THE IMPLEMENTATION OF AUSTRIAN MOUNTAIN TOURISM EXPERIENCE IN ROMANIAN MOUNTAIN TOURISM

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Abstract: This paper shows that Romania has an unexploited tourism potential, there must be new approaches to the promotion of Romanian tourism products to travel agencies in international markets, namely, the Austrian market. Prahova Valley is a major tourist center, one of the most popular tourist destinations in our country. This is primarily due to natural and human resources, but also accessible area. Prahova Valley resorts meet operating throughout the year, increasing the role of tourism in the economy. Although tourism potential, natural and anthropogenic, the area is extremely valuable, in few places is exploited. Austria is a country where tourism marketing is applied, with the best results because of innovative techniques which successfully led to the international tourist market ski resorts. Austrian mountain tourism took the idea that any city can have a status to be exploited. It should be made known by a particular brand, a brand quality through more investment and confidence in their potential, all these are methods that policy makers use it to develop and maintain a real tourist industry.

Key words: tourism market, mountain tourism, tourism marketing, tourism potential, tourism development strategies, tourism product, tourism brand

1. Romanian Tourism after EU accession

As the tertiary sector tourism industry in the contemporary period is a strategic one for many national economies, are known beneficial effects of economic, social, cultural and, to a certain extent on the natural environment. Therefore, investment and organizational efforts of many countries are facing the tourism activity, resulting in global circulation increased interest and direct and indirect revenue.

Last decades is characterized as a high dynamic arrivals and tourism receipts, registering high annual growth rates: 5-10% in arrivals and 5% to 20% in revenue.

In economic terms, tourism has resulted in participation by almost 12% of gross world product and about 8% of jobs, is also considered the most important component of international trade.

Also recognized by the multiplier effect, tourism entails many other economic sectors whose business depends largely (or exclusively) the tourist phenomenon (transport, general services, agriculture, food industry, woodworking, crafts etc.).

The social, tourism meet a multitude of human needs - rest, relaxation, knowledge, health care, relaxation, enriching the cultural horizon, Communications, adventure and more - which argues a high percentage involvement of the world population (over 50% ) in tourist traffic. For the same reason, tourism is considered an important indicator of quality of life and also a means of enhancing it.

In many forms of tourism, mountain tourism holds a special place: the mountain has always been a favorite destination for rehabilitation, recreation, adventure or other socio-cultural needs. Meanwhile, the mountain has attracted the attention of investors and tour organizers, the opportunities offered to develop an effective tourism activity so that we can talk today about the existence, worldwide, offers a complex, diverse (for all tastes and availability of money) and attractiveness.

In Romania, mountain tourism trends today is part of Romanian tourism in general: structural changes arising from transition to market economy, low tourist traffic, quality equipment and services due to lack of investment sources, difficulties arising from the delay of privatization, tax burden, not favor the development of tourism, lack of coherence of the legislative framework, the negative image of Romania abroad etc. propagated. These trends demonstrate sensitivity to stimuli economic and social tourism and mountain tourism is no exception.
And yet, Romanian tourism has real opportunities to revive and may become a more dynamic of the entire national economy, given that he will be subject to a coherent and realistic set macroeconomic targets based on monitoring sustainable tourism development. Mountain tourism should become a basic component of this strategy, given the valuable tourism potential available, operational experience, the potential demand for internal and external.

One of the important and topical issues for Romanian tourism development, an issue which has not received sufficient attention, especially as a comprehensive approach, is related to mountain tourism. Often considered as an area less attractive due to a narrow vision or an insufficient knowledge of the potential, the mountain was not a priority for tourism development strategies and resource recovery programs, so certified by fitting relatively modest in all respects - quantity and quality, infrastructure, accommodation facilities, recreational facilities etc. and the presence of specific products unconvincing holiday offers. [1] Romanian mountain tourism on Prahova Valley is a potential that can be exploited by European funds, the money being directed towards this sector.

In terms of tourism, Romania remained from neighboring states such as Hungary and Bulgaria, even if tourism has been declared a priority by the Government. However, prospects are encouraging, with Romanian tourism likely to become competitive. According to a report by the World Travel Tourism Council in 2008, in terms of growth prospects of the travel industry, Romania ranks seven of the 176 countries analyzed. Tourism and travel industry's contribution to Romania's GDP was 2.1% in 2008, meaning 7.9 billion lei. By 2017, increase in nominal terms 2.9% of GDP, 22.5 billion lei. Total demand for Romanian tourism services generated 27.7 billion lei in 2008 and will increase annually on average by 7.7% until 2017. The growth rate is higher than the world. Romania ranks 58 in the world in absolute size of the travel industry and ranks 157 of 176 countries, the criterion relative contribution of tourism to national economy, say the WTTC report. Romanian tourism is likely to experience one of the most dynamic developments across Europe, being able to represent even a 7% of GDP. No doubt that the national brand is based on Romanian tourism development, but it cannot exist without a long term strategy and effective cooperation between private and public structures. Even if private sector is quite active, tourism can flourish only in terms of private initiatives and also needs the support of public institutions. The state can provide help in three areas: infrastructure, fiscal incentives to promote and intelligent.

Also an important factor for promotion of Romanian tourism is the potential of our country received financial aid from the European Union. The tourism sector will have access to these funds in three areas: activities to promote Romania as an attractive destination in terms of business tourism, with an estimate of 150 million euros, sustainable development regions and tourism with the 570 million, and the European Agricultural and Rural Development, money that can be used to improve living standards in rural areas amount to approximately EUR 2.2 billion. Travel agencies anticipated accession to the EU increased by at least 10% of Europeans who visit our country based on the curiosity of the old EU members in discovering new countries that joined since January 1, 2007, but also eliminations due to travel restrictions. Moreover, Europeans feel more secure in Romania, a country not subject to terrorist threats. Foreigners may be interested mainly rural tourism.

EU countries have recently integrated part of many visitors, and Romania is a country that deserves to be seen through the rich national heritage. Curiosity foreign tourism is an important factor in our country, leading to an increase of 10% -11% of the number of tourists every year. According to reports from the Ministry of Tourism, rural tourism and eco-tourism is the foundation of this ascent, the unique national heritage to be primarily exploited. Another aspect that increases the number of tourists in Romania is offered security policy. Due to integration, foreigners feel safe and protected in Romania.

Also, climate change, already being felt, are considered long term. These will require significant shifts on human activities, which will also affect tourism. The main directions of the Romanian tourism development measures targeting arranging and booking and tourist resort located in the Black Sea, beach protection and ensuring water quality, providing a clean environment for recreation. Upgrading of existing structures and increasing degree of comfort are a priority. The rate of improvements of facilities for luxury tourism increased by 13.4% to 5 star hotels, 30% at four-star hotels, 12.7% from three-star hotels. A dramatic improvement was observed in 4000 a

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higher quality of life have made the outbound tourism to increase by 70%. Tourism has been an upward trend in both the appearance and development in the number of tourists. If we talk about tourism potential, we can say that Romania is highly attractive destinations but must be supported and promoted. Integration into the European Union has brought new tourists but also funds that are used to develop and promote tourism.

2. Romania's image on Austrian tourist market
Austria, although it only has a population of 8,233,306 people is a major tourist generating country for Romania, because of welfare, so the Austrian tourist market potential is huge. Romanian tourism product is found in some tour operators offer all Austrian Länder. In 2007, five tour operators have made, successfully, in particular software for sale Sibiu - European Capital 2007: Raiffeisen Reisen, Elite Tour, Reisen Ruefa Dr. Meiers Studienreisen and Blaguss.

2007 was a year in which special efforts managed by a strengthening Romania's position on the Austrian market and thus maintain our country among fashionable destinations in Austria, Romania's foreign earnings amount for travel services rendered Austrian tourists being 50.0 million (according to National Bank of Austria) later this year.

In early 2007 has ensured the presence of Romania in several tourism fairs, which allowed the establishment of direct contacts with thousands of people to persuade them to visit Romania. The presence of craftsmen and artists of popular music and the wine tastings, beer and other Romanian, was the strategy that had won the sympathy and interest of thousands of people.

Also in this year's partner country of Romania was the largest and leading international travel fair named Ferien Messe in Vienna, Austria. Romanian presence at this event has captured the public good, and media specialists, so that Romania is a stand as well as presentations over the organizers' expectations.

Other actions to promote Romania's image in the tourism market in Austria, held in Vienna, Salzburg, Graz, etc. consisted of outdoor promotion campaigns, the presentation of the exhibition “Sibiu - Young in 1191 and Romania as a tourist destination, and the work of the Commission for Bilateral Romanian-Austrian tourism.

An important step for the development of our country's tourism image in the minds of Austrian tourists was the development of good relations with a number of print journalists and editors of national radio.

3. Austrian Tyrolean tourist marketing and design related to tourism planning
Austrian design is based mountain tourism development with economic considerations, which can not be neglected, and the concern of „people” is considered more important. The man, a resident of the mountain, is in charge of planning, which is observed in rural tourism. Thus, not a new station, but an essential travel "village" was developed, based on ancient populated places.

Some features of this policy:
- Integrate tourism in harmony with the traditional economy that protects the state;
- Equipment is multiplied because of public or private initiatives but remain under local authority control;
- Tourism is to benefit the vast majority of its revenue for the local population;
- Tourism seeks to preserve unaltered natural and cultural environment.

For Austria, a "winter sport", besides the ski includes: slide, skibob, skating, and winter games typical. Austrian hotels have improved considerably in recent years, conditions and quality of services, so as to compare with its neighbor, Switzerland. Taking up with increasing demand, the country's hotel capacity has increased considerably, the country currently offering 1 million seats in winter and summer 1.3 million. Average employment in any way accommodation is assessed in various official media, as the country between 20 and 30%.

Austria's slopes are excellent, service impeccable, prices comparable to or lower than in Romania and modern cable plants are a multitude of reasons why Austria is favorite destination for skiers. Austrian landscape, offers numerous opportunities to practice different winter sports. Season lasts from November to April, but in some places, because glaciers can ski and summer. All winter tourist segment is very well developed: track night, cable installation, artificial snow, overlapping with Switzerland, thousands of houses, restaurants, dozens of schools and hundreds of certified professional instructors ready to teach you everything you need you know.

Austria has approximately 22,000 km of track and about 800 mountain ski resorts and snowboards. Great skiing in the Austrian Alps arenas have up to 100 installations and 250 km of prepared slopes and include famous regions such as the Zillertal,
Wilder Kaiser or Arlberg. In addition, glacial regions are located in Austria, which offers year-round passable tracks (eg Tuxer and Stubaier Sülden and glaciers). Austria is a more distant destination, but ideal for those with claims in relation to skiing resorts referring me here from far larger networks with hundreds of km of slopes for all categories of education and age. Because auxiliary programs and kindergartens and ski schools, Austria is also a perfect destination for families.

In Austria, rural tourism is an activity which confirmed developed new concerns - now time jobs - which have contributed to development of rural settlements. Manifestations of rural tourism are: breakfast farm (peasant houses with rooms for rent) and tourism in the inns. The results obtained in the Tyrol is a natural consequence of the program initiated by the Ministry of Agriculture and Commerce, entitled "Green Plan", which were granted to households Tyrolean loans (loans) with a repayment period of high (15 years) and interest low (3-5%). All this led to: the approval and operation of the 25 common interests in a family of two receives tourists from the farm, on average there - every firm - six beds. Today the whole Tyrol third of rural households in rented accommodation. Austrian rural tourism product is characterized by: the effort investment for equipment, mainly small units and nature of their family, the hotel continually improved the quality of equipment (room, bar, TV, games room, sauna, pool etc.). Austria is characterized by superb organization, cleanliness, service impeccable, good taste, people friendly and service-minded, good mood, landscapes etc. Given the need for facilities for sports in all seasons, holidays Tyrolean are currently unthinkable without: riding, tennis courts, indoor pool, massage room, solarium, snack bars, saunas, ice rinks, ski slopes skiing, artificial snow guns (collector lakes) and snow beating machines.

4. SWOT Analysis mountain tourism for Prahova Valley and Tyrol

Establishment of mountain tourism in Romania strategies applied both macroeconomic and microeconomic level needs to start from a good knowledge of mountain tourism potential, the current level of recovery, affecting Romanian tourism development in general and in the mountain private.

To create a balance between objectives, resources, skills and opportunities must be strategically planned activity both at the resort, each service unit and in their interest. For this purpose it is necessary first to define the mission of existing units in the resort and material and human resources that are necessary for carrying out and achieving goals, and identifying new opportunities for the deployment of current activities, modernization and diversification of services offered. Analyzing strengths and weaknesses helps establish tourist site that is occupied units that are market opportunities that need to invest human and material resources.

**Strengths**

**Prahova Valley**

1. Potențialul turistic
2. Accesibilitate
3. Echipamente turistice
4. Circulația turistică
5. Baza tehnico-materială destinată agrementului

**Tyrol**

1. Poziția geografică și complexitatea formelor de relief oferă climat favorabil dezvoltării turismului montan prin condițiile ce le oferă tot timpul anului
2. Vegetația și fauna caracterizate prin marea bogăție a speciilor floristice și faunistice în toate masivele montane.
3. Nivelul ridicat de conservare a zonelor montane;
4. Nivelul redus de poluare în aer, apă și sol;
5. Existența a numeroase obiective turistice de natură antropică, atât în stațiuni cât și în împrejurimile lor.
6. Acces facil la stațiunilor turistice de interes național și în masivele montane importante.

Relieful variat care determină prezența numeroselor obiective turistice naturale: domenii schiabile, trasee pentru drumuri și alpinism, chei și văi, cascade.

**Weaknesses**

**Prahova Valley**

1. Low quality of general infrastructure and access roads to the resorts on Prahova Valley
2. Staff training
3. Tourist equipment
4. Pollution
5. Congestion
6. Poor quality of room service's
7. Unfair price-quality ratio
8. Noise
9. Disinterest towards clients
10. Hygiene

**Tyrol**

1. Turning reduced tourism potential

**Opportunities**

**Prahova Valley**

1. Major rehabilitation starting and ending with the auxiliary (forest roads).
2. Improving housing conditions in most tourist chalets.
3. Reconditioning cable transport facilities.
4. Extending the chain of mountain resorts in the Prahova Valley to include areas less promoted.
5. Wider range of services and attracting tourists in resorts throughout the year by organizing workshops, short courses, activities, treatment, cosmetic, diet.
7. Organize regular or occasional festivals, some specific events or season’s area.
8. Revive cultural tourism itinerary for knowledge of areas of tourism.
9. Increase the accommodation capacity of cities to develop business tourism, meetings and congress tourism.
10. Modernization of transport services in tourism and diversification during the journey.
11. The emergence and development of products specific area of interest: religious tourism, environmental, automotive, riding, agro tourism.
12. Devising a strategy to diversify tourist services offered by travel agencies, so as to be attractive to every tourist, offering alternative leisure opportunities in every circumstance and at any time of day.
13. Raising the quality of human resource services in tourism.
15. Developing new tourism products to international values based on cultural and natural interest, including special activities and individual travel.
16. Development of historical sites and tourist centers in mountain areas as stopover points in the circuit as a basis for circuits.
17. Accommodation in picturesque reception structures, good quality, reflecting local architecture and culture.

**Tyrol**

1. The emergence and development of products specific area of interest: ecological tourism, motoring, riding, agro tourism.
2. Devising a strategy to diversify tourist services offered by travel agencies, so as to be attractive to every tourist, offering alternative leisure opportunities in every circumstance and at any time of day.

**Threats**

**Prahova Valley**

1. Pollution of soil, water and air.
2. Lack of special bodies set up for redevelopment and constantly checking the tourist itineraries.
3. Age and state of wear on some cable transport.
4. The creation of modern tourist reception structures in sparsely populated areas threatens the proper functioning of chalets, camping sites and tourist lodges in these areas.
5. High prices relative to services.
6. Poor catering services, especially lack of qualified staff in catering establishments.
7. Lack of programs to promote tourism on Prahova Valley.

**5. Conclusions:**

Austrian tourism product is characterized by: the effort investment for equipment, mainly small units and their family nature, the continuous improvement of quality of hotel facilities (lounge, bar, TV, games room, sauna, pool etc.). Austria is therefore characterized by: perfect organization, cleanliness, service impeccable, good taste, people friendly and helpful, good mood, great landscapes, these are just some of the strengths on which the Austrian tourism.

Given the need for facilities for sports in all seasons, holidays Tyrolean are currently unthinkable without: riding, tennis courts, indoor pool, massage room, solarium, snack bars, saunas, ice rinks, ski slopes skiing, artificial snow guns (collector lakes) and snow beating machines.

According to statistical data it appears that the Austrians are large consumers of travel products and Romanian. However, Romanian tourism products to be promoted by the Austrian tourist market only if they are adapted to consumer preferences of Austrian tourist. The analysis of these preferences was obtained the following data on the Austrian likes to leave: without wasting time to do something (64.1%), eat and drink (54.2%) to sports (42.7%), have social contacts (31.3%), arts and culture (30.5%), reading (28.2%) to shopping (21.4%) and study (5.3%).

It is noted that the Austrians are large consumers of culture and then attribute that Romania needs to define the Austrian market is culture. Romania and could position itself as a destination both cultural and natural landscape as a potential destination.

For future tourism to grow, it is necessary to propose a series of measures to revive and boost tourism activities, which serve to create a genuine tourist industry, with positive effects on both the tourists and the local community.

Tourism practiced Prahova Valley sector of the economy is developing in relation to tourism in the Tyrol region. Prahova Valley has an impressive number of tourism resources, natural and anthropogenic, which unfortunately are not valued at their fair value. It also notes that there is a range of projects designed to improve the image area. The technical and material entered into a process of renovation and modernization, new structures being
built tourist reception. Units of leisure and transport facilities have been refurbished or cable are being refurbished, while there and for new projects. In recent years, projects have been initiated to develop agro-tourism and mountain tourism and cultural projects that are beneficial to tourism development but also for economic development trying to get closer to the development of Austria. Other tourism development strategies in the Prahova Valley refer to specific forms of tourism. Within these programs does not meet extreme sports such as mountaineering, sport climbing, tourist orientation. Therefore, young people prefer to choose other destinations, which leads to lower earnings.

References: