

ECOTOURISM TRIGGER OF SUSTAINABLE DEVELOPMENT IN THE JIU VALLEY

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Abstract

Jiu Valley, a mono-industrial area, where mining was the main activity of the inhabitants, underwent many transformations in recent years. Restructuring the mining industry, the large number of layoffs has led to rapid increase in unemployment and decline in living standards of the inhabitants of Petrosani Depression.

In these circumstances, from the local authorities have identified tourism development as a complementary activity / alternative to local economy.

Key words: mountain environment, tourism, mining, unemployment

INTRODUCTION

In the south of Hunedoara county, in a triangle proved to be golden, on the border between Transylvania, Banat and the Romanian Country, lies an area known generically under the name "Jiu Valley" and geographically that "Petrosani Depression" region that has earned the reputation as the "Land of black Diamond" (fig. 1).



Fig. 1. Layout and composition Jiu Valley

REASON

Jiu Valley - a region made up of three municipalities: Petrosani, Lupeni, Vulcan and three cities : Petrita, Uricani, alder, with a total population of 120 734 inhabitants, the main economic activity was the coal mining industry in the years after 1990 suffered transformations in economic, social and demographic changes resulting from the restructuring of this activity sector.

Besides mining sector restructuring , the reference faced available - saw and activities related to mining or provide services to the mining sector, which has led to diponibilizări from these activities, leading to a high rate of unemployment in the area.

The main effects of restructuring were felt in particular by rising unemployment and generated by this decline in living standards of residents .

So the level of June 2015 CEA Hunedoara have registered a total of 3825 track of your unemployed in the Jiu Valley , that which represents an un-employment rate of around 3.17 % (fig. 2).

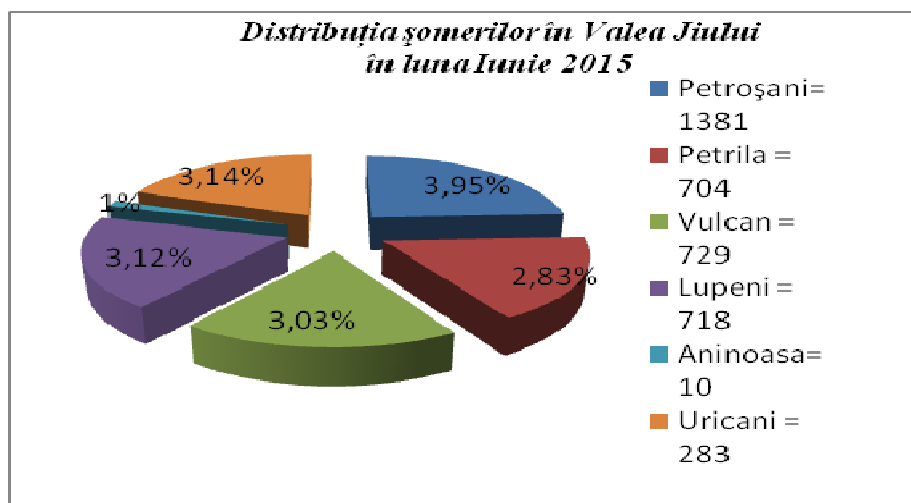


Fig. 2 Distribution of unemployed in the Jiu Valley in the month of June 2015

In addition to official figures , representing the unemployed receiving monthly allowance, there is the reality of everyday reflected in the image of more than 8,000 people who are looking for a job, they nefigurând on no evidence and therefore without income monthly guaranteed that which is a percentage of between 6.5 - 8 % of the Jiu Valley .

Side effects will be even higher as the treatment of active and passive unemployment measures is poor.

In these circumstances, local authorities assigned to this area, identified the complex mountain environment as complementary / alternative to zonal economy

Geographical breakdowns , environmental component mountainous area of interest, showing the average complexity, structure and value for tourism, weave between them and the cultural and historical potential, aspects and contrasts landscape varied and attractive crests that are based valleys crossed by rivers interesting and leisure opportunities, the dense network of communication routes that allow access to all targets of interest as well as tourist centers, recommends the mountain environment in the area Jiu Valley as a good absorber of redundant mining labor, and not only as a weapon in the fight against unemployment.

The main strengths of the Jiu Valley are:

- ✓ a natural mountain environment - still generous and well wooded with a rich biodiversity;
- ✓ mountainous rural population dynamic and healthy with a good percentage of youth still agricultural , adapted - the key to development ;
- ✓ economic and cultural traditions are partial preserved;
- ✓ minor degree chemicalization in mountain agriculture and agri-food quality, ecological type .

All these factors , coupled with positive implications of ecotourism such as:

- support agricultural occupations, those crafts, food and leisure travelers;
 - better exploitation of agricultural products that can be made directly available to tourists;
 - raising living standards for the rural population;
 - local population stability by diversifying the use of labor potential;
- It recommends the Jiu Valley, the area conducive best practice in terms of ecotourism.

Highlighting the potential of natural, cultural, economic and human resources are the subject of complex programs designed longterm, in support of sustainable development.

Conduct programs at the regional level, by which to follow:

- ✓ conducting training courses;
- ✓ granting allowances for the unemployed falling before the expiry of unemployment;
- ✓ hiring unemployed over 45 or single breadwinners of the family;
- ✓ new graduates of educational institutions;
- ✓ creating new jobs through lending to small and medium enterprises;

- ✓ provision of consultancy and assistance to start self-employment or starting a business;
 - ✓ temporary employment of labor in public works of community interest;
- related to the following priority axes and areas of intervention (Table 1):

Table 1

Portofolio projects and identifying funding sources

Nr. crt.	Project title	Value (euro)	Source of funding		
			Operational Program	Priority Axis	Area of intervention
0	1	2	3	4	5
1	Realization of road infrastructure Babii.- Merișor	10.000.000	Regional Operational Programme	Priority 2 : Improvement of regional and local transport	2.1 . Rehabilitation and modernization of county roads and urban streets , construction / rehabilitation of ring roads
2	Modernization DJ 664Vulcan- county limit GJ	2.000.000	Regional Operational Programme	Priority 2 : Improvement of regional and local transport	2.1 . Rehabilitation and modernization of county roads and urban streets , construction / rehabilitation of ring roads
3	Modernization area Pasul Vulcan	20.000.000	Regional Operational Programme	Priority 5 : Sustainable development and promotion of tourism	5.2. Creation, development, modernization of tourism infrastructure for the exploitation of natural resources and increasing tourism services
4	Rehabilitation of DJ 709 F and area road infrastructure Parâng	4.484.000	Regional Operational Programme	Priority 2 : Improvement of regional and local transport	2.1 . Rehabilitation and modernization of county roads and urban streets , construction / rehabilitation of ring roads

0	1	2	3	4	5
5	Rehabilitation neighboring roads, alleys and city streets (Uricani)	6.000.000	Regional Operational Programme	Priority 2 : Improvement of regional and local transport	2.1 . Rehabilitation and modernization of county roads and urban streets , construction / rehabilitation of ring roads
6	Realization and development of rural tourism infrastructure in the Campusel - Sârba	16.000.000	Regional Operational Programme	Priority 5 : Sustainable development and promotion of tourism	5.2. Creation, development, modernization of tourism infrastructure for the exploitation of natural resources and increasing tourism services
7	Infrastructure for sustainable tourism in the tourist area Parang (Petrosani)	10.556.000	Program Operațional Sectorial de Mediu	Priority 1 Expansion and modernization of water and wastewater	Expansion and modernization of water and wastewater
8	Rehabilitation tourist resort Straja, landscaping recreation area and access routes Braită	3.000.000	Regional Operational Programme	Priority 5 : Sustainable development and promotion of tourism	5.2. Creation, development, modernization of tourism infrastructure for the exploitation of natural resources and increasing tourism services

➤ Priority Axis 1 - Human Resources Development

Area of Intervention 1.1.- Adaptation of the working population in the region, the new requirements of the business, materialized by:

- implementation of programs / retraining in occupations needed for new economic sectors developed in the region;
- adapting curricula of secondary and higher education to the new vision of development of the area;
- development of civic responsibility and involvement in projects run by government, at the local level;
- training and management skills ;

➤ Priority Axis 3 – Infrastructure development in the region

Area of Intervention 3.1. Transport infrastructure, materialized by:

- completion road – Câmpu lui Neag - Herculane;
- rehabilitation of the access road to DN 7A Petrosani – Voineasa;
- restoring the old way " of poștaioanelor " linking Hațeg Depression and Depression Petrosani through Merișor – Dealul Babii - Vulcan ;
- further modernize roads, alleys and sidewalks;

Area of Intervention 3.2. – Branches of utilities, materialized by:

- preparation of feasibility studies for the development of projects of development of the various utility branches;
- modernisation of street lighting systems;
- improving living conditions by restoring housing and utilities;

➤ Priority Axis 4 – Development of the area as a national and regional tourist attraction

Area of Intervention 4.1. – Recovery tourism potential, materialized by:

- rehabilitation access road infrastructure to tourist attractions in the Jiu Valley;
- development of an amusement park, theme in the Jiu Valley;
- rehabilitation existing accommodation facilities and arrangement new ones at a quality level as high as possible;
- arrangement and expanding areas suitable for winter sports: ski slopes, lift facilities for people installing equipment for lighting at night, in winter;

- arrangement a rural area-specific view practice agritourism ;

Area of Intervention 4.2. – Insurance and travel services competitive materialized by:

- formation professional workforce to ensure specific services;
- encouraging tourism companies to obtain quality certificates;
- arrangement new mountain refuges;
- capitalization crafted creation through tourism, crafts, folk architecture and folk manifestations zone;

Area of Intervention 4.3 – Activities to promote the area, materialized by:

- to promote a positive image of the Jiu Valley, to attract tourists, tour operators and investment;
- realization billboards, flyers, catalogs main attractions at the Jiu Valley;
- arrangement a thematic tourist route with an emphasis on traditional recipes, crafts and craftsmen
- development tourist information centers and maintaining a website of the Jiu Valley region as a means to promote tourism;

➤ Priority Axis 5 – Environmental protection

Area of Intervention 5.1 – Solving environmental sector materialized by:

- integrated waste management (collection, transport, storage and recycling) at regional level;

- sustainable economic -development logging;
- ecological rehabilitation land in areas affected by intense economic activity ;

and accessing funding sources for the development of projects viable and will result in the Depression as the Jiu Valley area favorable economic development by replacing dependence region of the mining industry.

CONCLUZII

Ecotourism as economic and social activity must become a component of sustainable tourism in the mountain, the 10 principles for sustainable tourism development can be applied in this case:

- ✓ sustainable use of tourism resources (optimal exploitation, conservation, protection);
- ✓ reducing the consumption and wastage of interest;
- ✓ preserving the diversity of natural, cultural and social development of rural areas;
- ✓ integrating tourism in national development planning and strategy, regional and local especially (general infrastructure development and technical - municipal)
- ✓ involvement of local communities in the tourism sector by supporting the initiative groups for developing and supporting local supply, protecting the environment and cultural assets;
- ✓ specialists and public consultation in the development of tourism and the local economy to avoid conflicts of interest between government policy and the local tourism entrepreneurs and population;
- ✓ sustainable development of tourism should be maintained through training, skills development, training civic appropriate sociological and ecological;
- ✓ promoting ecotourism marketing in the tourism market study of local and regional area or nationally and internationally;
- ✓ research and monitoring of ecotourism and actions to protect and conserve the environment and tourism resources.

Positive impacts generated by ecotourism will be felt in the macro - economic, whereas the Jiu Valley will be developed in terms of tourism can be promoted as a tourist region of national interest.

Rural territory with its environment - natural and built resources related travel, is the support and the raw material for ecological tourism, sustainable exploitation falls within the concept of sustainable tourism

Ecotourism has implications for local tourist maximize resources and raise the living standards of inhabitants bad in socio - economic development of the quality of rural and community in general.

Not least in protecting and preserving the natural and built environment in the context of economic activities on ecological principles (sustainable)

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