ROMANIA’S TOURISM MANAGEMENT TODAY

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Abstract: Romania remained eternal hope that does not reach its tourism potential. Danube Delta, Bucovina, Maramures, northern Oltenia, Sibiu and Surroundings, Western Carpathians, Prahova Valley, Black Sea coast, Brasov and Bran-Moeciu are the places with the highest touristic potential of the country, which could bring wealth to the state budget if the opportunity should be exploited. Nature did all it could, but when it came among people to multiply these benefits, things have suddenly blocked and all foreign tourists should have crowded hotels, restaurants, beaches and streets of Romania turned to countries who skillfully packaged tourism offer in many cases much poorer than the local. Romanian tourism not even reach one third of the real potential of this sector.

Key words: tourism potential, tourism experience, competitiveness and quality.

INTRODUCTION

Romania dropped in 2011-2013 in the top five places tourism competitiveness in a top tourism and travel sector competitiveness globally ranked 63 on the 68th, after most countries in Central and of Eastern Europe, including Hungary, Poland and Bulgaria, according to a report by the World Economic Forum. Although Romania is one of the few European countries that can provide complete travel experience. It has mountains, large sandy beaches, unique delta of the continent, or mineral hot springs, wild areas and crowded urban. However, two-thirds of these "rich" remain untapped, because very rarely are backed by quality service (Romans attitude towards tourists), environmental quality by ineffective marketing, a solid infrastructure, poor quality of transport and police services.

MATERIALS AND METHODS

As a result, any foreign or domestic tourists are not rushing to spend their vacations here. In January 2013, left after coming on short holidays or vacations, city-breaks or visits to relatives, foreign tourists performed more than 460,000 arrivals in Romania. View top nationalities, according to the National Statistics Institute. Tourist arrivals in units with accommodation rose in January, compared to January last year, 5%, and overnight stays by 5.6%, according to data announced Friday by the National Statistics Institute (INS). Thus arrivals amounted to 427 100 and 859 900 overnight stays, writes Mediafax. Sosirile Romanian tourists represented 79.8% of the total weight close to that of January 2012.

Tourists from Europe had the largest share in total foreign visitors (83.7%), and of these 77.3% were from EU countries. Arrivals in hotels covering 73.2% of the total index up 1.6%. Regarding overnight, INS notes that the average length of stay in January was 2 days in Romanian tourists and 2.1 days in those from abroad. Arrivals of foreign visitors in Romania, registered at border crossing points in January were 461,500, down 4.1% from the same month in 2012. The vast majority of foreign visitors coming from European countries (95.7%). In the EU there were 61.8% of total foreign visitors in Romania.

European Union Member States most arrivals were registered in Hungary (33.7%), Bulgaria (24.4%), Germany (8.1%), Italy (7.9%), Poland (4.9 %) and Austria (4.5%).
Departures of Romanian visitors abroad, registered at border crossing points were 879,300, up 2.7% compared to January 2012. Road transport was the most common, accounting for 76.4% of total departures.

Most countries in Europe are situated in the first half of the deck, which includes 140 countries, and some of the data used in the study were obtained from surveys conducted in each country.

In terms of attitudes towards foreign tourists, the Romans are less hospitable than the people of Lesotho (120) and Malawi (121), but surpassed those in Mauritania (123) and Chad (124). Romania ranks on position 122 in this chapter. Short distance before Romania ranks second in this regard other countries in the region, Hungary (116) and Poland (118), according to the organization. Ukraine (127), Bulgaria (132) Slovakia (133), Latvia (136) and Russia (138) European states are lagging Romania. After the quality of the natural environment, Romania (107), ranks in the top right after Paraguay and Pakistan ahead of Hong Kong and Mexico. Before Romania are countries like Zimbabwe (47) Zambia (51), Tajikistan (53), Uganda (62), Honduras, Nicaragua and Bangladesh. In Europe, only Malta (112), Russia (120), Bulgaria (121) and Serbia (125) are ranked worse.

Romania registers, but the worst ranking in quality of roads, the 138 of 140 countries, exceeded only Haiti and Moldova. Even before Romania ranks Russia (134), Ukraine (135) Guinea (136) and Mongolia (137).

In the efficiency of marketing and branding to attract tourists, Romania ranks 123, after Benin (121) and Bolivia (122), followed by Mauritania (124) and Kazakhstan (125). UAE most powerful marketers in the world, according to their perception populations. The most effective promotion then Romania benefits countries such as Kenya (12), Mali (31), Namibia (36) and Botswana (52). Among European countries, Romania is behind Russia (126) Slovakia (136) and Moldova (137).

After confidence in the police for law and order, Romania (107) was right after Mali (100) Sierra Leone (101), Cambodia (102), Egypt (103), Lebanon (104), Nepal (105) and Lesotho (106). Romania is followed by Bulgaria (108) Mozambique (109) Kenya (110), Nigeria (111) Ecuador (112) Trinidad and Tobago (113), El Salvador (114) and Moldova (115). Among European countries, besides Bulgaria and Moldova only in Russia (129) police has a bad image.

In the overall ranking of competitiveness, Estonia (30th) is the first in Central and Eastern Europe, followed by the Czech Republic (31), Greece (32) Croatia (35), Slovenia (36), Hungary (39), Montenegro (40), Poland (42) Turkey (46), Latvia (48) Lithuania (49), Bulgaria (50), Slovakia (54), Russia (63), Romania (68), Macedonia (75), Ukraine (76), Albania (77), Serbia (89) and Moldova (102).

Romania is preceded in World Economic Forum ranking of India (65), Georgia (66) and Jamaica (67), while the positions immediately are Lebanon (69) and Indonesia (70) and Morocco (71). Tourism in Romania has a lower general average position (position 68) in 8 of the 14 key indicators, namely political and regulations (87), prioritization by the authorities (103), air transport infrastructure (93), ground transport infrastructure (109), competitive prices (84), HR (83), the affinity for travel & Tourism (122) and natural resources (88).

In 6 of the 14 criteria, Romania has a better position than registered place overall. They are sustainable in relation to the environment, (58) Safety and Security (63), health and hygiene (54), tourism infrastructure (34), ICT infrastructure (59) and cultural resources.
Of secondary criteria, Romania is very low in comparison with other countries to international investors (104 of 140) and transparent decision making by authorities (132), while costs (40) and time (48) required to start a business are strengths.

In safety and confidence, analysts pointed World Economic Forum companies lower costs of crime and terrorism, and lack of confidence in the police service. Thus, Romania ranks 107 of 140 countries in terms of public trust in the police service. Health and hygiene, Romania is dragged down by access to water and sanitation of the population (positions 92 and 93).

Weak place occupied by Romania regarding the prioritization of the tourism and travel sector is explained by the low importance given to the authorities (rank 129), as a percentage of the budget allocated funds (112), and marketing effectiveness to attract foreign tourists (123). He quality (119) and network (114) air transport is lacking, while the quality of roads (138), ports (134) and ground transport infrastructure (130) is extremely low compared to other countries. Romans have a low affinity for travel and tourism sector among the countries included in the report, the attitude of the population towards foreign visitors (ranked 122 of 140 countries) and the degree of customer orientation (114).

Romania is placed at bottom of the table (107) in the environment, even if by the number of natural sites included in the UNESCO World Heritage is in the first half of the deck (45). The first position of the ranking of competitiveness in tourism is generally occupied by Switzerland, followed by Germany, Austria, Spain, UK, USA, France, Canada, Sweden and Singapore, while the last positions are Burundi (138), Chad (139) and Haiti (140).

CONCLUSIONS

How to lose on the road a huge tourism potential of 9 billion annually, is mainly due to the fact that although expensive promotion is ineffective. The existence of a country brand positioning in the market is necessary for tourism, but it has developed both internally and externally, and should be promoted as a tourist brand aggressive. Romania should be visible everywhere on the internet channels, international tv, international media especially in countries with the target market, this is a little weak, ineffective. Tourism and tourism brand has to be promoted within countries as a model with Austria, Greece and Hungary, countries that are trying to promote all the attractions, including cultural tourism and spa just not seaside or mountain. Romania could become a model for these countries, in an ideal scenario, but the road from theory to practice is simple for other countries.

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