

ROMANIA TOURISM INDUSTRY STRATEGIC THINKING

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Abstract:

Romania is considered the country with a rich and varied natural touristic resources created by man and gives a great disposability for tourism. Such a country which owns the Danube Delta, the Black Sea, the Bucovina monasteries could live and prosper from tourism only. Romania has all the natural conditions to become one of the most important European tourism destinations. One of the possible ways of tourism apply constitutes the elaboration of some efficient marketing strategies advice and governance politics.

Keywords: Romanian tourism, marketing, strategic management advice

JEL Classification: L52; L83; M31

1. Introduction

Tourism industry has gradually developed into one of the world's largest emerging industries. Especially since the 1960 s, the tourism industry continued rapid development higher than world economic growth, gradually developed into the world's largest emerging industries. Tourism has even more than oil and automobile industry, and become the world's largest industry. According to statistics, in 2011, tourism has contributed 9.1% of global GDP (auto industry accounted for 8.5%, the banking sector accounted for 8.5%), tourism employment 258 million, as 8.3% of the global total employment.

2. Romania tourism industry reality

According to the National Institute of Statistics, Romania welcomed 1.5 million foreign tourists during the first ten months of 2013, a 3.3 per cent increase on the year before. The main attractions in Romania are Transylvania, with its medieval fortresses, Saxon churches, and quaint villages; Bucovina with its painted monasteries; and the Danube Delta. For

city breaks, the capital Bucharest and the cities of Cluj, Iasi or Timisoara all have direct flight connections to many European cities.

“In the last few years the summer resort of Mamaia, with its clubs and bars, has become the new Ibiza of Eastern Europe.”

Industrial tourism, as a niche of tourism in Romania and as a solution to the restructuring and disappearance of former large industrial sites (mining, metallurgy, heavy industry), takes on interest in the country still slowly, despite the country's join to the European Union in 2007. Even if presently the country is confronted with a long and difficult economic transition, it has a rich industrial and scientific history with many of the world's priorities and still has surviving authentic traditional crafts and rural communities. Limited to some geographic areas and not yet on a large scale, by the means of European funds and projects, a sustainable revival of the traditional sector is supported, which also implies creative tourism participatory activities.

Against this big potential, there are relatively few entities, the majority being state owned, that are organizing, providing or permitting public visits, a main cause of this still being the weak implication and support of many public authorities. Meanwhile, the tourism stakeholders pay a relatively weak attention to the hard core of this niche (industrial heritage, technique, science and living industry), and practically there aren't many package offers of this kind on the market, with some notable exceptions: ethnographic and wine tourism, also some rehabilitated industrial and forest narrow railways and steam engines still operating.

Primary attractions

According an industrial and creative tourism attractions web directory for Romania and some neighbor countries, providing photos and short English descriptions of each objective, the main attractions open to the public are:

the national and regional technical and ethnographic museums: the Dimitrie Leonida National Technical Museum and the Aviation Museum in Bucharest, the Mining Museums in Brad, Petrosani, Rosia Montana, a Technical Museum in Iasi, the Tram Museum in Timisoara, the Oil Museum in Ploiesti, the Astronomic Observatories in Bucharest and Bacau, the Village Museums from Bucharest, Pitesti, Sibiu, Cluj, Timisoara, Valcea, Suceava; the railway tourism on the recently rehabilitated narrow gauges from Brad, Abrud, Covasna, Moldovita, Agnita, Vaser, the Oravita - Anina mountain railway opened in 1864; the power plant museums from Cernavoda (nuclear), Iron Gates (hydro, on the Danube, 2200 MW, the biggest in European Union), Sadu (hydro, built in 1896), Sinaia (hydro, built in 1899), Grebla - Resita (hydro, built in 1904); factory tours: exception

making some food (chocolate, soft drinks, yoghurt) factories which provide visits for school children, there are no important companies (car, manufacturing, porcelain, textile, high technology, etc.) to promote such tourist visits. However, some reference enterprises may accept visits at special requests (the Resita Works, metallurgy, heavy machinery, founded in 1771, having a very interesting museum too, The Ruschita Marble Exploitation). A remarkable visit program, started in October 2013, offers the Timisoreana brewery, a factory founded in 1718, with very valuable heritage; industrial heritage: even if valuable, a large majority of the monuments are still abandoned by their owners. However, a few exceptions could be mentioned; motor sports: despite the missing of an international standard infrastructure like raceways, there are national federations organizing events for many categories and racing schools offering participatory courses;

- ◆ the salt mines from: Turda, Praid, Cacica, Slanic Prahova, Ocnele Mari, Ocna Sibiului (salt lakes) are equally famous for their tourism interest (museums, underground entertainment parks) as well as therapeutic exploitation (respiratory diseases)
- ◆ traditional crafts: wood carving, weaving, pottery, glass, embroidery. Many craftsmen preserved the traditions in some village areas from Moldavia, Transylvania and Oltenia. The majorities are only selling their products on local markets, but they begin to organize and a few open their workshops to the tourists too;
- ◆ wineries: some vineyards have incredible landscapes and the wines produced here have a well established and long tradition. Wine tourism provides presentations of the technologies and the storage caves, and is well developed in Romania. Famous big wineries: Murfatlar, Dragasani, Recas, Prahova Valley, Odobesti, Husi, Cricova (near Chisinau, in the Republic of Moldova, is huge, with about 80 kilometers of tunnels and caves)

We need to recognize that there are many problems and contradictions need to be addressed. Tourism product supply and demand structural contradictions are still outstanding. Hot products are still concentrated in just a few famous scenic spots, leisure vacation product supply and the sharp rise in demand there is a big gap. Part of the tourism destination, traffic inconvenience, poor accessibility problems still outstanding. Tourism security guarantee system is not enough perfect, convenient service capacity needs to be improved.

The tourism market order and also has the very big disparity the people look forward to. The existing laws and regulations is not adapt to the rapid development of tourism demands, tourism civil rules are not perfect;

Tourism activities lack of regulation, all the operation and management is not standard; Market lack of honesty, regional and industry barriers still exist; Tourism department law enforcement power is insufficient, comprehensive law enforcement mechanism is not sound.

Tourism development mode is not completely in accord with the requirement of scientific development. Lack of forming a complete tourism industry chain, tourism comprehensive drive efficiency are not fully play. Tourism science and technology content is not high, the low degree of organization, modern business model innovation, use of modern science and technology has yet to be strengthened.

Germany, Italy, France, UK, USA, Russia, Austria, Poland, and Spain are currently Romania's biggest markets. This year's campaign will also focus on emerging markets, and on trying to promote Romania in the Arab countries, India, and China.

Regional strategy and policy related measures

For the resulting policy measures to be implemented, various *operational programmes* elaborated for absorbing the EU funds allocated for 2007-2013387 include – directly or indirectly – priorities and measures relating to tourism development, cultural tourism being paid a special attention. Even though there is no operational programme entirely devoted to tourism development, the Regional Operational Programme (ROP) contains as one of the basic priorities the sustainable development of regional and local tourism, with a share of 15% of total public expenditure (from European Regional Development Fund and state budget) (Ministry of Development, Public Works and Housing, 2007388). This priority is based on measures focusing on: the restoration and sustainable use of cultural patrimony as well as the creation/development of related infrastructure; the creation/development/modernization of specific infrastructure for sustainable use of natural resources and the increase in the quality of tourist services; promotion of tourism potential and creating the infrastructure needed to raise Romania's attractiveness as tourist destination.

The other priorities of the ROP concentrate on the sustainable development of cities as growth poles (30%), the improvement of regional and local transportation infrastructure (20.35%), the improvement of social infrastructure (15%), the support for regional and local business environment (17%) and technical assistance (2.65%). One can easily notice the close links between tourism-related priority and the other priorities, their implementation representing a strong support for tourism development itself. Moreover, they might contribute to creating of a competitive regional profile in which tourism would be correlated with the other economic and social activities so as to increase regional employment and income. This

may be particularly important for the lagging regions provided they are able to develop and promote projects for turning to good account of their tourist patrimony within a rationally conceived specialization mix.

The priorities established by other sectorized operational programmers such as those for economic competitiveness, transport infrastructure, environment infrastructure, human resources development can also influence tourism sector development.

3. Romania tourism industry my personal strategic

3.1 Improving the infrastructure condition

From governance policy aspect, it is big change and requirement on train, road, public transportation tools and facilities construction and improvement if they want to improve Romania tourism industry level, it is the first and basic step, the government should make effort and improve.

3.2 Hotel entertainment facility & integrate service improving

As a practical experience, most of the place of interest like Poiana Brasov, Sinaia, Bran, Moeciu, Delta, there are quite clean and good condition, but there are still things need to improve, like breakfast, room service etc.

3.3 Special place of interest need develop more

In Romania there are many kinds of special place of interest like thermal spa, ski resort, but the specialized service and facility is not so fit the requirement of the tourist, for example when enter a thermal spa hotel, no clear sign to guide you the way to the pool, the place for resting is quite small and limited choice for food and drink. No additional massage or treatment service provided, no swim costume for sale if the clients forget to take theirs from home, above mentioned are tiny aspect but could be as a option for fastening tourist satisfaction.

3.4 Develop more by-products of tourism and Souvenirs

The most of tourism city don't open the shop during weekend, and the by-product regarding the tourism city or place of interest are quite limited, the souvenirs also could develop more and interesting to attract consumption of tourist, which could improve more income

3.5 Improve whole country image and tourism standard image

Romania as a middle east European country has its own advantages, not mention the communist history for a deep impression for people outside of this country, they all want to know a real and attractive true Romania, in this case, the official of governance should make some new strategy to improve this country image and do some advertising through political way, and big media like CNN, BBC, CCTV etc

3.6 Improve the promoting conception and strategy for Romania tourism industry.

Set up a non-profit organization responsible for overseas market

promotion, similar to a national tourism bureau (city). Integrated national power, to promote the Romanian tourism resources and reception facilities. At the same time, the increase in the number of countries such as China, the degree of embassies and consulates visa officer, improve the efficiency of the visa, shorten visa time, to effectively develop new customers.

3.7 High standard tourism product development

Romnia has very fruitfull forest and river natural resources. Hunting could be developed for high standard tourism item for rich clients from all over the world.

Fire ballon could be developed for delta area tourism item, to have a better view and experience on Danube Delta beautiful view.

3.8 Devlopment critial markets like China, Middle East and Southeast Asia

World tourism organization predicts that by 2020, Chinese outbound tourists will reach 100 million person-time, global tourist consumption data show that in 2012 Chinese tourists overseas consumption topped the world's first, Europe is Chinese tourists spend most travel destination, in 2015, is expected to reach 4.5 million person-time, Chinese tourist to Europe in 2020 will reach 8.6 million person-time, European tourism will create 2 billion euros per year, China's high-end consumers a marked increase in the interest in Europe, the most popular international tourist destination, the top ten European countries account for half. "

Transformation and foster enough scale high-end tourists, focusing on high-end tourists marketing activities and guide the industry to promote national tourist brand strategy, brands and correlation and consistency between national image and brand.

Chinese citizens outbound/reached 83.1827 million person-times, our country has become the world's third largest inbound tourism host and outbound tourism consumer, and form the world's largest domestic tourism market. Romania should do more effort and promotion in these big potential countries like China, Middle East countries and Southeast Asia countries. Since the different culture attract these countries people to visit and see Middle East European country like Romania.

3.9 Guide the tourism real estate green, low carbon and ecological direction development

Tourism real estate is mostly good natural resources and ecological environment, return to nature is the dream of modern urbanite, and holiday tourism real estate is the carrier of realize this dream. But to ensure that the excellent ecological environment sustainability, in the process of the development of tourism real estate, must attach great importance to the protection of natural resources and ecological

environment, from the project site selection, planning, design, construction, and sewage disposal and other links will deal with the relationship between development and protection of the environment. Should pay attention to ecological environment construction, increase the investment in environmental construction, coordinated the project construction and ecological environment construction. In respecting nature, maximally keep the original topography, to create a "close to the mountains with water, natural surrounding" landscape effect; To strengthen the protection forest surrounding the tourism real estate, public welfare forest construction, embodies the scientific development, the concept of green development and harmonious development. Draw lessons from international experience, adhere to the low-carbon development model, in the project planning, design, construction and operation management the whole cycle has a tenet of resource saving, environment friendly and concept, the green standards must be strictly implemented. Pay attention to environment in construction and decoration construction, service, project design, the function of ecological layout and space efficiency; Enhanced low-carbon ecological environmental protection consciousness, such as saving energy and reducing consumption, green buildings, solar energy and building integrated, decentralized and centralized combination of optimal allocation of resources and recycling, green transportation, and waste treatment, reconstruction of disposable supplies, etc.

4. Conclusions

Romania is really a unic and beautiful EU country, the governance should not waste such gift of the nature resource, using new and diffent strategy as advised above to push forward the whole tourism industry level, to belive this is a really big potential and great industry for this country, meantime, offer a good chance for foreigners come and vist this country, finally leave a good memory and commnets about tourism here.

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