

STRATEGIES IN THE TOURISTIC DEVELOPMENT OF MOUNTAINOUS AREAS

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REVIEW, RESEARCH ARTICLE

Abstract

Due to its content, the tourist activity involves a series of relationships and exchanges with the environment of which it is a part, so that a series of problems in this field are reflected in the structure of concerns for the development of tourist areas.

Tourism arrangement as a particular form of territorial development includes specific elements, from whose multitude as representative we can mention the tourist resource - the tourist attractions, the movement and stay of tourists, the economic and social conditions of the area, the rapid development of the mountain resorts after the war.

Keywords: *tourist arrangement, mountain resorts, tourist facilities, mountainous area*

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INTRODUCTION

In Europe, the most beautiful mountain area is the Alps, which stand out due to the wealth of attractive tourist resources, the beauty of the landscapes and the multitude of tourist facilities (in fact, the development of European mountain tourism begins with the development of the Chamonix mountain resort), the development of the practice of mountain sports and technical progress in the field of transport. The other European mountains such as the Pyrenees, the Carpathians, the Balkans, the Caucasus also have a high tourist potential but do not yet rise to the level of the Alpine tourist potential.

In the tourist development of mountain areas, the technical progress in the field of transport and especially in the means of cable climbing favored the appearance and development of winter sports fashion in the 20th century. As a result, skiing gradually gains the most important role in the exploitation of mountain massifs, contributing to the emergence of specific landscaping models, such as in France and Austria.

In the progress of mountain tourism there have been stages of development, each of which has an important role in increasing the tourist potential of the mountain area.

In the initial phase (from the end of the 19th century until the beginning of the First

World War) an important role in the development of winter sports was played by the practice of mountaineering, which was in vogue at that time, but also the discovery of the benefits of thermal water and pure air treatments. The train allowed easy access to the Alps where the higher and more picturesque areas were highly appreciated, such as Mont Blanc, the Swiss Alps, and the Austrian Alps.

Practicing mountain tourism has provided communities located in mountain areas with additional resources to compete with agriculture.

During the transition phase (1930-1960), is noticed an expansion of clientele and the appearance of new resorts located at higher altitudes, specialized in skiing, such as Val d'Isere in France or Sestriere in Italy. In the period after the Second World War, the development of accommodation structures intensified, which began to be intended also for the social categories of the middle class of society. Also, the sports equipment is improving and the ski slopes are multiplying.

In America, the first resorts were opened in the Appalachian mountains.

The great development phase (1960-present) involves the expansion of vacations in the winter period, due to the improved standard of living of the population, due to the

increase in the length of stay, as well as due to the rejuvenation of the population as a result of the increase in the birth rate. During this period, thanks to the momentum of mountain tourism, the tourist activity in the French, Swiss and Austrian Alps is developing.

This period also implies a boom in mountain tourism from Central Europe (Tatra) and the Balkans (Dinaric Alps, Rhodopes).

Globally, resorts are being built in North America, Japan and New Zealand.

In recent years, alongside traditional winter sports, extreme sports have emerged and developed, such as rafting, paragliding, snowboarding, mountain biking, and bungee jumping.

In plain sight, mountain tourism implies relaxation, fun and good mood, but it has also contributed to numerous damages it has caused to the surrounding environment through the works that have been carried out for the expansion of tourist facilities. We can mention the deforestation for creating access roads or installing cable transport pillars, leading to the destruction of ecosystems through the construction of new mountain resorts.

For a sustainable development of mountain tourism, it is necessary to implement measures whose effectiveness often depends on the consciousness of local, regional and national communities.

MATERIALS AND METHODS

The tourist arrangement of a territory is an interdisciplinary action, in which the economy and the organization of tourism, ecology, geography, architecture, natural sciences, geology, sociology, psychology participate. In a series of countries, a series of criteria and correlation indices are used, they constitute the starting point in the framework of the territorial development for tourism. Tourism must meet a series of objectives, of which the most important are: reception capacity, criteria for determining and classifying tourist resorts, correlation indices between tourist flows, reception structures and tourist resources, etc.

When elaborating a tourism development strategy, several factors are taken into account, including: natural and anthropogenic tourism resources, their degree of exploitation, material, human and financial resources related to tourism, political and economic objectives in the short, medium and long term, the achievements from the tourist

activity in terms of the reception structures, the tourist circulation and the economic and social results.

RESULTS AND DISCUSSIONS

Tourism arrangement strategies can be: short-term (1-2 years), as a momentary direction to the trends of tourist demand or some segments of the demand, with expected economic effects; in the medium term (3-5 years), with developments and modernizations of the already arranged space; long-term (6-10 years), aimed at the development of new points, resorts, centers, sub-zones or modern tourist areas, intended to meet the needs and motivations of the demand over a long period.

At the European level, the states that have mountains on their territory make considerable efforts for the efficient valorification of mountain space for tourism purposes.

In the tourist arrangement of mountain areas, countries such as France, Italy, Austria, Romania, the Czech Republic, have each started from their own conception to make the best possible use of tourist resources, tradition, the spirit of local communities, all for the best possible valorification of tourist activities.

In recent years, considerable efforts have been made with regard to the tourist facilities and activities in the mountain area, which ultimately end up playing an important role in the longest possible exploitation of the mountain for tourist purposes. Thus, it aims to:

- the use of artificial snowmaking cannons;
- large-scale practice of fishing and sport hunting;
- extending the ski season on slopes where the snow cover is maintained for several months a year;
- carrying out courses in mountaineering, speotourism, for the initiation into practicing some winter sports;
- the development of agritourism, etc.

In order to satisfy the need for relaxation, recreation and practicing winter sports in the European states that have mountain ranges, hundreds of resorts have been created, some of them being newly created, others resulting from the transformation of old climatic resorts that have been modernized and equipped with new technical equipment. The most sought-after

resorts are those that have a complex character, that is, they satisfy multiple requirements of tourists.

Tourist reception structures and public catering units are varied corresponding to tourists with different incomes. Thus, in the mountain area we will find accommodation, starting with luxury hotels and ending with campsites, and in terms of food, restaurants with local specifics are the ones sought.

The mountain is mostly sought after by tourists who practice winter sports in the winter season and mountain climbing and hiking in the summer season. In order to attract a significant number of tourists throughout the year, especially those who do not practice winter sports, the diversification of the tourist offer through various arrangements is being considered. As a result, the hotels include facilities such as: indoor swimming pools, various sports fields, sauna, natural and artificial ice rinks, discos for all age groups, etc.

In the mountain area, tourism has also started to be practiced in the national parks of the Czech Republic, Romania, and Slovakia, where well-organized tourism is carried out in mandatory circuits.

In Romania, the practice of mountain tourism has very good development conditions due to the potential offered by the three mountain ranges of the Carpathians (Eastern, Southern and Western Carpathians), each of them with its own characteristics and landscapes.

In our country, the special natural conditions, along with other factors, determined the development of three resorts - Poiana Braşov, Sinaia and Predeal - which concentrate (on an area of about 150 km²), 63% of the existing accommodation capacities in Romanian mountain resorts, 70% of the total of arranged slopes and mechanical climbing installations and 40% of the tourist traffic in the mountain area, respectively, 52% of the arrivals of foreign tourists. For the practice of winter sports, these resorts have a satisfactory offer for the requirements of international tourism. The deficiencies reported in the mentioned stations refer to:

- a) reduced diversification of accommodation and public catering units;
- b) the insufficiency of recreational facilities (cultural, sports, etc.);
- c) the quality and training of the staff and the services provided;

- d) the presence of a valuable ski area, but uncompetitive - in terms of length, width and variety of slopes - with that of other European resorts.

Mountain tourism for the practice of winter sports is also carried out in numerous other resorts in our country where, over time, an adequate material base has been set up, but on a smaller scale, compared to the three mentioned resorts. Among these resorts, the most important are: Paltiniş, Semenic, Borşa, Durău, Stâna de Vale, Lacu Roşu, Buşteni, Bâlea, etc. The facilities in these resorts are recommended for domestic tourism, with prospects - in the period 2012-2025 - of being launched in international tourism by developing their valuable natural potential.

CONCLUSIONS

Tourism is closely related to the surrounding, social-economic and natural environment, in which a series of factors that cannot be influenced by it act: climate, legal provisions, macroeconomic, cultural variables, etc. Under the control of the company are the decision variables regarding the tourist product as well as a series of actions related to prices and tariffs, distribution and promotion channels.

It is considered that in tourist development, an important role belongs to the variables of the development decision. Through the tourism development plan, is ensured the integration and coordination of actions by anticipating the evolution of the phenomenon and efficiency over a period of time. Also, the plan includes the volume of resources needed, depending on the company's objectives, in the proportions required to obtain optimal results that lead to the maximization of benefits.

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