

GORJ – TOURISM POTENTIAL VALUED FOR ROMANIA

SANDA GABRIEL,

ASSOCIATE PROFESSOR, FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION,
UNIV. CONSTANTIN BRANCUSI OF TARGU –JIU

Abstract:

A significant part of the economy is based on the work Gorj Oltenia Energy Complex, mining and electricity generating absorbing much of the county's workforce employed. But the economic crisis that hit the global economy more than five years ago, has left its mark on the economy Gorj heavy, almost mono-industrial economy, as noted earlier. It is therefore time to identify other sectors than those already traditional work force to absorb the county and create this surplus value.

In this article we would like to make some assessments on how they could develop tourism in the county in order to become an alternative to the mining industry, create jobs for young people and fewer young residents of the county and to attract as more money on these lands. Because tourism can be practiced in many purposes, and because we want to make a more detailed analysis of how the ways of development of this economic sector in formulating our proposals we start by identifying the main poles of tourism that can be practiced in Gorj, taking into account here and tourists on services desired options.

Keywords: *development touristic, alternatives touristic, detailed analysis, identifying the poles of tourism*

Clasification JEL : *M40, M41*

1. INTRODUCTION

Gorj County is an ancient hearth history, and the first evidence of human activity dating back over one million years, as certified by the archaeological discoveries of the Dânciulești, Baia de Fier (Cave woman) Broșteni (Cave Cioarei) Săcelu, Tg - Cărbunești or Urdari.

The first documented settlement (in 1385) is around Tismana Monastery, one of the oldest monasteries in the country that ruled large areas (mountains, forests, vineyards, orchards, villages) enjoying the attention of the rulers Romanian country.

Closer to today, Gorj county is rich in various mineral resources, some of them operated and used by the industry [1]. The main resources of soil and subsoil Gorj are the lignite deposits in Rovinari Jilț and Motru reserves of oil, natural gas, deposits of limestone, marble, clay. Following the reserves available between industries Gorj County stands mining industry, its main component being necocsificabil coal mining (lignite) in two large pools and Rovinari Motru producing electricity industry, represented by large power plants in Rovinari and Turceni, but also hydropower production [5].

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2. Gorj – tourist potential valued for Romania

Gorj County through diverse natural environment that overlaps (mountains, hills, valleys, depressions, rivers, gorges, caves) as well as human targets it holds (museums, statues, monuments, mansions dating from the eighteenth and nineteenth collected, memorials, Sculptural Ensemble Brancusi Targu Jiu , etc.) is a leading tourism potential for Romania.

Unfortunately, in the last 20 years, the evolution of the number of tourists visiting the county was declining until 2006, after this date little progress being made in the period 2006-2009, after which the number of tourists dropping again [1]. Quite significant tourism potential nationally, of the county could not cope with the transition period after 1989, and the transition to a market economy, the changes that occurred in the accommodation and catering to the changing shape property, have reduced people from other counties or other countries visiting Gorj County [1].

The truth is that not only Gorjul has had a sharp decline in the number of tourists. Figures provided by the National Statistics show that throughout the region Oltenia (which Gorj part) went through this phenomenon [2].

In this article we would like to make some assessments on how they could develop tourism in the county in order to become an alternative to the mining industry, create jobs for young people and fewer young residents of the county and to attract as more money on these lands. Because tourism can be practiced in many purposes, and because we want to make a more detailed analysis of how the ways of development of this economic sector in formulating our proposals we start by identifying the main poles of tourism that can be practiced in Punjab, taking into account here and tourists on services desired options [1].

In the leisure tourism, we believe that "crown jewel" for county should Rânca. Already known already searched, Hell's Kitchen has tourism potential rather than exploited. To reach Rânca need to cross the road that leads from Targu Jiu Novaci plus 18 km from the northern end of Novac. Hell's Kitchen is located on the southern slopes of Parang mountains at an altitude of 1600 meters, and can be accessed only by car. The ski season starts in December and ends in March. View absolutely gorgeous and snowy mountain air is a strong attraction for skiers every weekend, storming resort. Of the three skiing one is equipped with night vision. In winter chains are recommended because the cars halfway between Novac Rânca especially in the ice and snow forming relay road [3].

Parang Mountains are the rugged MUNS group contained in the space between the Jiu River and Stream. Since the height of 2519 meters peak Parângul Mare (Mandra) dominates her horizons Gorj and Valcea and compared with the powerful cities of Retezatului. Parângul has peaks that seem to defy clouds; He also hosts glacial lakes with clean water as a whistle: tomatoes, Galcescu, Mija, Green Lake, etc. Parang all on the form and the clear rich waters Lotru Gilortului and Eastern Jiu; endless forests, vegetation and alpine meadows, the animals here are other riches of the massif [7].

In a few years, people have added beauties of this natural treasure, namely the complex hydraulic structures Lotru Otter lakes, Petrimanu and Galbenu. Currently there is tourism weekend in the winter for skiing during the week as few tourists. Spring - summer and autumn, tourists are fewer, although recreational opportunities they offer Rânca are diverse. Not be neglected important enough basic accommodation and catering built in recent years, with here a few hotels and hostels especially European standards. Examples of units operating in luxury [9]:

- Hotel Onix, 3*, 40 rooms, 80 places;
- Hotel Mina, 3*, 20 rooms, 40 places;
- Hotel Otto, 3*, 18 rooms, 36 places;
- Vila doll, 2*, 12 rooms, 24 places;
- Rânca Chalet, 2*, 6 rooms, 12 places;
- Deer - rural boarding house, 2*, 6 rooms, 19 places;
- Rural Tourism -Hotel Prestige, 2*, 5 rooms, 10 places;
- Horizon - rural boarding house, 3*, 5 rooms, 10 places;
- Rural Tourism -Hotel Paradis, 2*, 10 rooms, 20 places;
- Diana rural boarding house, 2*, 3 rooms, 10 places;
- Country boarding house, 3*, 16 rooms, 32 beds;
- Panoramic rural boarding house, 3*, 12 rooms, 40 places;
- Rural Tourism -Hotel Chesa Montana, 2*, 5 rooms, 10 places;
- Rural boarding house slipper, 2*, 5 rooms, 10 places.

- Hell's Kitchen is administratively divided between two settlements but Novac Baia de Fier who had always shared views on the development of this area. Therefore we believe that the first step to be done to promote this important part of the county's nomination as tourist resorts. There is a possibility that promotion decisions, development and systematization of the area to be made in consultation with the unitary operators in the area and their benefit and tourists (Fig. 1).



Fig . 1 - Rânca- overview

3. CONCLUSIONS :

Current status uncertain, the lack of dialogue between local authorities and the decisions taken by the ear area seriously affected how is systematized area sabotaged împiedichat environment and development as potentials. Very important also as a joint realization of all travel agents in Hell's Kitchen. This association, which would involve the contributions of its members, would translate into a single thought all the ideas, all initiatives now taking place in the economic agent to join one of a small group of agents in Rânca [10].

There is no such association in Maramures and managed to do wonders in a few years: popularized local communities, customs and traditions, so that the number of tourists has tripled in 5 years. La Rance, the association could manage with only a few people are able and good knowledge of tourism in the area marks all geared towards attracting tourists could participate in tourism fairs in the country and not from abroad, with a complete, integrated Hell's Kitchen area, talking both about an offer under a hotel or guesthouse and in whole chalet rental conditions for a group of tourists.

Could establish a tourist information point with daytime running when entering the station. This information point should know offer each travel agent Rânca at any time, the rates charged by them, the possibilities for leisure, you can make hiking in the area, what mountain guides, ski that monitors are in the area and how they can be contacted, as announced time in the next period, and many other information to support the tourist. Sure that the information should be available by phone or internet.

Association may also contact businesses in the country, local governments, other willing, to be informed about all offers from Hell's Kitchen in the making here refresher courses or seminars on various topics. All participants in these actions should receive promotional materials of the area, through association, so that they be interested to May return to Hell's Kitchen.

Of great importance is also organizing Periodicals as often as possible, the events to attract tourists in the country. Pleșcoiul has Plescoi sausage festival bow is plum brandy plum festival, Rânca could organize a festival for a week on the topic of eating shepherd, for example. This kind of gastronomic events attract many tourists to eat traditional Santa, socialize, have fun and ultimately ... to spend. In winter you can ski on the slopes organiza competitions in the area, a sort of festival of snow with prizes consisting of, for example accommodation and meals at the Rânca operators . These contests may be invited Romanian pop stars, famous athletes, and in the evening guests can participate in activities organized at the establishment where the stay. In practice this kind of action in Poiana Brasov and Prahova Valley and the results are very good if we were to go by the endless columns of cars blocking DN1 in winter.

Association of businesses in the area could hold and other leisure activities and to attract tourists. Consider for example, the more traditional riding horses cattle, the organization of courses and then contests paragliding, rafting on the rivers in the area, etc. Climate Rânca enjoyed as the area where is located also allows climbing and climbing. To think that with minimal investment can be built Rânca climbing wall that would surely attract many tourists Santa for adventure tourism.

For any interested in spending time in the fresh air of the mountain, you can organize special picnic sites with grills, tables and chairs, wooden fixed with all facility related. Association can organize trekking with mountain guides for groups large and small tourists. The area is wonderful, there are dozens of variants of tourist routes can be reached in a few hours at locations dream, not to mention the health benefits involved in such travel. For the most comfortable, or simply for those who do not want to walk, you can organize tracks in the area or even further, with road vehicles so that more people know Rânca and beauty. Car trips can be organized on the road will Rânca road high altitude are in the area. Transalpina already attracts quite a few tourists which means they run with their car. Much better would be but to make car trips with buses departing regularly from Hell's Kitchen, the guide to explain tourists places they go through. Including Alpine circuit so to say "required" of tourists visiting Rânca, increase length of stay in the area at least a day, increasing revenues corresponding operators. Speaking of auto means, it is necessary to ensure regular transport buses or coaches from Hell's Kitchen, both in Targu -Jiu and from Novaci. Many residents of the two villages and would like to spend the weekend in Hell's Kitchen, but have no means of transport to travel there. Thing is true for tourists from other parts of the country who would prefer not to force private cars, especially in winter, mountain roads, and would like to leave cars at Novaci then came by public transport.

It is very difficult to provide regular transportation of Targu -Jiu and Novaci one by one tour operator in Hell's Kitchen, but an association of all operators can be very easy to bring a fleet of 5-6 buses for tourists.

Rânca must also enjoy nightlife appropriate because tourists are coming here to entertainment so required 2-3 night clubs and discotheques with various artistic programs for all tastes. To increase the awareness of the resort, especially in Bucharest, it is necessary to purchase advertising space on billboards, with as many positions as both stationary and electronics. These panels are a great way street advertising and are useful for attracting new tourists. They will see the initial information about Rânca the boards and then they get more information on the Internet or other channels.

Very important is building a professional web site that provides all, absolutely all the necessary information to tourists

eager winter sports outdoor hiking, climbing, etc. This web site is constantly updated with the tariffs in force, the new attractions of the area, with events taking place in the near future and in general all the information.

An association of travel agencies Rânca could also make one or more films to promote the area to run under advertising, paid, on national television. Promoting tourism is essential. Compared to large domestic and international supply currently exists, the tourist must first be convinced to come to a certain area, and secondly it should enjoy the conditions there so good that gladly return whenever is possibility.

Finally, organization or association to all travel agents in such prime condition Rânca interface to ensure dialogue with public authorities in the area of the county and even national. In terms of infrastructure, the systematization plan or area development Rânca more needs to be done so that a prudent and informed dialogue partner is wanted by everyone, convinced us that we can get more public investment in the area, if it finds that they are desired by all economic agents. Unfortunately, at present local and county authorities are the only ones that make decisions regarding future Rânca tourist area, in consultation with a small number of companies. This led to several problems in the area as local or county does not have the structure of tourism people that know how to promote the most in vogue.

Therefore, each did what he knew and how to get it, obviously in good faith but sometimes the best results.

Rânca tourist area currently has some advantages which is a pity not to exploit them. Mention easy access to the resort, the roads being now in very good condition. It has a very frumose landscape, often noting roadside tourists stop to photograph the landscape, the clouds that envelop the mountains or squirrels in the trees. Is the starting point on the road will, today the highest road in the country, offering superb scenery and landscape. La Rance are also three ski slopes of varying degrees of difficulty, with lift and lift, which can ski about four months a year. The resort has an important basic accommodation and food which can receive many tourists in good condition and very good.

May I suggest organizing by local tourist seminars with journalists from journals in the country and in Europe. During these meetings may present journalists județuli Gorj beauties and attractions in Targu -Jiu, are expected to popularize them among readers. Other jurisdictions seminars would be organized with representatives major international travel agents (Thomas Cook, Neckerman, etc.) Aiming to popularize Gorjului same results among their clients. An important step would be to attract, through travel agencies in those countries the visitors from China and Arab countries, like Russia, which today represents the new wave of international tourists. Sure that the discussion on the development of tourism in Gorj may continue indefinitely. I tried but the above lines to provide relevant solutions and easy to realize that to increase the number of tourists in the county. Santa and the theme is particularly topical and tourism development represents an important opportunity for the county's economy.

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