

TOURISM ACTIVITIES AND ROLE IN THE RECOVERY ROMANIAN ECONOMIC AND SOCIAL

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Abstract:

The tourism industry in recent years has become an important sector in the European economy, especially dating its multiplier effect on the adjacent economic sectors, especially contributing to the increased rate of job creation, which exceeded the industry average EU overview.

For these reasons it is considered that tourism industry plays an important role in achieving the aims set by the European Commission under Agenda 2020.

But global economic downturn has affected most structures economy from the monetary sector with visible effects on the real economy: increased financing costs, rising unemployment and lower levels of economic activity have affected the income, corporate profits have fallen significantly, many falimentând.

Keywords: *business tourism, economic recovery, travel, quality political programs*

JEL Classification: *M51, M52*

1. Introduction

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With the global recession and need event exceeded the minimum point called economic crisis, the smaller they need to make serious efforts to find new ways to attract foreign capital, namely to use all available means to overcome the economic recession.

2. The economic impact of tourism

Increasing volume and complexity of the supply of tourist services have generated a truly travel and tourism industry, which justifies treating tourism as a distinct phenomenon of the growing economy, are part of the tertiary sector. By its nature, tourism is extremely complex phenomenon with deep social, political, cultural and economic. Linking heterogeneous components gives rise to a specific unique and original, not identified with any of the traditional branches of national economy, fully justifying its treatment independently. But it must be noted that, unlike other sectors of services, travel and tourism industry remains a branch. Consequently, every stage of its development time will be permanently in close correlation with the levels and rate of development of other branches the national economy.

Of economic, tourist is a consumer of goods and receiving services; of its costs and thus the resulting funds business entities tourism industry (travel, accommodation, food, recreation, etc..), Some is directly these units as profit and cash funds to pay salaries of workers employed in these units, elsewhere within the state budget or in the form of local taxes etc., and the third party is directly absorbed in other branches of economy for payment of products and goods delivered and services provided by these sectors to the tourism industry needs.

Economic effects of tourism consumption and should be evaluated in terms of labor income directly or indirectly engaged in tourism industry: serving the tourists to appeal to a large workforce with varied skills profile whose consumption expenditure also increased as a result of increasing living standards, because of more rational

and complete use of labor with the development of tourism [1]. When a tourist attraction was opened, it exerts a positive influence on the economy of the region, area, resort etc..

Where he was located and, in a broader sense, the entire national economy, the income generated by exploitation of that objective for international and domestic tourism, the consumption of goods and services and the income of labor used. Looking at tourism as a distinct economic sector, we find that it includes a wide range of services, from advertising, promotion, information, accommodation, catering, spa, leisure and entertainment varied. The whole national economy, tourism acts as a stimulating global economic system, assuming a specific request him of goods and services, request that involves an increase in their production area. Also, an adaptation of tourism demand determines supply, manifesting itself in the development of tourism structures and indirectly involved in stimulating the production branches: construction and development of new means of transport, recreational facilities for winter sports, water was Tourism development leads to a significant production increase.

Although it has a significant contribution to GDP creation, tourism has a special contribution to the achievement of added value. Given that a high intake of specific manpower, intelligence and creativity involved in creating value added tourism to an extent greater than other branches close in terms of development level. It also drives tourism and stimulates the production of other areas. Studies have shown that the activity of branches is determined largely by the needs of tourism.

Tourism is also a means of diversifying the economic structure of countries. The need to adapt to the needs of tourism more diversified tourist complex of causes specific recreational activities, lifts. Besides this, tourism is a way of superior to all categories of resources and especially the Natural beauty of the landscapes, curative qualities of mineral waters and thermal climatic conditions [2].

For our country - at this stage, due to the presence of unexploited tourist resources and insufficiently enhanced, tourism is an industry with significant growth opportunities and so remains an area of activity that can absorb some of the workforce still available through economic restructuring. It should be noted that tourism is able to ensure prosperity of disadvantaged areas, could be a remedy for deindustrialize regions.

This by developing less resource-rich areas with high economic value, but important and attractive tourist resources natural and anthropogenic. Because of this it is considered as a lever to mitigate inter-regional imbalances. Another manifestation of the economic effects of tourism is the contribution to ensuring a balanced money circulation, both achieved at the expense of domestic and international tourism. In addition to the economic, tourism has a profound social and human significance. It acts by nature, so the tourists directly, as well as the population of the areas visited. Also have an impact and effects of tourism on the environment, the use of free time and not least the ties between nations.

Tourism contributes not only to satisfy material needs, but also the spiritual needs of people. "Every step of a journey is an adventure of knowledge, every step mills and beat with joy, originality makes you born again, you high the base nature of each day, witness to his own miracle"[3]. If we look at tourism as an activity of production, inputs and outputs, it appears that this operation involves a variety of resources, having a natural role. Consequently, tourism influence on environment and its components.

Also in socio-economic, and political, be remembered very important role in enhancing and diversifying tourism ties between the nations in the world. Indeed, with actual trade, international tourism is becoming one of the main forms of connection between people situated on different continents.

Evolution, as tourism, as well as international tourism is characterized worldwide by a growing trend because of the influence of economic, demographic, political, social. International tourism has, in this case, the most important growth because people wish to visit other countries to know other cultures, habits but also by technical progress in transport, progress that allows faster and more comfortable travel distance of increasingly longer. World Tourism Organization provides a slowdown of the growth in arrivals, as well as revenue. Considering the average annual growth rates located around 4% (equivalent to a doubling every 18 years) for both indicators for the international tourist traffic [4].

World Tourism Organization believes that by 2020 the number of international tourism arrivals will reach 1.56 billion this number, 1.2 billion will be traveling to neighboring countries (regional) and 0.4 billion will be traveling long distance (inter -regional). The same source mentions sustained growth Asia-Pacific area, during 2010 - 2020 will double the number of international arrivals and will bring forward in terms of market share American continent. The highest annual growth rate has the Middle East, it doubled and the number of international arrivals in the same period. Distribution of international arrivals by geographic region confirms its leading position in Europe (717 million), followed by East Asia and Pacific (397 million) and Americas (282 million). Are Africa, Middle East and South Asia. Also, traveling long distances will have a stronger growth trend (5.4% / year) than short trips (3.8% / year). Thus, a share of 82% of short trips in 1995, is reached in 2020 that they have nearly 76% of international tourism market. On receipts from international tourism is estimated the amounts of 2000 billion USD in 2020. Thus it is estimated they will spend ~ 5 billion dollars worldwide every day [5].

On the European market to which it belongs and Romania, World Tourism Organization identifies several macroeconomic trends will occur in the near future, including the arrivals forecast to reach 1.56 billion in 2020 with

an annual average increase of 4, 1%, is estimated to increase travel long distances - from 18% to 24% in 2020 - the expense of inter-regional travel.

I can say that by 2020 Central and Eastern Europe will attract more tourists than in Western countries. Also among the forecasts are and that arrivals in Europe will reach 717 million in 2020, with annual growth of 3%, below the world average of 4.1% which will reduce the market share of Europe. I am certain that France will remain the largest recipient country of tourists in Europe since that 2020 will reach nearly 106 million international tourists. The Balkan countries will reach 10 in 2020 to receive 79 million tourists, 92% of whom were attracted by Greece, Bulgaria, Romania and Croatia. This is due to an annual growth of 4.6% during 1995-2020. In addition to these purely economic forecasts are needed and some predictions of social-psychological needs or wants to understand the new tourists and meet them with products and services to meet their just expectations [6].

World Tourism Organization identifies trends that will occur in this respect, the European market, interest allocated to tourism management, is among the most important, so it is promoted by governments for economic profits obtained more than social benefits and improving quality of life. The increasing competition among destinations for holiday and other forms of leisure, increasing importance of Internet as a means of promoting and selling, and themed amusement parks will become more popular by offering a wide range of attractions and facilities in a relatively compact area helps clear objective, namely to attract new tourists. Introduction of the euro is mainly a result increase the number of intraregional travel, rapid growth in the number of "low cost airlines," and it will be the effect of increasing intraregional travel, very important is culture that is part of the journey to over 60% of tourists Europeans.

These forecasts, as the economic, psychological and sociological as well as the need to make an offer appropriate tourist developments and market requirements. This is a macro-economic approach that will be deepened by short-term market analysis. To truly become an engine of economic growth, tourism activity should be given due consideration for the purposes of considering as a priority sector of national economy. Once that goal can be achieved long-term strategy for tourism development, while developing the national economy. Tourist trips to places more remote and visiting two or more countries during one holiday, have become characteristic of future international tourist movement to future periods. As a result of contemporary civilization, tourism will contribute increasingly more human awareness to the realities of the places visited, to cultivate an atmosphere of mutual understanding between people, just by force of conviction that has on tourist contacts with people the places chosen as the destination of travel.

The increase in the number of participating in tourism activities is therefore important to economic consequences, particularly strong benefits for peaceful life of citizens in different countries. We can say without any exaggeration, that between cooperation and international peace and number of international tourists there is an interdependence in continuous amplification.

Arrangements for the "use by", as a specific form of consumer society, are very different. Among them an important role and this kind of consumption, which contributes to the knowledge of the national culture of other nations, education and proximity to people, in the spirit of mutual understanding and cooperation.

3. Romania, tourism and its implications

Romanian tourism was heavily influenced by ideology and personality of leaders of communist countries. Too little attention was paid to developing tourism in the immediate period after the Second World War, and the sector of tourism was born, the Romanian tourism has very little to offer. Between 1960-1970[7], Romania has made efforts to develop tourism infrastructure, but most were focused on the Black Sea. In 1971 it established the Ministry of Tourism who have subordinated more specialized organizations in travel, in areas such as Brasov, Bucharest and the Black Sea. Ceausescu's regime had a significant impact on tourism, especially that of restricted contact between Romania and Western countries. Tourism in Romania has decreased drastically in the 1980s, when Ceausescu decided to pay the foreign debt of the country much earlier than expected, which led to a severe austerity for Romanian citizens.

After the revolution of 1989, the National Salvation Front (NSF) eradicează certain laws which had negative consequences for tourism, for example law prohibiting foreign tourists in Romania to host their own homes.

In post-communist Romania was visited by tourists from Western Europe for reasons related to years of socialist revolution and in 1989 that created a huge sightseeing curiosity associated with the Communist regime collapsed. Romania tried to exceed the boundaries of socialism and to encourage tourism in the early 1990s, using a slogan that was intended to attract as many tourists: "Come as a tourist, leave as a friend" ("Come tourist, leave a friend"[8]), but Romania still had to upgrade tourist facilities and better manage tourism products that tried to promote.

In terms of foreign tourists, Romania is currently a good times, but the lack of a better strategy is not possible for the competitive advantage it holds our country.

The economic environment is a significant factor influencing the tourism industry of both countries in terms of demand and supply. In terms of tourism, factors that can influence consumer behavior are interest rate, exchange rates, credit availability, economic stability and growth and inflation, and economic structure of the relevant industries and their profitability tourism.

Prices, which are costs to consumers, have the most significant influence on their purchasing power. Therefore, the price of a tourist destination remains the most important factor on tourism demand. Socio-cultural changes may cause new opportunities or threats for tourism. The main socio-cultural changes that could impact the national tourism are: changes in family structure and declining birth rates, changes in age structure of the tourism market, changes in lifestyle and the need for detachment from everyday routine, changing attitudes with life and increased need to learn new things shown new regions and cultures, increasing the number of tourists well informed as a result of schooling and media.

Potential for international tourism markets, and internal people are influenced by the number of high income, leisure and mobility to generate and support the growth of tourism for the next decade. In the ecological environment, in cooperation with regional states and with international communities, Romania will be involved in carrying out important programs of environmental protection at national and regional level regarding water quality preservation of the Black Sea, funded program World Bank Global Environment Fund. Equally important is the PHARE program on promoting integrated environment developed in Romania. Beaches of Romania were included in the "Blue Flag - Blue Flag" for environmental protection of such areas in this respect, the Government approving the establishment of a national committee whose work will be coordinated by the Ministry of Tourism and the Ministry of Waters and Environmental Protection . "Blue Flag" is a program of the Foundation for Environmental Education (FEE) is the symbol of Great Britain and protected beaches.

In order to propose a strategy to revive the Romania's international tourism is necessary to analyze the current situation of Romania, as international tourism destination marketing perspective, to identify areas for action and intervention methods.

Consist of natural potential strengths: the Carpathian Mountains - landscape diversity, accessibility, speleological potential rich complexity Carpathian hills and plateaus, plains, coast, Danube Delta, hydrography, climate, vegetation, fauna. Can be considered a strength and potential anthropogenic: archaeological remains, historical monuments, art and architecture, institutions and cultural and artistic events, art and popular tradition.

Potential spa, new products and the development and diversification of tourist accommodation and catering capacity are also strengths of Romania. Among the weaknesses which make our country suffers services are underdeveloped, poor infrastructure, lack of utilities and lack of investment. Romania has enjoyed many opportunities to promote the most important is its location in central Europe, a favorable position, as can be achieved transit tourism. Opportunities can be considered and entry into NATO, EU accession and Romania's security, compared to other European countries receiving tourists. Among the threats facing Romania are and deteriorating economic situation of countries of Western Europe.

4. Conclusions:

In this context, one means of recovery support development of tourist services is high because of the potential impact on endogenous regional growth.

However, in terms of infrastructure and tourist facilities, our country is far from being called a tourist attraction, with a number of tourist facilities 3.23 times lower than the European average in 2010 (according to data by Eurostat). In terms of tourist demand on nights spent by residents and non-tourist locations in Romania recorded in 2010 to 4.77 times fewer nights spent in tourist locations than the EU average.

Due to lack a coherent strategy, Romanian tourism in 2010 reached the second lowest in Europe, as a percentage of GDP (according to World Tourism Organization), 5.7% of GDP, while the European average was 10% of GDP. There are European countries that receive significant revenues from tourism and Croatia (25% of GDP), Austria (14.5% of GDP) and Slovakia (12.6% of GDP) [9].

Considering these aspects, Romania's economic recovery efforts could be geared towards developing the tourism industry: with multiplier effect on national economy by creating jobs, attracting surplus labor from rural areas respectively by a positive balance of payments. Romania, which as we know, has a great tourism potential, struggling for 20 years to implement a strategy for economic recovery in the tourism and economic activities adjacent to support local economic development especially significant regional effects propagated. This is very important because it has excellent tourism resources for to support this statement, you will ask to view some slides that

Almost all politicians and all political programs were held, after 1989 the two chances of Romania's development: tourism and agriculture. If the average person this afirmație seem credible to economists and businessmen should be a warning, and for politicians, must mean, say, the time to explain, at least in EU states. The complexity and weight of Community agriculture File: Romanian agriculture or performance would be added to existing problems involving special means of action.

Similar to tourism. Chance of recovery by developing turismului should întrebaremai raises some period mainly because they go through, ie the transition from socialism to capitalism.

Formula adopted by us, in the absence of Western support similar to that for the Czech Republic, Poland, Slovenia or Ungariaa was an American type, of free competition tough, even wild. In the absence of a precedent, and that failed + tourist activity requires minimal infrastructure: highways, railways, aviation and naval facilities to standards at least compatible with those of countries of origin of tourists - for a normal supply (I deliberately avoided the word "competitive")[10].

Despite the differences in wages, nearly all the local tourism products have prices at least in the West, but the final package tour is well below the acceptable level of western market. Lack of implementation, not just on paper, some strategies to help develop tourism infrastructure has led to "delete" the country as a tourist destination - tourism takes place between the developed world. Almost all studies showed the early '85 tour that pole will move to the Pacific, where both sides are already living over 100 million millionaires. Europe entered in upgrading the whole "purpose" since the '90s.

From this point of view the three-pole tour of 90 Europeans were already well defined. (Here we ought to remember Giorgi Richards researcher who launched Innovation in cultural tourism work after bananas theory identified as major tourist regions in Europe). These three policies are business tourism (London - Zurich may Milan), the coastal tourism (southern Europe, northern shore of the Adriatic and Turkey) and green tourism (rural tourism, following Northern Europe, from Portugal to Finland). The fourth "banana", more theoretical ought to include the former communist European space over Siberia to the Pacific. In this area ought to be and Romania. But no study, observable not crossed the line Budapest - Warsaw. Therefore, the tourist maps of major tour operators in the area această minimum infrastructure planning involves writing large amounts. The only funds spent western Romania were the exploration and consulting.

Most weight structures in tourist decision launched various studies, different programs, different strategies, but they existed only formally Forwarding for the situation remains at an early stage. Programs or national government had to call into question "lapalisada" "Romania's tourism opportunity" and put on the table travel of material degradation problem and thereby depriving the population of "holiday", as part of standard of living.

Propaganda put emphasis on rural tourism has led to poor results. In addition people start to realize that it may be just a basic additive activity. As early, most, including those working in Romanian tourism not distinguish between rural tourism (rural holidays to escape the big crowds, but under normal comfort), agricultural tourism (holiday in the country to participate household life, including field work), ecotourism (Wiggling back and forth across the food spectrum of environmental ecology, participation in greening areas. It should be mentioned here that rural tourism has emerged in Western Europe, especially as an alternative, the valve for rural development but also means lowering prices drastically to large cities, and today prefer to accommodation in villages close to major cities easily accessible by car or train or bus prices. Agricultural tourism is linked especially young people need to live large urban conurbations which not only see in movies or elderly people who want to quench youthful nostalgia. "In the tourism in Romania, I must say that everyone here worships tourism as a religious incantation.

But what makes foreign tourists coming to Romania is the traditional hospitality. This is "based battalion" in tourism. From my point of view, "Romania's tourism opportunity" was and still is only a slogan real unsupported by any means.

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