

20. MacMillan N. Valoración de hábitos de alimentación, actividad física y condición nutricional en estudiantes de la pontificia universidad católica de Valparaiso. *Revista Chilena de Nutrición*. 2007; 34(4).
21. Martínez C, Veiga P, López A, Cobo JM, Carbajal A. Evaluación del estado nutricional de un grupo de estudiantes universitarios mediante parámetros dietéticos y de composición corporal. *Nutr. Hosp.* 2005; 20(3): 197-203.
22. Sociedad Española para el Estudio de la Obesidad: Consenso SEEDO 2000 para la evaluación del sobrepeso y la obesidad y el establecimiento de criterios de intervención terapéutica. *Nutrición y Obesidad*. 2000; 3:285-299.
23. Mancia G, Backer G, Dominiczka A, Cifkova, R, Fagard R, Germano G, Grassi G, Heagerty AM, Kjeldsen SE, Laurent S, Narkiewicz K, Ruilope L, Rynkiewicz A, Schmieder RE, Struijker Boudier HAJ, Zanchetti A. Guías de 2007 para el manejo de la hipertensión arterial. *Journal of Hypertension*. 2007; 25: 1105–1187.
24. Serra LL, Aranceta J. Hábitos alimentarios en la población infantil y juvenil española (1998-2000). En Estudio Enkid. Alimentación infantil y juvenil. Madrid: Masson SA, 2002.
25. Capdevilla F, Llop D, Guillén N, Luque V, Pérez S, Sellés V, Fernández-Ballardt J, Martí-Henneberg C. Consumo, hábitos alimentarios y estado nutricional de la población de Reus: evolución de la ingestión alimentaria y de la contribución de ls macronutrientes al aporte energético (1983-1999), según edad y sexo. *Med Clin Barc*. 2003; 121:126-131.
26. Bollat P, Durá T. Modelo dietético de los universitarios. *Nutr Hosp*. 2008; 23(6):619-629.

THE IMPLEMENTATION OF THE SPORTING-ENTERTAINING ACTIVITIES REGARDING THE TOURISM FROM ARGES COUNTY

Traian Ionuț MERCEA
University of Pitesti

Key words: activities, tourism, sport

Abstract

During the last decades, the tourist activities had an upward progress, and the forms of tourism multiplied, which permitted a better utilization of tourist resources.

The development of the touristic activity supposes the offering of a special attention to the quality of the environment, through its quality development and conservation measures in the areas which are part of the touristic circuit, as well as the control consequences of the touristic activity regarding the rational utilization of touristic resources.

Introduction

Through specific and propagated characteristics, the tourism is emphasized in all the countries as an activity which registers a high degree of economical efficiency, comparing with other sectors of the national economy.

The evolution of the tourist activity in the world has increased a lot in the last half century, as a tourist explosion. From the Mediterranean regions to the ancient civilizations (Greek and Roman), the tourist space of the planet has historically extended to the polar regions, into the thicket of the Amazonian forests, to the wild and dark Siberian taiga up to the never ending deserts or the hiding sub terrain galleries of fish or the highest peaks of Terra. Tourism is considered to be one of the miracles of modern times by its proportions and extension. It started in the antiquity as an entertaining activity for the elite to spend the free time and nowadays it is an economic activity accessible to most of the population. Tourism has rapidly developed since 1960 as well from the point of view of the incomes and from the point of view of the persons trained into the tourist movement.

The statistics of the World Tourism Organization (WTM) shows that in 2000 the number of international tourists has reached the record of over 700 millions (about 11% of the world's population), with an increasing rhythm of 7,5% and the incomes generated by tourism went near 500 billions \$, with an increasing of 4,5% since 1999.

The objective of this paper is the development of general and specific infrastructure of the tourism activities in the area of Vidraru-Cumpana lake with the help of sportive-entertaining activities.

Nowadays, the market researches in tourism do not vise only the study of tourist request but, naturally, takes into consideration the study of the tourist offer, as well.

This second category of the tourist market must be analyzed both from the point of view of the statistically profit and its dynamic.

That's the only way that makes possible obtaining some detailed and complete information about its components, but its directions of evolution, too.

The touristic offer in Arges county is multilateral, that is why varied sources of information and different ways of obtaining them are required.

So the objectives of this work are:

1. Studying the specialized literature for identifying the actual stage of knowing and reseraching the theme;
2. Collecting the primes of the assertions for elaborating the hypothesis
3. Preliminary study regarding the identification of the competences of the project of developing the area of Vidraru lake-Cumpana;
4. Realizing a project of development for the area of Vidraru-Cumpana lake in Arges county by projecting some entertaining activities in the region;
5. Accomplishing the target priorities of different social categories to the tourism activities in Arges county;
6. Realizing the project both nationally and internationally;
7. Collecting, remaking and interpretation of data;

The main source is the statistical evidence system in tourism with the specific new indicators: 1 number of housing units (hotels, villas, chalets) 2 number of accommodation places; 3 number of days per tourist; 4 the structure of the capacity of hotels for each qualitative category; 5 the diversity of the sportive-entertaining activities (in our case).

Gathering other information assumes the investigation of the contact areas of the tourist offer with the market, in our case combining the sportive-entertaining activities with the tourist offer in Arges.

By analyzing the tourist offer of the county, its characteristics are emphasized (structure, dynamic, location, age).

The communication system of the touristic product (Arges county in our case) implies appropriate politics of promotional communication and efficient instruments of concretization- commercials, free commercial, public relation, so that the achievement of global and specific objectives is possible. Different from the standard forms of tourism, this report is trying to elaborate a strategy of tourist development in Arges county by combining the sportive-entertaining activities with the specific of the area. The specific research, the strategic decisions and the tactics in the domain of promoting, the implementation of the promoting campaign, the control and evaluating the impact, the centralization of the non fulfillments and effectuate the eventual researches constitute the compulsory stages of a promoting campaign that is capable of evaluating the promoting valences, therefore in this report the following **hypotesis of work** are identified:

a) We assume that the influence on the buying and consume behavior of potential clients regarding a good touristic product, a distribution channel and an appropriate price will be realized with the help of the tourist promoting;

b) We assume that the touristic activity in Arges county will increase by combining the sportive-entertaining activities and the particularities of the tourist areas, with the help of marketing plans.

For Arges, a county in the meridional Romania rich in spectacular landscapes, traditional elements and medieval culture, the tourism is seen as an economic increasing factor and in the same time as a factor of protecting the environment and conserving the patrimony. So, there can appear a focus on a developing sector like tourism based on the existence and capitalization of natural resources.

Rediscovering the value of protecting the territory, landscapes, culture, traditions and history combines with the necessity of opportunities, structures and places already known in Europe where the quality of environment is seen as an added value for improving the vacation.

In this optic the resource does not constitute the simple input of a productive process but it enters directly into the function of utility for tourists, creating a trade-off between the quantity of consumed resource and the quality of the offer, even if that implies the sustaining in time of any daily choice in the presence of the uncertainty regarding the tourists' preferences.

Nowadays, the cultural tourism, the adventure and the ecotourism constitute the most developing markets in world tourism, with shares from 15% to 20% per year and it represent more than a quarter from the income of the world market of tourism.

Organizing and carrying on of the research

The experiment took place in Arges county in the area of Vidraru lake-Cumpana and it followed the influence of some sportive-entertaining activities on the number of tourists from the area.

We collaborated with 2 enterprises (the first one DIANEIGE S.A – France and S.C Trans Project Trust 2000 SRL – Pitești) and the County Council Arges as partner in the project “Developing the general and specific infrastructure of the tourism activities in the area Vidraru-Cumpana lake”.

The project had a proximate value of 3 million euro and it has as objective the projecting some skiing tracks, introducing different types of BOATING, SKIPPING THE ROPE and many types of activities from the area subdued to the study.

We realized a study between the number of tourists that go to the area of Vidraru lake-Cumpana before and after introducing the categories of sportive-entertaining activities mentioned in the chapters of the thesis.

It is necessarily the arranging of spaces and simple sport grounds equipped with minimum installations where tourists can practice sportive games, such as: football, volleyball, handball, basketball etc. Most of the amusement spaces offer ideal conditions for sportive equipping with sport grounds that do not have to respect the regular dimensions. To support those who want to use these small bases they have at their disposal, by renting different articles and sportive materials, especially balls. Of course, other methods of offering attraction points can be provided to those who come to the amusement spaces.

The organization possibilities are very different. According to the material conditions and to the respective places, there can be conceived some very different programs that have a positive influence on forming the habit of practicing outdoor sport, in nature, initiative that does not bring complicated problems. These can be solved without special investments and without the presence of sportive technicians or special hired instructors for this purpose.

The refreshing program must take place outdoor; indoors only when the weather does not allow it.

The games offer favorable conditions for forming and developing the motility, moral and willing qualities.

Most of the times they are different organized, when choosing them taking into consideration the age particularities and individual of the children, their proposals and wishes.

Generally, the games organized in vacation camps have a dynamic, applicative and fun character.

The dynamic ones imply movements determined by the purpose and the theme of the game, only partially restricted by some rules. These can include running on short distance elements, dexterity exercises, pushing obstacles, jumping, throwing etc.

The sportive competitions are also present in every camp, taking place generally in the base of an established program.

According to the material conditions existing in the camp there can be initiated different competitions of: athletics, swimming, throwing balls to the targets, rocks, etc, chasse, basketball, football, handball, volleyball, tennis, tourist orientation etc.

When organizing the sportive competition there must be taken into consideration the particularities of age and sex, the degree of physical preparation and development of the students. The regulars of progress for the competition must be adapted to the children possibilities (the sport ground and the time of playing will be reduced, between the rounds it will be bigger, the materials will have smaller dimensions and certain distances will be shorter and less difficult).

As far as the actual development of the competition is concerned there are several systems that differ from a sport event to another. When choosing one of them it will be taken into consideration the number of participants, the available time, as well as the material conditions in the camp.

For effectuating the activities and sportive competition in proper conditions there must exist or must be equipped simple sportive grounds or installations.

The most frequent ways used for the entertaining activities, confounded at a certain moment with the actual activity are: walking, running, different types of gymnastics, body building, dancing, swimming, badminton, tennis, basketball, football, volleyball, ski, trips, mountain tourism, ecotourism etc.

The recreation conditions, in continuous dynamic and with predisposal to extreme, determine together with the imagination of those meant to offer “something else” for winning the competition and the market of entertaining, different offers like bungee jumping, montaigne-rouse, slides in aqua magic parks etc.

Practicing physical exercises and different sports in the amusement spaces and tourist points must assure an active rest, to contribute to maintaining an optimal health, to the tempering of the organism, to the

physical and psychical fortification, to the disconnection of the subjects. This is possible by equipping the amusement spaces with everything necessary for practicing the physical exercises and other favorite sports.

Conclusions of the research:

1. Nowadays, within the market economy, a good tourist product with a proper distribution request and price are not enough to assure its selling. In other words, it is needed a fourth force that must have an influence on the buying behavior and consume behavior of the potential clients, respectively tourist promoting. The promoting, also called promotional communication, must be a permanent activity and to address to those economic agents that constitute potential clients, to have global objectives and to imply emitted and transmitted by diverse ways to the market agents.
2. In Arges, a county in Romania, rich in spectacular landscapes, traditional elements and medieval culture, tourism it is seen as an economic increasing factor and at the same time as a factor of protection of the environment and conservation of the patrimony. So, it can focus on a developing sector like tourism based on the existence and the capitalization of the natural resources.
3. The communication system of the tourist product (Arges county in this case) implies proper politics of promotional communication and efficient concretization instruments- commercial, free commercial, public relation, so that the fulfillment of the global and specific objectives fixed in a moment or another of its existence to be possible. is possible. Different from the standard forms of tourism, this report is trying to elaborate a tourist development strategy in Arges County by combining the sportive-entertaining activities with the specific of the region.

IMPLEMENTAREA ACTIVITĂȚILOR SPORTIV-RECREATIVE LA NIVELUL TURISMULUI DIN JUDEȚUL ARGES

Traian Ionut MERCEA
Universitatea din Pitesti

Cuvinte cheie: activitate, turism, sport

Rezumat

În decursul ultimelor decenii, activitățile turistice au avut un mers ascendent, iar formele de turism s-au multiplicat, fapt ce a permis o mai bună valorificare a resurselor turistice. Dezvoltarea activității turistice presupune acordarea unei atenții deosebite calității mediului, prin măsuri de dezvoltare și conservare a calității sale în zonele intrate în circuitul turistic sau în perspectiva de a intra, precum și de control al consecințelor activității turistice în vederea utilizării raționale a resurselor turistice.

Introducere

Prin caracteristicile proprii și prin cele propagate, turismul se evidențiază în toate țările ca o activitate care înregistrează un grad ridicat de eficiența economică, în comparație cu celelalte sectoare ale economiei naționale.

Evoluția activității turistice mondiale a urmat o linie ascendentă, calificată după dinamica ultimei jumătăți de secol, ca explozie turistică. De la regiunile mediteraneene, leagănul vechilor civilizații (greacă și romană), spațiul turistic al planetei s-a extins istoric spre regiunile polare neprimite, în desișul de nepătruns al pădurii amazoniene, către întunecimile sălbatice ale taigolei siberiene, până spre întinsurile de necuprins ale deșerturilor, sau ascunzișurile galeriilor subterane ale peșterilor, sau vârfulurile cele mai înalte ale Terrei. Turismul este considerat a fi una dintre minunile timpurilor moderne, prin amploarea și cuprinderea căpătate. A început încă din antichitate ca un divertisment al elitei de a-și căpăta timpul liber, ajungând în zilele noastre o activitate economică accesibilă masei largi a populației. Turismul a beneficiat de o creștere rapidă după 1960 atât ca venituri cât și ca număr de persoane antrenate în mișcarea turistică.

Statisticile Organizației Mondiale a Turismului (O.M.T.) arată ca în anul 2000 numărul turiștilor internaționali a atins recordul de peste 700 milioane (circa 11% din populația mondială), cu un ritm de creștere de 7,5%, iar veniturile generate de turism s-au apropiat de 500 mld. USD, cu o creștere de 4,5% față de 1999.

Scopul prezentei lucrări îl reprezintă dezvoltarea infrastructurii generale și specifice a activităților de turism din zona lacului Vidraru-Cumpăna cu ajutorul activităților sportiv-recreative.