

turistice trebuie să asigure o odihnă activă, să contribuie la menținerea unei stări optime de sănătate, la călirea organismului, la fortificare fizică și psihică, la deconectarea subiecților. Acest lucru este pe deplin posibil prin echiparea locurilor de agrement cu cele necesare practicării exercițiilor fizice și a ramurilor sportive preferate.

Concluziile cercetării

1. În zilele noastre, în cadrul economiei de piață, un produs turistic bun, cu cerere de distribuție adecvat și cu preț corespunzător nu sunt suficiente pentru a asigura vânzarea acestuia. Astfel spus este nevoie de a 4-a forță, care să fie capabilă să influențeze comportamentul de cumpărare și consum al clienților potențiali, respectiv promovarea turistică. Promovarea, numita și comunicație promoțională trebuie să fie o activitate permanentă, să se adreseze acelor agenți economici care se constituie în clienți potențiali, să aibă obiective globale și să implice mesaje emise și transmise pe diverse căi agenților de piață vizați.
2. Pentru Argeș, județ al României meridionale bogat în peisaje spectaculare, elemente tradiționale și de cultura medievală, se privește turismul ca factor de creștere economică și în același timp ca factor de protecția mediului și de conservarea patrimoniului. Deci, se va putea puncta pe un sector în creștere cum este turismul bazat pe existența și pe valorificarea resurselor naturale.
3. Sistemul de comunicație al produsului turistic (județul Argeș în cazul nostru) implică politici adecvate de comunicație promoțională și instrumente eficiente de concretizare – reclamă, publicitate gratuită, public-relation, astfel încât să fie posibilă atingerea obiectivelor globale și specifice, fixate într-un moment sau altul al existenței sale. Spre deosebire de formele standardizate de turism, prezentul raport încearcă să elaboreze o strategie de dezvoltare turistică a județului Argeș îmbinând activitățile sportive-recreative cu specificul zonei.

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THE EXPERIMENTAL ARGUMENTATION OF THE MOUNTAINOUS TOURISM DEVELOPMENT PROGRAMMES WITHIN ARGES WITH THE HELP OF THE SPORTS AND RECREATIONAL ACTIVITIES

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Abstract

The market researches within tourism do not aim to study the tourist demand only, but they, obviously, comprise the study of the tourist offer. This second category of the tourist market has to be approached both in a static profile as well as in its dynamics. Only in this way it is possible to obtain detailed information with regard to its components, and to observe the trends of its evolution. The multilateral character of the approach involves the use of *varied sources of information* and *different methods* to obtain and process the information. The main source is represented by *the statistical record of tourism*, with its specific indicators – for example, number of accommodation units (out of which: hotels, villas, chalets), number of accommodation places, number days/tourist, the structure of the hotel capacity divided on qualitative categories (5, 4, 3, 2, 1-star hotel) etc.

Introduction

Argeș is the county where the most beautiful legend of the eternal construction was created – Craftsman Manole's monastery, where the Romanian nation was formed and where the feudal state Walachia

was founded, where the most well-known Walachian rulers had their residence and where remarkable historical and cultural Romanian people had their origins.

The traditional Romanian hospitality, combined with the beauty of the lands from Arges and the attraction of the economic potential, constitute unquestionable arguments in favour of registering ARGES county on the priority map, inclusively of investing nature, our future internal and external partners.

The Romanian relief is varied and spectacular, but in few regions one can catch the greatness of a sunset or the savour of the wet leaves moistened by the mountain dew.

Only in a place the traveller can perceive the perfume full of history of the narrow streets of Golesti and can cool down in the gentle breeze of Transfăgărășan. This place, this natural amphitheatre, is “the Small Romania” or, according to the administrative map, ARGES County.

Situated in the basin of the superior Argeș, legendary river whose name it bears, the county is guarded in the North by the crest of Făgăraș Mountains, with Moldoveanu (2.543 m) and Negoiu (2.535 m) peaks, and in the South it rocks in Câmpia Română (the Romanian Plain). Thus, from North to South, there are the three forms of relief: mountains, hills and plain, as well as the two hydrographic basins: Arges basin, in the mountainous and hill area and Vedea Basin, in the hill and plain area.

The county capital is Pitești, (also known “the City of Tulips”). This locality is representative with regard to the combination of the traditional values and the European aspirations of the Romanian community.

No matter the direction the traveller might go, he is welcome at every step by the historical vestiges from Arges, by legends and traditions, unique landscapes and exceptional tourist attractions.

Arges County has a special tourist potential, which situates it, nationally speaking, among the first with regard to this domain. Hotels, chalets, tourist halts and rural pensions situated within well-known or emergent recreational areas.

On Transfagarasan route, known for the incomparable beauty of the mountainous landscapes, the traveler can find well-known tourist halts, such as Cumpăna chalet, Capra (Goat) chalet, Valea cu Pești (The Valley with Fish) chalet and a floating Hotel on Vidraru lake.

The purpose of the research is represented by the carrying out of the SWOT analysis with regard to tourism in Arges.

Methodology of the research

Bibliographic documentation

It represents the first step in carrying out an investigation and it opens perspectives and evolution trends for the different aspects specific to tourism with the help of the sports and recreational activities.

This comprised the study of the specialized literature in order to achieve performance and a possible development suggestion for the tourism within Vidraru lake-Cumpăna area with the help of the sports and recreational means.

By studying the specialized literature, I managed to select essential ideas and issues within the field of tourism development with regard to Arges County (Vidraru lake-Cumpăna area), outlining a clear image of the issues I had to discuss about in this paper.

Diagnosis method through SWOT analysis

SWOT is a method used within the strategic management which objectively identifies the major issues of an organization or company.

The method allows us to evaluate the risk of certain failures, by choosing intelligent strategies.

In our research, the SWOT analysis was used to diagnose the tourist potential within Arges, in order to gather information necessary for the development of Vidraru lake-Cumpana area.

SWOT analysis at the level of tourism in Arges

Strengths:

- Declaring different sites in Arges historical monuments by including them on the historical monuments list 2004 of the Culture Ministry, the National Institute of the Historical monuments;
- Special natural conditions – the sunny weather, average temperatures, precipitations, natural factors for treatment and quality of the environment;
- Geographical conditions favourable for tourism – very attractive mountainous areas which offer conditions for skiing;
- Historical centres of great importance - Curtea de Argeș, Câmpulung (protected built area, declared as being of national importance through Law 5/200 – position g5 urban ensembles), the former residences of the Bratianu and Golescu families etc.;

- Câmpulung town, the first fortress of Walachia (sec. XIV), is the only town in Walachia whose historical centre, relatively well preserved, remained un-demolished within the communist age;
 - Building, through urban regulations, different perimeters to protect the built patrimony of national value;
 - Argeş County is crossed by important traffic routes which make the connection with Transylvania through Rucăr-Bran Corridor, across Transfăgăraşan, through Olt Valley, all these itineraries offering a great tourist potential which is insufficiently valorized;
 - The existence of different protected areas ("Piatra Craiului" National Park);
 - Relatively short distances from Bucharest, Târgovişte, Braşov, Râmnicu-Vâlcea, Sibiu;
 - Historical and art monuments, archeological values;
 - Architecture monuments – neo-Romanian, Ion Mincu school;
 - Non-valorized balneal potential or in an advanced state of degradation: Badesti Spa, Bughea de Sus Spa, Eforie Kretzulescu Spa of Câmpulung (built in 1897 on the initiative of doctor and politician Nicolae Kretzulescu (1812 - 1900), situated on the right bank of Târgu River, in the middle of a park shaded by old trees and embellished by numerous alleys decorated with flowers ¹⁾), Brădet balneal complex;
 - Arrangements and equipment to relax in the open air, including sports fields, gyms;
- Taken from "Câmpulung and the surrounding areas" published in 1907 with the help of S.T.R. committee, Muscel section.

Weaknesses – dysfunctions

- Polluting factors;
- Lack of technical equipment in order to exploit, protect and use the therapeutic mineral resources;
- Insufficient and obsolete tourist structures; lack of arrangements and endowments for invigorating services within built spaces, fitness rooms; playgrounds which are not properly equipped;
- Reduced number of rooms within the classified tourist structures;
- Improperly equipped theatres and conference halls;
- Insufficient and damaged traffic network, in the conditions of a continuously developing traffic;
- There is not a certain quality standard which should increase the use of the spaces; the commercial space development is stagnating;
- Areas destroyed following the interventions within the communist and post-communist period;
- Urban agglomerations; traffic conflicts;
- The green spaces within the localities are insufficiently equipped;
- Lack of utilities or obsolete utilities;
- Decreasing economic activity within Muscel area;
- Lack of a strategy to promote the county's tourist potential;
- Lack of efficient, internal or external partnerships within tourism development.

Opportunities:

1. Revitalizing the areas in decline (Câmpulung Muscel, Curtea de Argeş, Costeşti and Topoloveni, the Southern area of the county);
2. Identity consolidation and image promotion;
3. Recognition of and establishing the real values within Argeş;
4. Creating the affiliation feeling to Argeş and Muscel area;
5. Creating the material base;
6. Providing protection and preservation of the landscape, natural and built environment;
7. Development and promotion of the tourist aspect as an economic profile of the county;
8. Re-launching different traditional tourist areas as tourist resorts of national and international interest.

Advantages / disadvantages:

1. improvement of the urban aspect within the localities that have a tourist potential by:
 - creating guide marks;
 - personalizing the spaces through urban furniture, marks to identify the monuments;
 - defining space identity by building statues;
 - square fitting and tree planting;
 - fountain building;
 - opening different art galleries;

2. creating the affiliation feeling by:
 - promoting the local values;
 - knowing the history;
 - initiating child contests on these themes, knowing one's own values.
3. development and promotion of the tourist aspect of the county:
 - declaring the priority to develop the tourist aspect as one of the main branches of the local industry (see the multiplying effect of tourism);
 - legislative measures to encourage investments;
 - development of the public supply network;
 - local transport within the urban localities, in accordance with the regulations of the General Urbanism Plan and HCL (Local Council Decisions) in force, equipping the routes with station marks, maps of the routes, connections with the interurban transport, tourist information, station and bus station adequately equipped, waiting places, advertising spaces, marks to identify the urban transport means in order to recognize and differentiate these from the other vehicles in traffic;
 - encouragement of the economic development for the related industrial branches (alimentary industry, transport industry, construction materials industry);
 - improvement and diversification of the service offer;
 - publishing guidebooks containing tourist objectives;
 - creation of a data base with accommodation possibilities (from pensions to rooms for rent within private houses), a programme to train the personnel employed within the tourist service department;
 - free consultancy within the legislation specific to tourism (obtaining the functioning authorization, the tourist classification).
4. Creation of a material base within Câmpulung – spaces to organize commercial and presentation markets, conferences at national level, taking into account tradition and even the name market town of Câmpulung, its geographical location between Walachia and Ardeal, the fluidity of the connections with Braşov and Bucharest.
5. Providing the protection and preservation of the natural and built environment in accordance with the sustainable development requirements, promoting the laws, restrictions and what is permitted.
6. Propagation of the opportunities within different environments to attract potential investors.

Conclusions

1. Argeş County has a special tourist potential, which places it, nationally speaking, among the first within this domain. The hotels, chalets, tourist halts and rural pensions are situated in well-known recreational or emergent areas.
 2. The market researches within tourism do not aim to study the tourist demand only, but they, obviously, comprise the study of the tourist offer. This second category of the tourist market has to be approached both in a static profile as well as in its dynamics. Only in this way it is possible to obtain detailed information with regard to its components, and to observe the trends of its evolution. The multilateral character of the approach involves the use of *varied sources of information* and *different methods* to obtain and process the information. The main source is represented by *the statistical record of tourism*, with its specific indicators – for example, number of accommodation units (out of which: hotels, villas, chalets), number of accommodation places, number days/tourist, the structure of the hotel capacity divided on qualitative categories (5, 4, 3, 2, 1-star hotel) etc.
 3. The tourist market has a very complex internal structure, in which, in order to adopt the most adequate marketing strategies, it is necessary to segment it.
 4. In other words, the tourist product offered by Argeş County (in this case) has to be divided into subgroups with specific needs and preferences, which form a sufficiently large part of the total demand, in order to justify a distinct marketing strategy.
 5. It is very important to know the characteristics of the identified arguments, due to the fact that, on their basis only, one can establish the distinct modalities to approach the target-clients.
- Thus, the tourist market demand offered by Argeş County involves the investigation of its specific dimensions, obtaining information with regard to the territorial distribution of the tourist offer and demand, of their contact points.