

TYROLEAN MANAGEMENT CAN BE APPLIED IN ROMANIAN MOUNTAIN TOURISM?

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Abstract: 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. Austria is a country where tourism marketing is applied, with the best results. After a thorough analysis of the problem we have identified ways that have been successfully imposed on the tourist market using innovative marketing techniques. In Austria, mountain tourism started from the idea that any city can have such a status to be exploited. It shall be made known by a particular brand, a brand quality through more investment and confidence in their potential, these are the methods they use to policy makers to develop and maintain a real tourism industry.

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

1. Tourism development in the mountain region

Mountain regions are generally areas where tourism has taken the greatest extent: more massive benefit from an European summers are short and specific activities of winter, with a tremendous potential for ecotourism. This activity requires an intelligent management of water resources, transport infrastructure, but also an aggressive marketing and attractive. Diversity and multiactivity are solutions for tourism development in the years to come. Tourism grows in mountainous regions with new marketing concepts, but for this to be possible we need an international network and cooperation beyond the boundaries of a country's borders.

Mountain territories attract mainly due to advantages such as recreation and landscape, while urban areas attract due competitiveness. However, imbalance can arise between cities and rural areas. Partnerships are developed between cities and mountain areas that people can benefit from both types of territory, and find places to charge with positive energy.

Carpathian is a tourism product base of our country, which is promoted both domestically and on the outside, with coastal tourism, spa and cultural - traveling. Internally, mountain area was exploited by promoting hiking (especially for young travelers), tourism leisure and recreation resorts arranged - in time (Sinaia, Predeal, Poiana Brasov, Bușteni, Durău, Stâna de Vale, Borșa and

others), tourism and winter sports (Poiana Brașov, Sinaia, Predeal, Borșa, Semenic, Păltiniș etc.). Also, weekend tourism as the main destination was the mountain area for many residents of towns near these areas.

In a relatively recent trend is noted tourism and business development meetings, which have adequate facilities in Sinaia, Poiana Brașov, Predeal, but in some of the resorts in the mountain area. This form of tourism has been promoted to mitigate seasonality especially those tourist resorts, but also as a means of promoting proper tourist trails.

A recent development also gained a rural tourism, practiced in many settlements located in the heart or the periphery of the Carpathian area, such as the villages of Bran, Sibiel, Lerești, Gura Humorului etc. Rural tourism tends to attract more tourists because they offer alternative versions of classic holiday spending.

The richness and variety of therapeutic factors enjoyed mountain area were exploited by health tourism development (especially for the treatment of various diseases and less prophylactically) in spa resorts such as Băile Herculane, Moneasa, Geoagiu - Băi, Călimănești - Căciulata, Vatra Dornei, Slănic Moldova etc.

Foreign markets have been promoted as major destinations Sinaia, Poiana Brasov and Predeal programs through resting stays or winter sports.

2. 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.

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 can not 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 further increase in the number of pensions.

Romania has been accessed in the last year of more tourists from Ukraine (21%), France (+18%), United Kingdom and Austria (14%) and Turkey (8%). Constant tourists came as usual from Moldova, Bulgaria, Germany and Hungary. Thanks to high quality services offered, the desire to travel, meet new cultures and civilizations, but also due to

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.

3. 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.

4. Presentation of the mountain area Prahova Valley

Prahova Valley is one of the most popular tourist destinations in Romania. Easily accessible both by rail and road, in a relatively short distance from the capital city is very beautiful and has many tourist facilities.

At the top of Prahova County, is dominated by the steep eastern slopes of the Bucegi Mountains and is composed of one string of resorts (Sinaia, Bușteni, Azuga - and Prahova Predeal - Brasov County).

Sinaia is situated on the Prahova River in the foothills of the mountains Bucegi and Baiului 62 km northwest of Ploiesti and 102 km from the capital.

Attractions of the resort Sinaia:

- Pelișor Castle;
- nature reserve Point fossil "Plaiul hoților";
- nature reserve "Aninișul de la Sinaia";
- historical and architectural monument Peleş Museum;
- historical and religious architectural monument Sinaia Monastery;
- secular architectural monument Casino Building;
- memorial house Nicolae Iorga;
- memorial house George Enescu;
- municipal museum Bucegi Museum Collection Reserve

Sinaia offers guests many opportunities for winter sports with bob slopes, skiing, and alpine skiing. Transport cable - cable plants are diversified climbed as:

- A cable car from Sinaia and Cota 1400 - 2328 m length;
- Cable Cota 1400 - rate 2000 - 1945 m length;
- Lift Cota 1400 - rate 1950 - 1940 m length;
- Longing Valea Dorului - Furnica - length 980 m;
- ski-lift Valea Dorului - Vârful cu Dor Furnica;
- ski-lift Vârful cu Dor - Cota 1400 - Cota 1500;
- ski-lift Vârful cu Dor - Cabana Vârful cu Dor;
- baby ski-lift Poiana Florilor - 250 m;
- baby ski-lift Scândurari - 200 m;
- baby ski-lift Valea Dorului - 200 m;
- baby ski-lift Telecabina 1400 - 250 m;
- baby ski-lift Furnica - 250 m;

Technical performance of cable transport facilities are 3345 people/hour total length of the cable route is 9827 m.

There are special facilities for winter sports: track grain length 1500 m (13 turns and 132 m difference in level), ski slopes of different difficulty levels, slopes for sledding.

There are numerous marked trails, access road to share the car with 1400, and two cableways (Sinaia

- Cota 1400 and Cota 1400 - Chalet Vârful cu Dor 2000 m) and an elevator.

Bușteni - „Gate Bucegi“

Touristic objectives:

- natural monument Babele;
- natural monument Sfinxul;
- religious architectural monument Nașterea Maicii Domnului Church;
- architectural monument Cantacuzino Castle;
- memorial house Cezar Petrescu
- memorial Heroes Cross on Caraiman
- memorial Last grenade.
- Urlătoarea Cascade.

Vehicles on cable:

- A chairlift - length 1830 m, capacity 400 persons per hour, seats two people during the journey: 15 minutes;
- Lift Logs - Babele - route length of 4350 m, 1237 m level difference for the scroll 13 minutes, 25 person capacity;
- Lift Babele - Peștera - route length of 2611 meters, slope 560 meters long scroll 10 minutes, capacity 35 people;
- Kalinderu slope. Slope length, for entertainment, contests and sports competitions, is 1.500 m with an average gradient of 37% and a width of 40 meters. Slope is provided with two types of arrival, one for beginners and one for advanced. Part Kalinderu investment is made in a public private partnership, through the PHARE program, with a 88% contribution from the European Commission and 12% of the Romanian Government, local authorities and county.

Azuga

Attractions: ski slope, fair straw.

Vehicles on cable:

- Sorica chairlift - 1830 m;
- 1 ski-lift- 166 m long.
- Ski

Predeal. Touristic attractions: the ski slopes with different difficulty levels, lift Clăbucet Arrival - Departure Clăbucet, hiking trails, skating rink.

Nature reserves are areas that are protected by law endangered natural elements.

The natural park is known Bucegi National Park, park entered into national and international tourist circuit thanks to adequate facilities. Nature reserves do not yet have the necessary facilities to be exploited by tourism. Prahova Valley nature reserve which was required by securities and entered into the tourist circuit is Arinișul Natural Reserve in Sinaia.

Protected areas have landscape value but also fragile ecological balance at risk of rapid depletion and degradation, so we need to achieve an appropriate tourism development.

Human resources are specific elements of culture created by man, over time; it exists in the territory of any country and may be exploited for tourism.

Existing human sights were built by humans in ancient times for other purposes and reached today in the hypostasis of tourism potential. They are diverse and can be grouped into cultural and historical components, on the one hand and ethno-cultural and ethno-folk on the other hand.

These are:

- monuments and archaeological sites;
- monuments and architectural ensembles of the bill and religious art;
- combinations of architectural monuments and art of civil bill;
- memorial houses;
- technical monuments;
- historical sites;
- cultural tourism resources;
- ethno-folkloric events.

Attractiveness is defined by the following components human traits:

- uniqueness - is one of the main reasons that enhance the attractiveness of tourism, be it a unique product or a goal reached while maintaining unique due;
- man-size targets can polarize the attention and interest of tourists where extraordinary. Anthropogenic components of very large or very small are admired daily by thousands of tourists;
- originality - is also an attractive source of material and resulting architecture;
- Age awakens attention of tourists; some objects in museums or geographic area (ancient objects, ancient ornaments, old popular technical elements) are a tourist attraction
- Functions performed by certain buildings can often become a source of tourist interest.

Prahova Valley has a huge tourism potential anthropogenic, which shows the evolution and continuity of social life, economic and cultural realms Prahova.

Cultural and historical heritage of Prahova Valley include:

- Monuments and architecture and religious art: Sinaia Monastery founded by Mihai Cantacuzino (1695);
- Monuments and architectural ensembles of invoice civil settlements development Prahova symbols representing traditional styles, expressing originality and architectural building systems also measure the degree of cultural and socio-economic development of the Prahova Valley.

Urban and rural attractions are also due to specific architecture, art values, culture and civilization and because of events they host.

Monuments are works of technical industrial and technical type with unusual tourist value. In this

category fall: metal and wooden bridges, old milling facilities, transport and hydro facilities.

Are historical sights relating to the locations where important historical events took place and the location of military cemeteries.

Parks and gardens throughout the development of human settlements have been modernized and equipped with new elements (Zoo from Busteni, Sinaia Park).

In rural communities, social life is conducted in accordance with a specific tool for measuring time to reconcile the variety of human concerns phenomena of terrestrial and space constant. These links are evidenced by multiple specific celebrations and rituals of the Romanian people. An expression of folklore is based on three calendars:

- civil calendar with two solstice and equinoxes, moon phases and other astronomical events or weather;
- church calendar that includes holidays and important days in a year;
- folk calendar showing good times to carry out agricultural and pastoral activities.

Romanian folk calendar includes several types of events, related to:

- Christmas Holidays, New Year and Epiphany. Practices are the most popular Christmas carols and the ugly goat.
- Christmas Holidays, New Year and Epiphany. Practices are the most popular Christmas carols and hated going to the goat.
- Pastoral celebrations of spring and early related to gathering sheep grazing sheep in the mountains or downward fall.

Mountain Holidays, "Snow Celebration in Sinaia".

The calendar includes religious holidays of Christmas and Easter related, the celebration of saints and archangels, the important events of human life. Alongside these holidays takes an important fairs and festivals that preserves the traditions and customs.

Ethnographic museums are cultural institutions which are visited by tourists who want to cultivate and investigate the materials exposed. Some of them are attached to monasteries. Local museums preserve traditional values and supports visitors in understanding the process of spiritual and cultural development of the area they are located. They are tourist attractions that can be made by visiting their worth in the circuits and thematic tours organized.

5. Presentation of the Austrian Tyrol area

Austria, the Alpine country is located in Western Europe and known as the Republic of Austria. The capital is Vienna (1.5 million inhabitants). German

is spoken and the currency is the euro (from 01.01.2002). Administrative division is nine federal states. Austria relief is predominantly mountainous country with an average altitude of 910 m. The northern mountain chains are North Tyrol Alps and Salzburg Alps.

Regarding natural resources can be said that Austria receiving deposits of metal, coal, oil and gas. Then in smaller quantities are coal, zinc, kaolin, gypsum, quartz, salt, bauxite and talc. Problems facing this country in the pollution are varied. Industrial pollution, a large number of tourists and air pollution mainly from Germany, Slovakia and the Czech Republic combine to make acid rain main problem. A quarter of them suffer from forests and trees are dying significantly.

To combat this problem, the country has imposed the most drastic measures in the car. Other environmental issues would also be the expansion of agriculture, greater use of rivers to generate electricity and erosion caused by forest loss.

Austria has nine federal states: the Upper Austrian, Lower Austria, Burgenland, Styria, Carinthia; Salzburg, Tyrol and Vorarlberg. Tourism is developed for that however is a major concern for the tourists to discover the beauties of this country: the famous Alps, the areas of sports, music festivals, lakes, horses, museums and other attractions.

Austrian economy is based on a balance of public and private enterprises.

Tyrol is a state in western Austria, the capital of Innsbruck. The main attraction of this region of Innsbruck.

Tyrol is a beautiful region with a rich folklore Schuhplatter including dance, singing bands and Jodel technique.

Tyrol is a favorite tourist destination especially by Americans, that when, shortly before the Second World War, an American tycoon Innsbruck spent less time in the highly publicized and, once back in America.

Tyrolean slopes are favorites of tourists, who gather here in mid-December to late March.

The highest peak is Grossglockner Tyrol, 3,798 m high. Kaunertal is currently the most sought place and here you can enjoy skiing and glacier Gepatsch Weisssee tip.

Innsbruck. Considered by locals and tourists „hearts Alps Mountains”, the capital of Tyrol, Innsbruck is not only a city of unique beauty, but also one of the favorite destinations for tourists worldwide. Located in the Alps, Innsbruck is located right in the Valley River Inn, surrounded by mountains. Besides his fame as a tourist destination, Innsbruck is a city map important winter sport lovers, and twice was the host of the Winter Olympics. To easily find and view the

surrounding panorama of the city, gets to Stadtturm, an impressive building dating back to the fourteenth century, located on Friedrich Strasse. Goldenes Dachl (Golden Roof) is a building with great architecture, like the Dome of St. Jakob.

The next target could be the Imperial Palace, dating from 1397. Despite numerous restorations and even reconstruction and adding new facilities, the palace has largely maintained its original appearance. Innsbruck for the skiing enthusiasts may be an image of Paradise winter. The city is accessible no less than five ski slopes, the link between them being made by bus. The closest accessible and is Hungerburg. At 40 kilometers from town is the Stubai Glacier, some appropriate for any season. During the summer you can ski at a height of 2900 meters by 3300, the view was gorgeous and perfect snow.

Innsbruck's, with the 150,000 inhabitants, is an international winter sports center and has hosted the Winter Olympics twice, in 1964 and 1976. It is considered the unofficial capital and snowboarding in Europe.

Events in Tyrol

Holiday fire. Feast of fire in the Alps is an old custom practiced during the summer solstice, and scrupulously observed in the Tyrol. Particularly impressive is the ceremony taking place in the Tyrol. Approximately 8,000 shots with different symbols are lit on the nearby mountains.

Festival offers from Kitzbühel. In Kitzbühel Golf Festival has already reached the 7th edition in 2009. Famous tournament week, combined with so-called "Gourmet-Drive", is both for those who practice golf as entertainment and for players with ambitions greater one of the most beautiful golf weeks of the year.

The Women World Soccer. Held under the motto „Ladies First” in the program „Women Soccer World”, this tournament offers host city for a week into female football. Female teams from across Europe to meet here face in this tournament. In addition to the tour schedule, there are a number of other attractive activities offered to visitors and offers very affordable all-inclusive.

Festival Dance "Tanzsommer" transforms Tyrol in the center of the world capital of dance.

And this year anniversary, the Dogana Hall in Congress Innsbruck Exhibition Centre will host some of the most important dance companies in the world. The festival will open the best dance band in Spain: „Compania Nacional de Danza“.

In 2009, Tyrolean cultural landscape was dominated by the 200-year anniversary of the uprising region Tyrol led by Andreas Hofer, from the Bavarian and French. The program commemorates the liberation hero takes place in Tyrol, South Tyrol and Trentino, and include

lectures, concerts and processions celebrating. Peak year anniversary is "Great Procession" in Innsbruck, where part of the traditional association of Tyrol and neighboring regions. Over 20,000 participants will present professional choreographers.

6. 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.

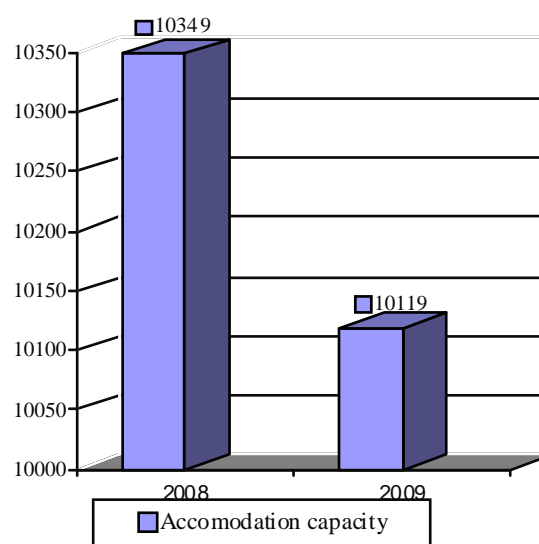
For Austria, a "winter sport", besides the ski includes: slide, skibob, skating, and winter games typical.

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 (e.g. Tuxer and Stubai Sölden 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.

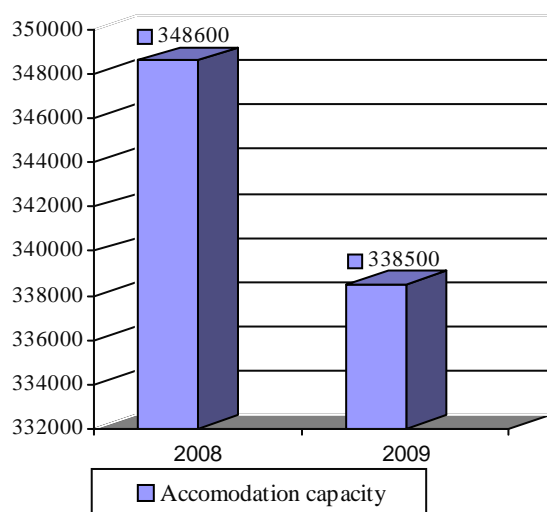
Tourist accommodation capacity in the Prahova Valley decreased from 10,349 to 10,119 representing a decrease of 2.27%, which is due to investment in the material, opening of new hotels and hostels.



Source: Prahova County Statistics

Figure no 1. Graphical representation of the number of existing tourist accommodation in the Prahova Valley in 2008-2009

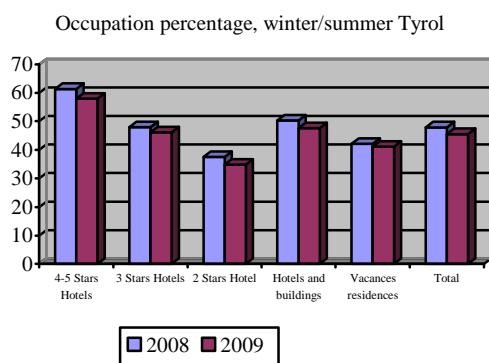
Tourist accommodation capacity of Tyrol region decreased from 348,600 to 338,500 representing a decrease of 2.98%, which is due to low investment in the material, opening of new hotels and hostels and not least tourists need to meet demand.



Source: www.statistik.at

Figure no 2. Graphical representation of the number of existing tourist accommodations in Tyrol region in 2008-2009

Employment in accommodations in Tyrol in 2008 was 47.8% representing a relatively high percentage compared with that recorded in the Prahova Valley. In 2009 this percentage decreased to 45.5% which shows that they have built new hotels, villas and pensions and living standards rose, people increasingly investing more in recreation and leisure.



Source: www.statistik.at

Figure no 3. Graphical representation of the existing occupancy Tyrol region in 2008-2009

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.

7. 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. Tourism potential
2. Accessibility
3. Tourist equipment
4. Tourist movement
5. Material and technical basis for recreational

Tyrol

1. Geographical location and complexity of the relief offers favourable climate in mountain tourism development conditions offered throughout the year
2. Vegetation and fauna characterized by great wealth of flora and fauna species in all mountain masses.
3. The high level of conservation of mountain areas;
4. Low level of pollution in air, water and soil;
5. The existence of numerous attractions such as anthropogenic, both stations and in their surroundings.
6. Easy access to tourist resorts of national interest and important mountain masses.

Varied topography that determines the presence of numerous natural attractions: the ski areas, hiking and climbing trails, gorges and valleys, waterfalls.

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.
6. Business and meetings tourism development in tourist resorts.
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.

14. Increased private sector 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.

Tyrol

1. Pollution of soil, water and air.

8. Conclusions:

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.

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.

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