

COMPETITIVENESS AT THE LEVEL OF THE NW DEVELOPMENT REGION

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RESEARCH ARTICLE

On the European market, tourism is experiencing an explosive development, the number of tourists growing exponentially in the last 20 years. The targets are especially clear destinations, especially towards the South of Europe - France, Italy, Spain, Greece. The types of tourism offered are mainly cultural, historical and leisure tourism. Tourism brings an important share in the GDP of these countries.

In Romania, too, there was an increase in the number of foreign tourists, but at the same time, the number of departures was higher, which led to a negative tourist balance.

The assessment of competitiveness in the field of services can be carried out following two main levels of analysis: at the scale of the entire economy, by measuring the overall economic performance, with the help of indicators such as GDP/capita, the sectoral distribution of added value and labor productivity estimates, which show the extent to which providers are efficient in staff organization; a number of indicators in this category provide information related to aspects intrinsic to industrial performance and competitiveness: such indicators are, for example, labor productivity and costs per unit of labor and at the scale of international transactions, to identify how the activities of services compete on the international market or face external competition on the local market, by means of indicators such as, for example, the export market share, the structure of exports, the revealed comparative advantage index.

Two elements are essential in this case, namely the impact of the liberalization and reform of internal regulations, on the one hand, and the impact of technology development, on the other hand, to determine the competitiveness variations determined by EU accession.

Keywords : development, competitiveness, services, security

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INTRODUCTION

The evaluation of competitiveness in the field of services can be carried out following two main levels of analysis:

- at the scale of the entire economy, by measuring the overall economic performance, with the help of indicators such as GDP/inhabitant, the sectoral distribution of added value and labor productivity estimates, which show the extent to which providers are efficient in staff organization; a number of indicators in this category provide information related to aspects intrinsic to industrial performance and competitiveness: such indicators are, for example, labor productivity and unit labor costs.

- at the scale of international transactions, to identify how service activities

compete on the international market or face external competition on the local market, through indicators such as, for example, the export market share, the structure of exports, the revealed comparative advantage index .

Two elements are essential in this case, namely the impact of the liberalization and reform of internal regulations, on the one hand, and the impact of technology development, on the other hand, to determine the competitiveness variations determined by EU accession.

I. National economic factors:

- local resources (endowment with natural resources, workforce, existing infrastructure, technological and financial resources, etc.);

- the size and structure of internal demand;

- the technological level and efficiency of the subassembly industry and subsuppliers;
- industrial structure and competition.

These four national economic factors create an economic environment, a national context in which companies are born, compete and gain a competitive advantage that they use internationally.

Local resources include human resources, physical resources, scientific and technological resources, financial resources and national infrastructure.

The competitive advantage appears if the national firms can use the necessary combination of factors at a low cost or if the factors used are of a higher quality level.

Firms also gain competitive advantage if internal demand creates enough pressure to influence accelerated innovation. At the same time, the high demand of national customers can contribute to increasing the competitive advantage because it forces companies to use high standards in the field of quality, equipment, services and others.

The presence of efficient sub-suppliers and related industrial sub-sectors that can enhance other sectors of activity is very important in gaining competitive advantage.

The last component of the national economic factors refers to the existing industrial structure.

Oligopolistic competitive structures facilitate the conquest of new markets for the following reasons:

- national rivalries create pressure for innovation, which increases the competitive advantage;
- the oligopolistic competitive structure creates advantages for other industrial activities through competitive prices, superior quality, seriousness in long-term relationships;
- this structure creates a competitive environment that is difficult to recreate through competition with external rivals.

MATERIAL AND METHOD

The methods used in this study were different: the historical method, the comparative method, the sociological method, the logical method and the analytical one, their aim was the systematic analysis of the information selected from the sources studied in order to develop personal points of view and conclusions about the stated objectives.

RESULTS AND DISCUSSIONS

II. The action of the government authorities is decisive for the creation of the company's external competitive advantage. The role of government is to influence and power the previously mentioned national economic factors. This influence can be achieved directly through subsidies, industrial and other policies, or indirectly through the shaping of domestic demands through standards and regulations. A capital role of the government in the market is given by the fact that it includes an important buyer of advanced goods and technologies such as: telecommunication equipment, armaments, computer technology, means of transport, etc.

III. Mondoeconomic factors are made up of three main elements:

- American deregulation had four important consequences:

- eradicating strong inflation (lowering the inflation rate below 4%);
- the state's loss of control over the interest rate and exchange rate through the consolidation of forward financial markets;
- directing the economy by the market at the expense of governments;
- the globalization of economies that drives the regrouping of businesses to face increased competition.

- the collapse of communist economic management systems - phenomena with many economic and political implications.

- the explosion of the Internet - so in a short time the entire globe will represent "a world network" and everyone will be able to receive

and send messages for any purpose, including to buy or sell.

Ensuring a wide range of tourist services by diversifying basic and complementary facilities and services is an important element in the choice of accommodation units. The agreed facilities are indicated both from the point of view of the interior elements, from the accommodation spaces and the facilities within the resort. A large part of the guesthouses in the North-West Region offer only basic services, the degree of penetration of related services being quite low.

In the Maramures area, there is a tendency to offer related services related to traditional customs, to integrate tourists into the community, they are considered rather friends by the hosts (they are greeted with bread and salt by the hosts dressed in folk costumes, assisted in various activities of the household, wear folk costumes, participate in themed evenings with folk music and dances).

The existence of green spaces (picnic places, playgrounds and sports fields, walking trails) that facilitate recreation have an important role in the setting of the resort, influencing the choice of accommodation units around them.

Quality services

The facilities that the respondents want to find in the accommodation unit are complex and diverse, and refer both to the functional elements, to elementary and refined facilities, as well as to the attractive elements that personalize any tourist service. Along with the basic services, and those known in advance by tourists (which are included in the cost of the purchased tourist package), there are also services that are contacted only at the destination.

According to the data provided by the National Institute of Statistics, the number of localities with a water distribution network is constantly increasing (table 1), this being one of the basic requirements necessary for a quality vacation.

Residential environments	Macroregions, development regions and counties	Years	
		Year 2011	Year 2012
		UM: Number	
		Number	Number
Rural	TOTAL	1987	2011
-	NORD-WEST Region	333	335
-	Bihor	77	77
-	Bistrita-Nasaud	39	40
-	Cluj	69	69
-	Maramures	53	54
-	Satu Mare	48	48
-	Salaj	47	47

Table 1. Water distribution network

For a pleasant stay, the accommodation unit must satisfy a multitude of "expectations" embodied in a range of services. (clean and decent accommodation, clean linen, hot water; restaurant/food service; TV in the room; private and clean bathroom; parking service; swimming pool; friendly staff, hospitable host; refrigerator in the room; wi-fi; organization of hiking ;).

Cost/value

On the European market, tourism is experiencing an explosive development, the number of tourists growing exponentially in the last 20 years. The targets are especially clear destinations, especially towards the South of Europe - France, Italy, Spain, Greece. The types of tourism offered are mainly cultural, historical and leisure tourism. Tourism brings an important share in the GDP of these countries.

In Romania, too, there was an increase in the number of foreign tourists, but at the same time, the number of departures was higher, which led to a negative tourist balance.

The NW region has approximately the same structure of foreign tourists in terms of destination country as Romania. The regional market is made up of Romanian tourists who are

segmented by types of tourism such as cultural and spa tourism.

Most of the foreign tourists come from Hungary (39.4%), and from EU countries. It is important to specify that their access is mainly by road and to an important extent by air.

The relative weight per county is about 1/3 of foreign tourists per Romanian tourist, Cluj and Bihor counties having an index higher than the regional average.

The main destinations of foreign tourists were the counties of Cluj and Bihor, due to their tourist attraction.

Physical geography and climate

The North West region has an area of 34,159 km² representing 14.3% of the total area of the country. It is made up of 6 counties: Bihor, Bistrita Nasaud, Cluj, Maramures, Satu Mare and Zalau.

In the territorial profile, the spa resorts (located in 3 important areas) stand out: Western Plain, Transylvanian Depression, Maramures Depression, some known others with potential: Baile Felix, 1 Mai, Sangeorz, Ocna Sugatag, Baita or Cojocna. An important component are the winter resorts: Stana de Vale, Baisoara in the Apuseni Mountains and those in the North of the Eastern Carpathians (Borsa, Piatra Fantanele) (figure 6.1). The region has a tradition in spa tourism, this having the largest share among all types of tourism practiced in the region. In the large urban localities there is an infrastructure made up of numerous hotel units of different sizes. But what is significant is the development of rural tourism, in small guesthouses that use the opportunities of the environmental attractions in which they are located.

Integrated tourism products are mostly missing. Cluj-Napoca ranks second in the national hierarchy as potential for polarization, after the capital, its influence manifesting itself over the entire area of Transylvania.

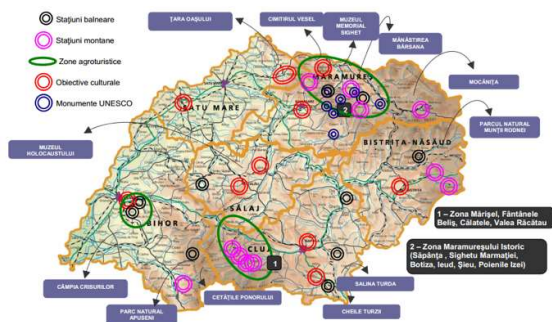


Figure 1 Nord West Region

The most significant types of tourism area: spa and treatment tourism, mountain tourism, cultural tourism and agritourism.

The most important spa resorts in the North-West region are: Baile-Felix, Sangeorz-Bai, Ocna-Sugatag, Cojocna.

Already established destinations will have strong competition in the future. The areas with potential for rural tourism are not yet sufficiently developed, but they will be promoted in the future. Among the areas that will be promoted are Bistrita, Salaj, Maramures.

Culture/history

"Northern Transylvania" has one of the most important cultural heritages, significant concentrations of archaeological vestiges from Roman forts, medieval fortresses, to important industrial archaeological sites, architectural ensembles and popular craft traditions with an approximately equal distribution over the entire area of the region.

Villages are the expression of the simplicity of rural life, and each subregion is distinguished by its ethnographic specificity. The elements of archaic culture (the organization of the barn, customs related to agricultural events and human life - birth, wedding, death) combine today with modern urban cultural elements, unfortunately visible more and more strictly especially in the interior and exterior architecture, but especially in the traditional port. The penetration of modern elements and the continuous evolution of rural to urban leads

to the loss of the identity and originality of traditional rural life.

Considering the growing importance for tourists of the entertainment services offered by a locality or tourist area, an analysis of the situation of cultural event halls becomes relevant. The table below presents some statistical data on the mentioned topic, from which it appears that from this point of view the North-West region is generally at an above average level in terms of the offer of museums and public collections, concentrated especially in the counties Cluj and Maramures. It should be noted, however, that Bistrita Nasaud does not own institutions for performances and concerts.

The region is the cultural plate of Romania. There are a number of cultural attractions:

- representative museums that need investment: the Transylvanian Museum in Cluj.
- archaeological areas - conservation and modernization of the Roman sites in Cluj, Zalău (Porolli-sum) which can attract a large number of tourists
- nature reserves - protected areas, Natura 2000 areas.
- libraries - they need investments in infrastructure (buildings), but especially IT infrastructure and information management systems.

An important aspect is the preservation and valorization of folk art and local traditions. Also for the rural environment there are specific monuments such as wooden churches in Maramures.

Infrastructure/accessibility

The North West region does not have a network of fast roads and highways. Only a part (52 km) of the Transylvania highway (Bors-Oradea-Zalău-Cluj-Turda-Brasov) is executed and is open for traffic. The fate of the execution of the other sections is totally uncertain.

The road network totaling 12,459 km of national roads is not in optimal conditions of use.

Only 3324 km of roads are modernized, which represents a percentage of 24.6% of the total length of roads, much below the national percentage of 32% (table 4). Accessibility is achieved mainly by road and rail.

One of the regional problems is given by the access infrastructure to the tourist areas; it being still poorly developed relative to the needs of the region.

Mountain areas have a reduced capillarity in terms of access infrastructure. There are tourist areas with a reduced access structure, such as in the Apuseni Mountains (Vladeasa, Baisoara, Muntele Mare area), the Maramures Mountains.

The opportunity is given in particular by the construction of the Transylvania Motorway, which will ensure capillarity inside and outside the region.

The region is criss-crossed by 7 European roads (fig.6.2) (the most important being E60- from Hungary, connects Oradea-Cluj-Brasov and the country's capital, E576 Cluj Napoca-Dej, E81-Satu Mare-Zalău-Cluj-Brasov - Bucharest, E79-Oradea-Deva, E671-Oradea-Arad-Timisoara, E58-Cluj-Dej-Bistrita-Baia Mare-Vatra Dornei).

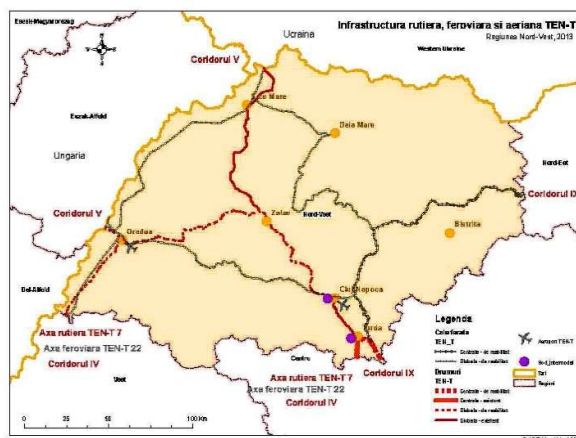


Figure 2 Road, railway and air infrastructure

There are 4 airports, of which the one in Cluj-Napoca has international flights. Most of the routes are to external destinations. Cluj-Napoca International Airport provides regular flights to Bucharest and Timisoara, Budapest, Vienna, Munich, Frankfurt, Bologna, Treviso, Bergamo, Florence, Verona.

As tourist projects, there is the intention to transform the narrow-Mocanita railway lines from Aries Valley and Vaserului Valley into tourist attractions.

It should be noted that there is a growing air traffic in the Region; there are also customs points with the European Union.

Security

Security is able to influence the demand for the product/products and services offered by the destination. Also, security interrelates with the other elements of the specific tourist destination mix. The level of security existing within a tourist destination can be influenced to a great extent by the policies and strategies adopted especially by the management organization of the destination. Thus, security is a controllable variable by the destination's management team.

The administrations of the reception structures are responsible for the security, safety and security of tourists, the security and integrity of tourists' goods in accordance with the legislation in force, and also ensure special arrangements for tourists' valuables handed over for safekeeping.

The staff of the tourist reception structures is obliged to take measures to prevent crimes and antisocial acts within the premises of the reception structures. The administrations, hotels, motels, have the obligation to inform the police body of the crimes committed and the fact that there are people staying who have contributed to disturbing the order and tranquility of the tourists.

In accordance with H.G.R. 41, the accommodation space is the tourist's temporary residence. So this space is inviolable, with the exception of situations that endanger the lives, integrity and property of tourists, as well as the material base of the reception structure.

CONCLUSIONS

For our country, the need to develop tourism resides in the fact that Romania is a country with a tourist vocation, benefiting from

a valuable and varied natural and anthropogenic potential, harmoniously dispersed throughout the territory, but insufficiently and improperly capitalized where 8 major forms of tourism are practiced, the largest share returning to seaside, mountain, weekend, spa tourism.

At the level of transport infrastructure, Romania has an unfavourable position for attracting tourist clientele. The improvement of the general infrastructure is essential - sewage, water, roads, mobile telephony, cable TV, internet, in order to boost and support the development and development of tourism in the rural environment.

The accentuated, irrational and excessive modernization strongly left its mark on the cultural heritage, regardless of its nature (material or spiritual), destroying the regional identity, an element that represented the main attractiveness of the region. Such examples stand out especially in the pieces of clothing worn and the "new" rural architecture.

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