (99.62%), foreign ones having a very small share (0.38%).In 2015 at Hotel Iadolina to 5604 were registered 5604 overnight stays of which 4,034 overnight stays in July and August.

The results obtained as shown in Fig.2 highlight that **34%** of the repondents choose the resort for the possibility of practicing seasonal sports,**30%** is the percentage of the tourists choosing the area for being famous resort and **14%** of respondents choose Stana de Vale resort because it offers good accommodation conditions.

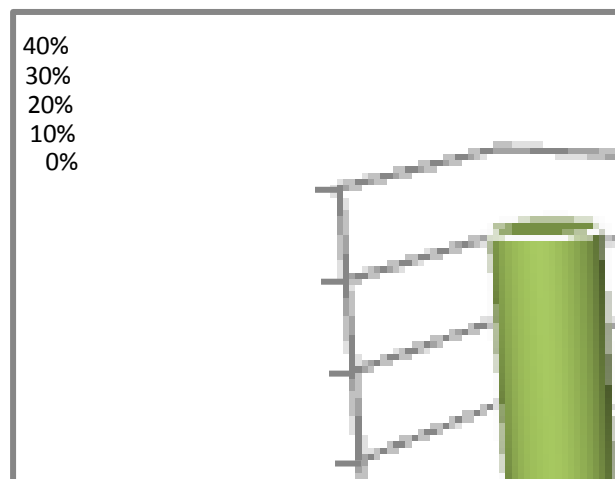


Fig.2 The main reasons of choosing Stana de Vale as a destination

Most of the tourists interviewed, **55%** choose to spend their free time at the resort because it enables **practicing a variety of sports season**, **20%** of respondents choose the resort because of **trekking/organized trips**, **19%** of them choose to visit **landmarks**

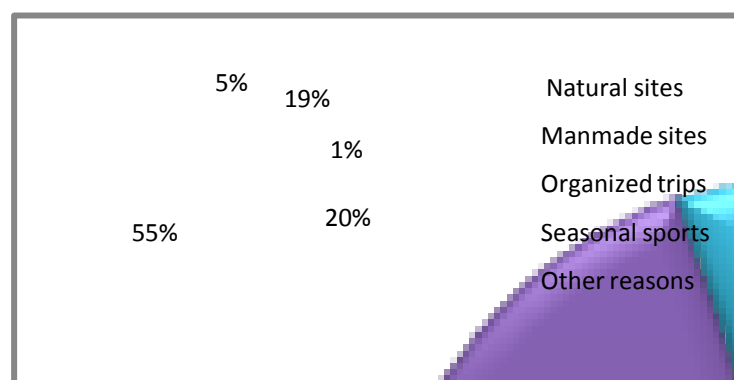


Fig. 3 Tourists goals of spending their vacation time in Stana de Vale

CONCLUSIONS

The general conclusion that emerges from this work is that Stana de Vale area has strenghts and opportunities to develop such as :diversified

relief, achieved by the presence of numerous natural landmarks: ski areas, hiking trails, valley. Tourist choose the area for the existing slope but the cable transport installations are obsolete and insufficient. Other great strength of zone is low pollution because the area is quite wild and quiet;organizing festivals, and competitions such as Snow Days are very good reasons to improve the touristic seasonality too.

Starting from the results obtained we made some reccomandation for tourist in order to increase the number of their overnight stays. So Fig. 4 presents some proposal in order to improve the offer of the touristic services for spending free time in this area.



Fig.4 Sporting proposed that can be experienced by tourists for recreation

Improving infrastructure and the supply of tourist services in the resort Stana de Vale is essential for socio-economical development of the area . The slope should be modernized and equipped with adequate technical facilities. Also encouraging the development of folk arts and crafts fairs, cultural performances of traditional folk and religious events,supporting investments that promote tourism traditional Romanian specific area cuisine

and initiatives that capitalize tourism local resources can also be topics for future projects .

The results obtained from this research can provide a starting point in the development of their all actors involved in the practice of mountain tourism in the area Stana de Vale, so tourism service providers and their beneficiaries. Putting into practice the suggestions proposed as a result of

this study could lead to a considerable growth in the Stana de Vale and unlocking the true potential of natural and anthropogenic resources in the area.

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