

ARRANGEMENT TRANSALPINA - EXAMPLE CONCRETE IMPLEMENTATION OF  
AN INTEGRATED SYSTEM OF SUPPLY TO IMPROVE THE IMAGE OLTENIA  
TOURISM

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**Abstract:** *With EU accession, Romania will follow the development of convergence with EU policies both in real terms and as absolute values. The process of reducing disparities in Romania is maintaining sustained growth rates during 2007 - 2013, keeping at the same time, macroeconomic equilibrium levels more stable.*

*The determining factor for economic growth, on the open market a competitor, is to increase economic competitiveness. In addition, exploitation of competitive advantages must be a permanent objective, taking into account both European trends, and the challenges of globalization.*

*Therefore, increasing competitiveness should not be viewed as a process of exploitation of short-term advantages (eg low cost of labor), but as a process of building an economic structure based on capital investment and research processes, development and innovation. In other words, articulating a vision of convergence on medium and long term need to consider developing a knowledge-based economy.*

*Although substantial progress in recent years, Romania has serious gaps in competitiveness in relation to the Western and Central Europe.*

*The reasons for this sluggishness can be found in all the elements that determine the competitive ability. All are translated, ultimately, in a low productivity, which defines competitiveness problem in Romania.*

*Transalpina road is the highest road in Romania and even the entire chain of the Carpathian Mountains, both in Romania and beyond, reaching maximum altitude 2145 m in Step Urdele (Transfăgărășan, more commonly known, is the second road in Romania high altitude, climb to 2042 meters). Parang Mountains cross the road from N to S is parallel to the Olt Valley Jiu Valley being placed between them. Although higher than the oldest and most beautiful Transfagarasan, is less known because Transalpina, although it is classified national road DN 67C (part), was never paved until 2009.*

*Transalpina was built by the Roman armies on their way to Sarmisegetusa, paved with stone by King Charles II after the Germans in 1930 and reabilitata World War II when it was forgotten. That was forgotten and became a hard way to go Transalpina helped to keep untouched wilderness and charm that few places in the country we have. It is one of the few roads in the country that can be reached by car and even the clouds above them.*

**Keywords:** *tourism offer, the image of the country, economic growth, economic opportunity, tourist route, economic growth, tourism rarity*

Romania has promoted the tourism potential of great diversity, harmony and symmetrically distributed in the territory, which offers the possibility to practice the whole range of forms of tourism and throughout the year. Privatization has contributed to the tourism sector for tourism infrastructure investment, and consequently the quality and diversity of tourism services. Appear and develop new tourism products and new forms of tourism such as rural tourism, agro tourism and adventure tourism and niche tourism such as tourism and spa. Develop the business tourism generated by congresses, symposiums and exhibitions, diplomatic action by Romania's accession to NATO, Romania's EU entry, cultural life - science, international companies opening business, business expansion of multinational companies in Romania. On the other hand, knowledge of Romanian products through tourism is a main factor in the international promotion of the Romanian economy and development of its domestic market. In this context, the national tourism brand development is a priority overall, as determined contribution to the brand of country effects in attracting foreign investment and current account balance. Romania does not have a sharp image as a tourist destination and internal promotion is insufficient and undersized for the demands.

With EU accession, Romania will follow the development of convergence with EU policies both in real terms and as absolute values. The process of reducing disparities in Romania is maintaining sustained growth rates during 2007 - 2013, keeping at the same time, macroeconomic equilibrium levels more stable. The determining factor for economic growth, on the open market a competitor, is to increase economic competitiveness. In addition, exploitation of competitive advantages must be a permanent objective, taking into account both European trends, and the challenges of globalization.

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Although substantial progress in recent years, Romania has serious gaps in competitiveness in relation to the Western and Central Europe.

Why go on Transalpina? Because, as I tell everyone who crossed her, Transalpina is one of the most beautiful locuri in Romania and not only ... give her hand where sky and earth.

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In 2009, after some steps enough difficult, it's asphalt began.

This will be beneficial or destructive for Gorj county?

Transalpina, called "King Road" linking Transylvania and Oltenia. Located at 2,000 meters altitude. It is the highest road in Romania that can be crossed by car, with the highest point in Step Urdele (at 2145 m) [1].

Although higher than Transfagarasanul is less known than that it was never even listed as a paved national road on all maps, whether printed or GPS. In 2009 and modernization began paving the road for a distance of 148 kilometers between Sebes, Alba county and Benghești, Gorj. In October 2011 more than 99% of Transalpina was already asphalt. It is expected that all will be paved and modernized Transalpina by the end of 2012.

The beginning of this road are unclear.

Some sources claim that was first built by the Roman legions during the wars with the Dacians, which is why history is passed on the maps as "novel strategic corridor IV."

There is a local legend that says that the late eighteenth and early nineteenth century, each family of locals participated in the construction of a portion of the road, depending on its physical and financial possibilities. According to other sources, and paved road was built by the Germans during World War I, military reasons, but was little used.

Transalpina was rebuilt during the interwar period and opened in 1938, when it was inaugurated by King Charles II. The road was rehabilitated during the Second World War, the Germans needed this access route for military reasons. Since then Transalpina was very little maintenance.

The route was used in ancient times by pastors who were passing flocks Sibiu Surroundings in Oltenia, being not more than a cararuie steep for horses, suggestively called "Devil's Path" [2]

Transalpine inauguration was made in the early days of the year 1938 by King Charles II in Poiana Sibiu. "Local people as a token of appreciation, they litter the path of His Majesty Otava a carpet and a beautiful girl gave him a national costume." At that time, the road was considered a great technical achievement, the economic role, strategic and military, even more because people were fresh in mind from the Catholic religion are imposed and when some families have left on this road for to preserve tradition. According to local memory, about 200 residents of Jina, now in the county of Sibiu, accompanied by the village priest, took to the bejaniei, crossing the mountains on the "Devil's Path" and settling in the current town Stone Ravens Arges county. This explains the fact that the inhabitants of those towns Sibiu Surroundings and Novaci Vaideeni and Babeni, beyond the mountains, in Valcea county, have the same national costumes, traditions and the same occupation: grazing, is known as the "ungureni"[3].

At the foot of the mountains, the town starts Saliste King Road, passes through Tilisca, Rod, Sibiu Poiana, Jina and then to cross Sugag. From here begins the mountain kingdom, country air and fairy springs. History records that the royal opening of the road priest of Jina Acelenescu came before the King with a Bible in his hand and asked for help to raise the church collapsed in the village, for which no money remained. The king listened kindly and sent the station Wednesday Sibiu iron beams, metal roof, lime and cement to rise from the ruin place of worship. Once you have passed the inhabited area, the road enters the forest secular, early deciduous, with increasing altitude which turns into a haughty fir. Among them, the first surprise is the mass of giant, hanging like a rock that stands for heaven, where the story says that the giants gather advice. In fact, the place is masterfully described by the poet Lucian Blaga in "Chronicle and song ages." About this place run and a legend that refers to a giant saw some locals who took the field and plowing up and thrust him in shorts, bringing them to mass giants who ate at that hour. "Look what these people are small, we destroy the earth!" - Said the giant, but the giants have not put her in mind, continuing his dinner table to celebrate the Giants, considering them the "guilty" too insignificant for attention. Transalpina, so the Jina starts where down over a distance of 7 km to the Sugag. The climb starts here. After a few miles to reach you and then the dam dam Oasa. Not far from Lake Tau, a fabulous landscape, there Bistra colony-maple, which contained 10 to 12 lodges and camps where they organized across the country. Now everything is in ruin, the place was forgotten, leaving only the memory of the elderly.

Transalpina continue Oasa dam across the left side and then going to Obarsia Lotrului. All of the dam Oasa, right, can be taken to the colony from "little girl", where he built a monastery. From there, climbing to Sureanu pass through "meadows persecution", a place of sad memories for locals, because here were punished those who wanted to go hard times, and cottage and lake is reached Sureanu magnificently described by Lucian Blaga, the same "Chronicle of ages songs." The old hut is covered now Oasa waters of the dam lake of the same name, as well as the famous "crooked tree" of the Valley Beautiful Sadoveanu and from here you reach the town Talmaciu Sadu and then, after go through 62 km of surreal landscape.

Or, from the intersection with Valley Beautiful, you can take to Tartarau and after six km to reach Obarsia Lotrului, located in a valley with a fantastic opening. From Obarsia Lotrului, located in a valley with an extremely beautiful, there are several possibilities: you can go left to Brezoi which is about 60 km, passing by Lake and then resort Voineasa Vidra, or right to Petrila, which is about 28 km. To continue but the King, Transalpina, DN 67C must go forward to Novaci. In fact, just beginning the most spectacular part of the Royal Road, the road through the alpine zone, Transalpina true. Coils follow one another, taking us higher and higher places: Stefanu, coal, Muntinu, Urdele. Suddenly the mountain disappears, and in front stretches from the top shelf where the doll down and then resort Ranca Novaci where Transalpina ends [4].

In 1938, the inauguration of the Transalpine, Charles II and his suite went through the route Novaci - Salistea in eight hours. Nowadays due to works in progress on the route Jina - Sugag, Transalpina route is traveled Sebes - Sugag - Obarsia Lotrului - Ranca - a Novaci for about 3-4 hours.

Road building and care to the clouds, is related to Dumitru's name Brezulescu, staff organize what was to be called first in Gorj namely, the People's Bank "Gilort". How Gorj was praised in 1900 by the Minister then Public Works, John Gradisteanu as "the first country to roads" Brezulescu, Diaconovici befriends a famous designer of the time more roads cross the mountains and along Parang, thinking the way the connection between Oltenia and Transylvania. Diaconovici completes road project, most likely in 1912 [5].

Few people have heard of Sibiu-Novaci Transalpina road, which connects Transylvania and Oltenia, but fewer know that it is also said the King.

The route was used from time immemorial by shepherds in Sibiu Surroundings who passed flocks in Oltenia, being not more than a parth steep for horses, suggestively called "Devil's Path". Even today local people speak with reverence of this route, perhaps because each household more experiences the grandfather here had a grandfather or whose past is linked Transalpina road [6].

### **Conclusions:**

The reasons for this sluggishness can be found in all the elements that determine the competitive ability. All are translated, ultimately, in a low productivity, which defines competitiveness problem in Romania.

GDP at PPC3 is only 50% of the average new member states. After analyzing the current situation, one can see a situation more unfavorable factors influence competitiveness. Despite progress in privatization, efficiency and regulation of financial sector companies' access to capital remains very limited. The use of technologies and equipment obsolete life, energy intensive drastically reduce productivity in most sectors. The SME sector is perhaps the most affected due to reduced orientation to productive activities, such as the analysis of the current situation. Despite a positive dynamic, recorded in recent years, both in the field more productive orientation, as well as resources of local entrepreneurship, SME contribution to GDP remains low, which demonstrates the need to stimulate quantitative and qualitative growth of the SME sector. SME access to capital, technology and infrastructure is far below the level that would allow the role of exercise to strengthen the economic competitiveness of the SME sector, especially in terms of adaptability to market requirements and the introduction of innovative processes. [1]

In matters of business strategy, management skills are reduced disability. Most local companies still base their strategies on reducing costs and increasing productivity not. Business infrastructure and support services offered by these companies are in early stages of development. Although the SME sector is found almost half of the workforce employed, it has extremely limited access to specific consulting services.

The level of complexity of demand and low purchasing power in many areas. In these conditions, the internal market pressures on firms for certification are reduced, which not only limits the penetration ability of Romanian products on foreign markets but also to adapt to demanding standards of EU integration and competition due to globalization. Scientific research has suffered as a result of a long period of under-funding both from the public and private sectors, insufficient number of highly qualified, and not least due to inefficient technology transfer processes. This last factor negative refers to two aspects: failure to request research orientation and lack of adequate infrastructure allowing the research results do turn into applied innovation.

Number of innovative companies is three to four times lower as a share of total firms compared with EU average. Intellectual property protection has made progress in terms of legislation, but less of that of implementation. There are no supporting innovative start-ups and earlier initiatives (such as. Incubators) did not continue due to poor planning and management.

Romania's economy shows a low development in terms of industry and support services. Many economic fields are based either on natural resources (such as industry, construction materials, tourism) or are the result of forced industrialization history (eg heavy industry, metallurgy, chemistry, oil). These factors have stimulated

cohesion and cooperation in these fields, thus affecting the merits of the production chain and the possibility of creating added value.

In addition, there are other factors, not directly covered by this strategy, but have a great impact on the competitive development process. Transport infrastructure and environmental protection presents serious deficiencies, after decades of underinvestment. Access to university education and is still continuing under the regional average, with a very unfavorable situation in terms of graduates in rural areas (in conjunction with a low degree of urbanization in the whole country).

SWOT analysis confirms the problems identified in the current situation and also presents some of the opportunities and strengths that Romania can exploit to increase economic competitiveness. For example, the liberalization of economic sectors at a level even higher than in many EU countries, such as the energy or telecommunications would enable larger investment levels and faster, which would lead to an accelerated development horizontal level.

Existing human capital in Romania is an important source of competitiveness, not necessarily in terms of low labor costs, and especially the skill level that provides a solid foundation for the formation of top specialists. SWOT analysis also bring out other positive developments such as the dynamics of foreign investment, macroeconomic stability, growth ICT sector și important tourist potential, suggesting the existence of clear opportunities to increase competitive.

Competitive development context described above, based on the current situation and SWOT analysis, is naturally the first pillar, the starting point in developing the programming exercise and develop strategy SOP. The competitiveness that Romania has to follow the convergence effort, theoretical analysis was based on empirical models available. The approach was strengthened by calculating the competitiveness gap between Romania and EU-25 average, based on a broad range of quantitative and qualitative indicators context. In this sense, the main objective of the strategy is to increase the country's competitiveness in the context of macroeconomic stability, to accompany while the natural increase in foreign direct investment (FDI). Moreover, the strategy will have to take into account that Romania is part of global production channels and develop sector specialization and less rather a specialization in certain phases sub-sector productive, products become difficult to recognize the international market through a brand strategy. So, one of the ultimate objectives of the strategy will be gradual changes Romanian production, the international division of productive activities.[5]

To achieve these strategic objectives will be to contribute to:

- Reduce existing industrial sectors weaknesses, using old technologies that affect the environment and consuming excessive energy;
- Diversifying the production base of the country and minimize risks from excessive dependent on certain sectors;
- The link between R & D activities and their application in industry and to sectors that rely on innovative research;
- Strengthening the use of ICT;
- Increasing efficiency and sustainable development of energy system as a factor of competitiveness, while addressing issues of energy efficiency to end users.

This will involve a set of articulated and concerted actions in capital investment, research and development and providing different types of services for both traditional sectors (especially low value added) and in those with high added value. This will involve a generalized improvement of production processes including enlargement and renewal of Romanian traditional products (by bringing them closer to market requirements and to include a higher value added) and actions for recognition on the international market and a parallel effort to diversify the sector (better products and new products). In other words, it is essential to create the premises, through SOP IEC, for further action-oriented innovation. In particular, in terms of traditional sectors, the strategy will support a gradual transition from the current specialization in the production phase with low added value and subcontracting activities anonymous by an integrated control of production (intermediate and final) and product-oriented the final consumer and market leading products (including ensuring appropriate marketing strategies) in order to answer the demand for new markets both nationally and internationally.

Besides intra renewal and development of innovative products for the Romanian economy in traditional sectors, whose contributors to turnover and workforce currently remain substantial, it is also necessary to decrease the risk of cyclical crisis or extended period of excessive reliance on cost low production could ultimately endanger macroeconomic stability and would result in job loss. At the same time is very important to support diversification through investments in productive activities so underused areas in Romania and sustaining new companies (start-up and spin-offs).

Opportunities for diversification future will come not only because of support specifically for activities directed towards the final consumer and marketing, addressing, for example, preferences increasingly sophisticated clients, but also the need to improve environmental protection and the opportunities created by the results of R & D & I .

Furthermore, future opportunities for major technological improvements and transition to comparative advantages related to low labor cost will be related to increased energy efficiency requirements, the more energy efficient processes will include the adoption of advanced technologies and will final result in reduced operational costs and total restructuring of companies. Finally, generalized introduction of ICT in production processes may also

represent not only an innovative method and means techniques for producing and marketing goods and services, but will also provide improved relations between companies. Investments in ICT and energy infrastructure is a precondition for stimulating demand and, in general, creating an attractive environment for both companies and citizens alike. This strategy will focus on SMEs, but will also address large enterprises. The program is primarily for SMEs, because of their innovative potential in terms of adaptability to the market, but also because of the need to overcome obstacles and constraints which have to cope with the competition on the market. Are also needed, investments in large companies to achieve critical mass for investment capital in order to diversify manufacturing and improving energy efficiency. The two goals are synergistic as long as large enterprises are one of the main actors in terms of technology and technology transfer process has great potential among SMEs in Romania. Strategy is fully in line with Community Strategic Guidelines recognize that creating community goals and growth in the number of jobs will require passage by structural economy knowledge-based activities. For Romania, considering the large differences from the EU-25 cohesion objectives can be achieved through a transition period that will allow Romania's gradual transition to knowledge based economy in the medium and long term. Romania fall under the Convergence objective in these circumstances are important direct grants to companies to increase the capacity of R & D and absorption of innovation-as highlights guidelines, it is also true for traditional sectors exposed to global competition, which requires efforts to become more competitive, as well as for SMEs. It is also important, reducing the use of traditional energy sources and supporting sustainable development. In addition, financial instruments to increase SME access to financing will be used in close cooperation with the European Investment Fund (EIF) under the JEREMIE initiative. In the program, direct support is combined with significant actions to strengthen business support services, both in terms of demand and supply, support entrepreneurial spirit of development activities and R & D and promotion of information society for all. Infrastructure facilities in remote areas (for ICT) and networking (energy) to make Romania a more attractive place for investment and work will also have an important role.

Also strategy is in line with the objective to attract and retain the workforce as long as the changing economic structure could make an important part of labor in the production process remain without jobs (more details in the table on Contact CSG Community Strategic Guidelines and NSRF).

Here nature, generous, rewarded us giving us a breathtaking view. The green of the grass, combined with pure blue sky and give a feeling of total peace of the world began. A few meters three piles of stones, placed in a certain way of one another plot. It is clear that they are man-made, but does not know their meaning. Budrala director explained in an interview, the purpose of this mound of stones these "stone people" - or "6 Moma" - wrapped in mystery mythical, made by shepherds in the desire to keep themselves and their ewes hard circumstances, but guards and companions of the mountain, when they will leave. Coils follow one another, giving shivers: Stefanu, coal, Urdele, the road is so narrow that everyone feels the feeling that not even a breeze no longer takes place between you and the mountain wall ... and the other side is the abyss. Suddenly the mountain but disappears, and is famous plateau on the top doll.

The weather in this area can not be predicted. Suddenly, the abyss can steam boil as a cauldron set on fire. Within minutes the top doll can be surrounded by heavy clouds, crossed by lightning and thunder shook. Ice starts to rain. Rain suddenly stops, and leave behind a dense fog and Jilava. Then the sun appears as if there was ever clouds.

Fabulous!

With fame, appeared in the various mountain sports organizers. For example, this year, 2011, was organized here, so rally, which was attended by big names from the world of this sport, but racing mountain bickers, mostly involving foreign sports fans from Germany and Austria (no Romanian tourist. Too bad!).

Trips can be organized here on this route with ATVs, such as "off road" that could attract people who have financial possibilities and who, attracted by the beauty of the place, could invest here, or if tourists become even permanent. And with all building huts, even chaotic, out of the numbness would start.

In 1935, the inauguration of the King, Charles II and his suite went through Salistea-Novaci route in eight hours. Nowadays, to get to the peak, the top doll, that is only half the road, with off-road vehicle brand it takes eight hours, and by doing Novaci two hours. True Transalpina is marked with double line on the tourist map and lies between Obarsia Ranca Lotrului and resort.

Unique landscapes are found here, the story, and only here you can get can get to travel on the mountain ridge passing through clouds literally. Here he shakes hands with earth sky. And no portion should be joined as Obarsia Lotrului - Ranca is snow more than six months per year.

In October 2011 Transalpina was paved at a rate of over 98% and by the end of 2012 will be fully rehabilitated. Most beautiful portion of Transalpine Ranca and is now fully paved Lotrului Obarsia. From Sugag to Obarsia Lotrului there were only 1.5 kilometers of asphalt between the tail and the intersection with the road Oasa Dam 106N plus Paltinis leads to some short areas between 5 and 50 m between Lake Oasa and Sugag. In october started asphaltting the 5 km unpaved between Sugag (ie Dobra) and Jina. The road is and about the portion of Transalpina DN7A Obarsia Lotrului - Vidra and resort. It works on the entire route to mount the parapet and arrangement of water leakage on the slopes. So although the first layer of asphalt was litter on almost all the way Transalpine road must go in slow motion and carefully because in some areas has no railings and signs in many other areas not marked. It is not recommended because crossing at night for those who do not know no reference elements other than the road.

In the category of "attractions", besides those mentioned, can be included and the two caves (Cave Polovragi and Women's Cave) located near Route Transalpine, caves worth visiting.

Many have wanted to be paved Transalpina to be able to go through, but most after undergoing regret paved areas that where asphalt has reached reached and grill, music played loud and pet-ul thrown everywhere.

Think then that would have been better to remain unpaved and be covered with hard, only those who truly love the mountains. Now that the basic economic branches tossing Gorj when coal reserves, as expected, are almost exhausted, modernization Carpathian route described above is beneficial or not the county economy.

Many voices say yes, but to keep the wealth that belongs to us just because we binecuvntati of God, should put them in value addition to be developed and strict rules for storage and preservation. The only good that has and could not become the "pearl", not only the county, but also a valuable brand in Romania.

When paving will be completed in 2011 Transalpine best promotion would be opening by the people at Top Gear have been and Transfagarasan. A title like: Top Gear on Transalpina Highest Romania Transalpina road would celebrate more than any other advertising campaign (you can mention the fact that after the visit of the Transfagarasan from Top Gear, was ranked Transfagarasan in the first 13 spectacular roads of the world and chage Nicholas came to shoot some film Ghost Ride II Transfagasan) [7].

So you must show that it began to modernize shy (asphalting) does not destroy this area and if you go through must keep as still beautiful and clean. Here nature, generous, rewarded us giving us a breathtaking view. The green of the grass, combined with pure blue sky and give a feeling of total peace of the world began. A few meters three piles of stones, placed in a certain way of one another plot. It is clear that they are man-made, but does not know their meaning. Budrala director explained in an interview, the purpose of this mound of stones these "stone people" - or "6 Moma" - wrapped in mystery mythical, made by shepherds in the desire to keep themselves and their ewes hard circumstances, but guards and companions of the mountain, when they will leave.

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Analysis of current situation and SWOT analysis findings showed that the Romanian economy has a competitive level well below the EU-25, with the significant catch in terms of knowledge-based society.

Productivity is a major component of competitiveness and determines both the economy at some point, and future growth potential. The general objective of SWOT is to increase the productivity of Romanian companies to reduce productivity gaps with the EU average. The target is an average annual productivity growth of approx. 5.5% by 2015. This will allow Romania to reach a level of about 55% of the EU. (See Appendix 6 on the methodology used).

Specific objectives [3]:

a) Strengthening and development of the productive sector.

The key element of this specific objective is to support modernization and innovation of existing businesses and creating new ones, especially SMEs in the productive sectors and business services. Recovery and qualification of production equipment and broadening the base of production, innovation of production processes and equipment and support the adoption of international standards lead to increased product range. Also, increasing the supply of expert advice and help support the growing internationalization of market share.

b) Establishment of an environment conducive to enterprise development. The key element of this specific objective is to create a favorable development of entrepreneurship by reducing constraints in the areas of market failure - access to financing, financial tools, access to infrastructure and services business - the creation of new enterprises and existing development. Achieving these two objectives can be quantified by "SME contribution to GDP growth" by 10% in 2015.

c) Increased capacity C & D and stimulate cooperation between RDI institutions and productive sector. Key elements of this specific objective consists in financing R & D projects that will generate results directly applicable in economy, modernization and development of RDI capacity and infrastructure, increasing the quality and diversification of innovative services and stimulate demand for innovation in the productive sector. Achieving this objective will contribute to increasing the value of CD total expenditure (GERD) to 3% of GDP in 2015.

d) Recovery potential of ICT and its application in public sector (administration) and private (citizens, businesses). The key elements are qualified human resources and exploitation of know-how and infrastructure improvements, especially in areas of market failure. The aim is to promote the introduction of innovation in the productive, administrative processes in everyday life and the development of the market for a new generation of products and services. The target is to increase penetration of Internet services (access to online services companies) from 52% in 2003 to 70% in 2015.

e) Increasing energy efficiency and sustainable development of energy system. Key elements are: reducing energy intensity in the energy sector through the implementation of new technologies with high efficiency, increasing energy efficiency throughout the cycle and increasing share of energy from renewable sources. It will also provide support and implementation of technologies imporatant to reduce emissions from large power plants. The aim is to contribute to national objectives: reducing primary energy intensity by 40% by 2015 compared with 2001, increase energy from renewable sources to 33% of gross national energy consumption by 2010 and reducing emissions emissions from the energy sector, according to the National Programme for reducing sulfur dioxide (SO<sub>2</sub>), nitrogen oxide (NO<sub>x</sub>) and dust in large combustion plants.

f) Promotion of Romanian tourism. Key elements of this specific objective is to improve Romania's image to promote the country abroad and increasing the attractiveness and create an integrated system of Romanian tourism offer. The target is to increase the tourist flow in Romania by 20% by 2015. Promotion of Romanian tourism potential by improving the image of the country in order to promote Romania abroad and increase its attractiveness for tourism and business and by establishing an integrated system of Romanian tourism offer.

This includes:

- improving Romania's image as a tourist destination by creating, implementing and developing the national tourism brand purpose of this operation is to create, promote and update the national tourism brand to increase Romania's image in the international market attractiveness as a tourist destination personalized, differentiated from other competitive destinations, attracting investors and other strategic partners thus ensuring tourism market development. It will support activities to create a real and complex tourism image by introducing new elements of promotion and diversification of promotional materials (brochures, CDs, movies, maps, study-tour, road-shows, etc.)

- developing and strengthening domestic tourism by supporting the promotion of tourist products and specific marketing activities. The purpose of this operation is to develop national tourism by supporting the promotion of tourist products and specific marketing activities and to increase the number of tourists ease.

Thus, it wants to develop the concept of leisure tourism in Romania, stimulating spending holidays in Romania by promoting specific products and development of national tourist interest. Moreover, European Commission Vice President Antonio Tajani, European Commissioner for Industry and Entrepreneurship, said the sectors that could support economic growth of Romania. "It is crucial to support SMEs to focus on the real economy. Therefore, the future EU budget seek solutions together with the European Parliament and Council, for good funding this sector.

"In this respect, 2.4 billion will be directed to competitiveness, internationalization, venture capital and SMEs in the tourism sector. The future is unpredictable. Romania should focus, especially next year, the auto industry. This sector is crucial not only for our country but also for the entire bloc. Meanwhile, the construction sector in Romania is in a much better situation than in the other Member States. It is important to work for the tourism industry. We Danube, the Carpathians, the Black Sea. Tourism is an important sector, an industry. Therefore, for Romania key sectors that would support economic growth, in addition to industry have  $\neg$ , construction, chemical industry is tourism.

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