

GENERAL CONSIDERATIONS CONCERNING FACTORS AND STRATEGIES OF HARMONIZATION IN TOURISM

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Abstract. *Tourism development is on the continuous growth and in order to maintain this dynamic market we always need small or big innovations, changes and flexibility in management, and switching from pure management to strategic management. Starting from these prerequisites, we propose to conduct a study on increasing the competitiveness of the tourism industry by analyzing the factors that affect tourism and how we can lead to economic growth by applying strategies based on present knowledge and development strategies. In order to achieve this article, we will use the method of fundamental research and the applied research method on several tourism management strategies developed or proposed for development in different regions, cities in Romania.*

Keywords: factors, strategy, management, strategic management, management strategies, tourism

1. Introduction

A growing industry in recent years has proven to be the hospitality industry, tourism, an economic and social activity that has many other activities in the forefront of the human being and is closely related to the trade activity. The commerce activity was born out of the necessity of man to satisfy his primary needs and here we can exemplify through the first form of commerce, the barter, and then, in order to increase his living standards, reaching the commercial exchanges which are based on coin. Along with trade activity, tourism was born. The man must move in order to make a trade exchange, change the fur of the hunted animals, or later buy silk from the Orient to get dressed.

Long time ago merchants went on long trips on commercial routes, with requiring overnight stops, where needed inns that provided a bed and a table, and if we extrapolated from the old days to the present and this type of tourism can be likened to business tourism from today.

With the development of human, of science, of culture and the emergence of increasingly performing means of transport, starting with horses and camels, trains, cars, trains, planes, etc. people have developed business tourism and had emerged a number of new needs: the need for rest, recreation, treatment, knowledge, etc. These necessities have led to the construction of some places to provide accommodation and food in accordance with the growing the demands of

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tourists, starting from the old inns up to the motels, hostels, hostels, hotels, 7 * resorts.

This evolution later led to studies that determine the factors that influence tourism activity [1] and which are classified according to:

- social-economic nature;
- the way of influencing the tourist phenomenon;
- duration in time;
- the meaning of their intervention;
- their influence on supply and demand.

Another type of factors are the restrictive factors of tourism: demand; offer attractive resources; technical constraints; environmental constraints; constraints of time; indivisibility; political and social constraints; administrative and sanitary constraints; constraints of reception and comfort provided to the tourist; self-imposed constraints; lack of information, knowledge; limitation of support resources.

The diversity and multitude of these factors affecting the hospitality industry which led me to choose one of them, the one seems to me the most important at the moment and which actually involves the development not only of tourism but also of other industrial branches and which has a major impact on the environment - the demographic factor.

2. Applied methods

In this article I will use two methods, basic methods in scientific research: the fundamental research method and applied research method.

Fundamental research provides the basis for discussions, as we have shown in the introduction, simply by listing influence, development and restrictive factors and no longer. In the mean time I will bring information about management, strategic management, all this information being part of the fundamental research. This type of method allows us to find the trend in the field of strategic management, development in different regions, theoretical and applied depending on the evolution of tourism in time.

The applied research aims at using the data from several development plans from the South-West and Western regions, Olt and Arad counties, Slatina and Arad cities in Romania, comparing them and obtaining suggestions, ideas that can lead to increasing and improving quality in the hospitality industry, using a strategic, flexible and environmental management, keeping the environment unaltered, even if used for tourism, culture and recreation environment.

2. Results and discussions

Strategic management is the management that focuses on setting the vision, general, particular, specific objectives, develops strategic methods that must lead to the achievement of all objectives according to internal and external factors. Practically, this strategic management is the basis for the strategic development plans of regions, counties and cities taking into account the European context, the natural environment, the socio-demographic structure, the settlements in the area, the infrastructure, the economy, the tourism a field treated separately due to the large influence in the economy), agriculture and, last but not least, the environment. To achieve any strategic development plan we start from what we know about what is happening at that time in that location and I will use this term, location, region, county or city, and because I took as an example the demographic factor I will refer to it and to its harmonization with tourism development strategies. After reviewing primary information, what we know, I am passed on the basis of the SWOT analysis to the strengths and weaknesses, opportunities and threats to achievement of a vision, a general objective, a specific goal, etc.

Analyzing the demographic factor in the West region, we notice that in 2011 this region had 1.913.931 inhabitants, and in the last census there were 2.041.129 inhabitants [2] since 2000, and in the South-West region there were 2.330.792 inhabitants in 2002 in 2011 the number of inhabitants fell to 2.225.108 inhabitants [2].

At the analysis of the two counties of Olt and Arad we also have a decrease in the population, in the county of Arad from 479.332 inhabitants in 2012 to 475.216 inhabitants in 2016 [6] and in the case of Olt county from 489.270 inhabitants in 2002 to 436.400 inhabitants in 2011 [7].

A decrease in the number of inhabitants was also observed in the two cities of Slatina and Arad, so in Arad in 1992 there were 190,114 inhabitants, and in 2011 only 159,074 [5] and in Slatina 71,293 inhabitants in 2002 and in 2011 it has 70,293 inhabitants [4].

Going forward with the SWOT analysis, both at regional, county and local level, I find it exist the problem of migration of the population from one area to another after a more consistent material income, as well as the decrease of the birth rate, and this problem existing not only in these places but in all of Romania and this is strong weak point. These weaknesses need to be resolved by the vision of each local community according to the opportunities and I can say that at this point although there is not a very strong emphasis on tourism, ecotourism can be the engine for the development of both regions.

The Vest region's vision is based on the implementation of projects with external and local funds, and the development plan states: "The West Region aims to reach the quality of life of the strong, non-capital cities of Central Europe"[2], while the strategic vision of Arad County" proposes the creation of a functional and intelligent field of specialization, supported by a dynamic community with a stable and high standard of living, an attractive destination in the European multicultural landscape for the 2014-2020 period"[6], and the city of Arad will become" an important regional metropolis that impresses through the rehabilitated historical centre, dominated by the Arad Fortress, transformed into a cultural, tourist and entertainment pole of great magnitude, a powerful community with impact major in the region through dynamism and economic diversity, a smart and innovative city, example d efficient urban management"[5].

The vision of the region South West "is to become a promoter of competitiveness in both the industrial and agricultural sectors as well as the digital economy by developing a competent business environment based on competent human resources, integrating innovative technologies and promoting sustainable development"[3] the vision of Olt County "is to become a promoter of competitiveness both in the industrial and agricultural fields, but also in the digital economy by developing a competent business environment based on competent human resources, integrating innovative technologies and promoting sustainable development" [7], and the vision of Slatina is "Slatina - a preferred city as a residence for young people and families in Southwest Romania", with the slogan "Slatina, our home! "[4] for the period 2014-2020.

As you can see, all visions are centred on the inhabitants. People are involved in creating value added, these are the ones that must keep and attract other people as tourists. In order to achieve this, we need to make sure that they meet their needs, improve the quality of life, and develop both industry and agriculture by integrating innovative technologies, similar to the development of Western European cities by introducing intelligent systems and turning cities into cultural centres and tourism.

Looking at the strategic and specific objectives we observe that at all levels emphasis is placed on the capitalization of tourism potential, tourist potential very little known or almost none at all. In order to increase the hospitality industry we need to achieve a great goal, a problem that in the last 30 years could not be achieved: the growth of the infra-structure and this is one of the restrictive factors of the tourism activity. Nevertheless, West and South-West Regions are expected to provide tourism in the coming years with a framework element of local development and a key factor in raising the standard of living of the population and at the same time attracting investment. The attraction of investments can be done by absorbing external funds (European funds, Modal Bank funds, etc.) as

well as local funds, which in my opinion must be invested in roads, and the restoration and revitalization of some tourist attractions, monuments, castles, monasteries, etc. or green areas impacting the ecotourism area.

Harmonization strategies with the factors of the tourism activity can lead to economic growth by creating new attractions as proposed in the strategy of the city of Slatina: the creation of a theme and leisure park in the Forest of Strehareti, the modernization of the Zoological Garden, a raft Breaing wave for kayaking and canoeing, rehabilitation of catacombs in Eugen Ionescu Park, past and present urban itineraries, thematic routes, etc. or in Arad's strategy it is mentioned that it will become a city with business, cultural and recreational tourism through cultural events, preservation and capitalization of the Water Tower, revitalization of the CFR Palace, as well as the need to regulate and coerce for renovating facades of historically degraded monument buildings by the the private owners.

In the strategy of Arad county to increase tourism activity, it is proposed to develop a comprehensive tourist guide, to promote the objectives and monuments, natural and anthropic zones, to develop awareness campaigns and to inform the tourists about the existence of these objectives, the rehabilitation of ruins and degraded monument buildings, designing tourist routes and setting them up, promoting tourist sites on the websites of local authorities and cultural institutions, creating ecotourism destinations, designing and promoting a brand, creating forms of tourism based on various hobbies (eg. wine tastings, hunting, fishing, gastronomy, paragliding, deltaplaning, motocross, cyclotourism, extreme sports, equitation, climbing, diving, etc.), modernization of spa resorts, organization of educational activities in the spa sector, development of cultural tourism, accommodation and mass infrastructure and related services [6].

In the strategy of Olt county in the field of tourism, the emphasis is on: the development of the Danube tourism specificity, the modernization of the hospitality structures, the development of the public and private tourism infrastructure, the restoration of historical monuments, tourism promotion activities, the modernization of the road infrastructure, balneo-climatic resorts, capture, transportation of mineral waters and saline with therapeutic potential, the development of therapeutic saline's, the development of natural tourist attractions, the construction of observation towers, the construction of mountain refugees and Salvamont stations, the creation of a "mocanite", the arrangement of cycling paths, marking of mountain trails. Ecotourism is not developed although there are protected areas and natural reserves, but also areas that are not protected but are particularly beautiful, which can capture the interest of developers. [7].

Comparing the two counties we see that each based their strategy on different domains according to local capabilities. Arad County wants to develop tourism

through forms of tourism based on hobbies, while Olt County thinks its strategy by developing spa tourism and considering its location on the Danube bank on fishing tourism. Both strategies also involve activities to restore natural and anthropic monuments, and revitalize them by introducing them into tourist circuits, well promoted by marketing actresses.

The West region in terms of tourism ranks second in the country after Bucharest, and for the development of this sector, the strategy of this region focuses on niche tourism and family tourism. Another important point is the modernization of accommodation and leisure facilities in the countryside, which together with spa tourism, wellness, ecotourism, active tourism and MICE can achieve important economic growth. For niche tourism, they want to develop on two clear lines by developing medical tourism: creating an anti-aging pilot region and making it a cross-border medical tourism destination. As far as MICE tourism is concerned, it is more and more desirable for the two big cities Arad and Timisoara to take place at a level that will increase the number of tourists for conventions, meetings, congresses. Sustainable development of the sector will be in line with three development axes:

- the valorization of the anthropic and natural heritage,
- upgrading and improving accommodation capacity, along with the diversification of related services,
- developing new types of tourism with high potential.

All this involves a strong development of ecotourism as a new branch of tourism that is not yet well developed in the West region [2].

The South-West region is deficient in tourism, being one of the least developed regions in this area, but with development potential with a rich natural potential: the Danube, the Transalpina, the Jiu Valley, the Olt Valley, etc., as well as a rich patrimony cultural attractions offered by monasteries, museums, monuments. An important point in the development strategy is the increase in accommodation both in number and in quality because they currently have more than 2,3 * and very few 4 * accommodations and people want to have comfort when moving outside of their own home. [3]

By comparing the two regions, it is noticed that the West region is much more oriented towards tourism development, while the South - West region, although having a natural and anthropogenic potential, can be the same or richer than the West, is much less developed in this area of tourism. Both regions have the potential and opportunity to attract people who want to work in tourism, thus harmonizing the demographic factor with the strategies outlined in the development plans.

Conclusions

In this article we made a brief trip to two cities, two counties, two regions and we put together their strategies with the factors that impact the tourism activity. Following these discussions we can draw the following conclusions:

Conclusion (1). From the point of view of the demographic factor, not all strategies give data about the same years, in order to make a comparison between them, so we found data about 2002 and 2011 on several of the strategies when talking about the moth faction, but we also found references from 1999, 2015, 2014, 2016, but it is very clear that the population in each of the locations has decreased, a decrease caused by migration and a decrease in the number of births.

Conclusion (2). The natural and anthropogenic potential of locations makes them attractive to the tourism industry.

Conclusion (3). The strategies proposed in the development plans can be reconciled with the factors influencing the tourism activity and in particular the demographic factor, because by creating new structures in this field, jobs are created that lead to the reduction of the migration and to the increase of the birth rate.

Conclusion (4). The restrictive factors of tourist activity have been mentioned and are harmonized with the strategies of the locations when it comes to the city of Arad, when the strategy requires renovation of old buildings and no private funds for repairs, and then it would be good to involve local authorities to submit projects in public - private partnership to finance these works.

Conclusion (5). A branch of tourism to be developed is ecotourism, inadequately developed in Romania, although natural potential exists, but not yet the infrastructure, and more or less emphasis has been placed on all its strategies in all its strategies. The environmental factor is in harmony with these development strategies.

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