

ASSESSMENT OF TOURISTIC POTENTIAL OF THE AREA ARIESENIVÂRTOP

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Abstract *In this paper we critically analyzed the theoretical method of assessment of the touristic potential of an area. We took as useful in terms of application the following factors: natural and anthropogenic potential tourism, general infrastructure and specific touristic infrastructure are supported by a complex assessment of the touristic potential of a territory. The applied research has allowed the making of a paper in which we highlighted the role of both general and touristic infrastructure in the economy of the overall score.*

Keywords: *touristic potential; natural tourism resources; rural tourism*

INTRODUCTION

This paper aims to present natural and human tourism resources of the territory, trying to establish itself as a complex tourist attraction. We wanted to bring extra knowledge of the touristic potential, to support the finding of solutions that would allow the exploitation of the area's tourism resources in order to develop tourism in the area.

RESEARCH METHODS, PURPOSE AND RESEARCH OBJECTIVES

This paper aims to present natural and human tourism resources of the territory, trying to establish itself as a complex tourist attraction. We wanted to bring extra knowledge of the touristic potential, to support the finding of solutions that would allow the exploitation of the area's tourism resources in order to develop tourism in the area.

Studies on the touristic potential of different regions or areas, on the evaluation and exploitation of tourism wealth either theoretical or applied are quite common in scientific papers. The numerous methods and ways of analysis and objective assessment aim to radiography zonal potential implications on socio-economic prospects of the analyzed place. Through its specific natural and socio-human elements, through some specific components, the Arieseni-Vârtop area is an attractive touristic place, a perfect place for theoretical or applied research.

In this paper, the main research methods used were: literature survey, documentary research in the field of personal observations, analysis, tree comparison analysis method, the synthesis of all to build an overview of the touristic resources of the area.

The purpose and objectives of the research have been to determine the complex natural and anthropogenic elements conditioning the potential tourism in the analyzed area. The specific objectives aimed at the identification of the touristic potential of the area Vârtop Arieseni, quantitative and qualitative assessment of the elements of touristic potential that are or can become tourist attractions.

Assessment of touristic potential in Arieseni-Vârtop

The evaluation of touristic potential was a complex stage of bibliographical and field documentation. For quantification we took into account criteria for assessing the touristic potential, using the trees method of analysis by selecting four basic criteria and

sub-criteria according to which we granted evaluation marks. Touristic objectives are quantified according to their image, their level of attractiveness, level of interest, level of complexity, knowledge degree, accessibility and facilities (20).

We chose to evaluate the touristic potential of one of the most beautiful and popular areas in the western part of our country, Arieșeni-Vârtoș, located at the border between the counties of Bihor and Alba in the Apuseni National Park. For this we took into consideration the four classification criteria (Fig.nr.1) with the following sub-criteria:

- a. natural touristic resources with subcriteria: the natural framework, the natural therapeutic agents, protected areas;
- b. cultural heritage: monuments, museums and public collections, art and popular tradition, institutions and concert performances, annual cultural events;
- c. specific touristic infrastructure: accommodation, treatment facilities, conference rooms, exhibition centers, ski and cable lifts, other recreational facilities;
- d. technical infrastructure: accessibility to major transport infrastructure, municipal infrastructure, telecommunications infrastructure.

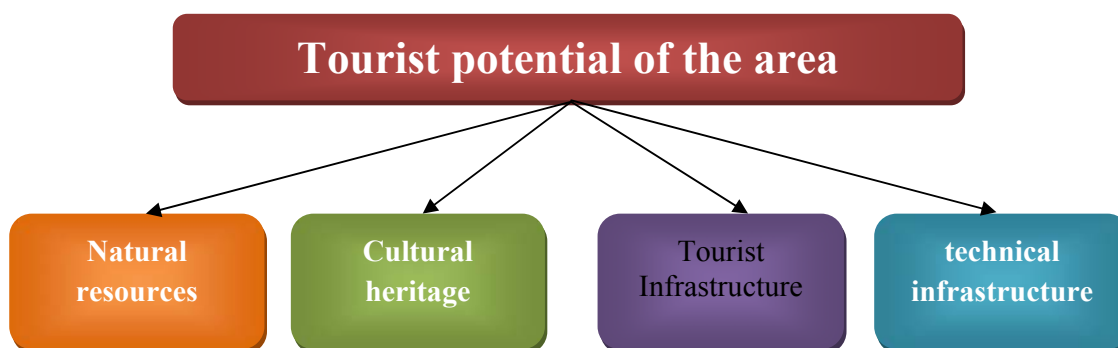


Fig.nr.1 - Elements of touristic potential

We highlighted the role of the general infrastructure and touristic economy of the overall score, which is especially critical in analyzing factors impacting the quality of tourist attractions. We took into consideration both the advantages derived from the affiliation to the Apuseni National Park and prospects arising from the constant development of tourism in the area.

After bibliographic and field documentation with the general score of 100 points for Arieșeni-Vârtoș I assigned 70 points as follows:

1. For the of natural touristic resources, out of the 25 points allocated, the area gains 24.5 points, highlighting the natural and protected areas in the economy of the score.
2. For the second criterion, human tourism resources, it gains 23 points out of the overall score of 25 points. We note the existence of rural museums, monuments of national interest but also the expression or tradition, folk arts and crafts.
3. For the third criterion of specific touristic infrastructure in the area, it gains 13 out of 20 points due to the poor representation of SPA centers and leisure facilities.
4. The last criterion for assessing touristic potential is the technical infrastructure, to which there were assigned 30 points as follows: the area gains only 9.5 points, due to the absence of direct access to major transport infrastructure and the lack of extensive social infrastructure (running water, gas or sewage).

CONCLUSIONS

Arieșeni-Vârtoap region achieved a satisfactory score on the assessment of touristic potential methods mentioned in the paper. This area scored very well on the criteria of natural touristic resources, cultural heritage, well on specific touristic infrastructure, but poor on the last criterion, technical infrastructure.

To enhance the existing touristic potential it is recommended to act in the future on the touristic and technical infrastructure by making investments in this specific case, since customers probably avoid this resort and prefer others instead of it. We recommend promoting both natural and cultural values and their rediscovery in traditional touristic products. (Fig. 2).

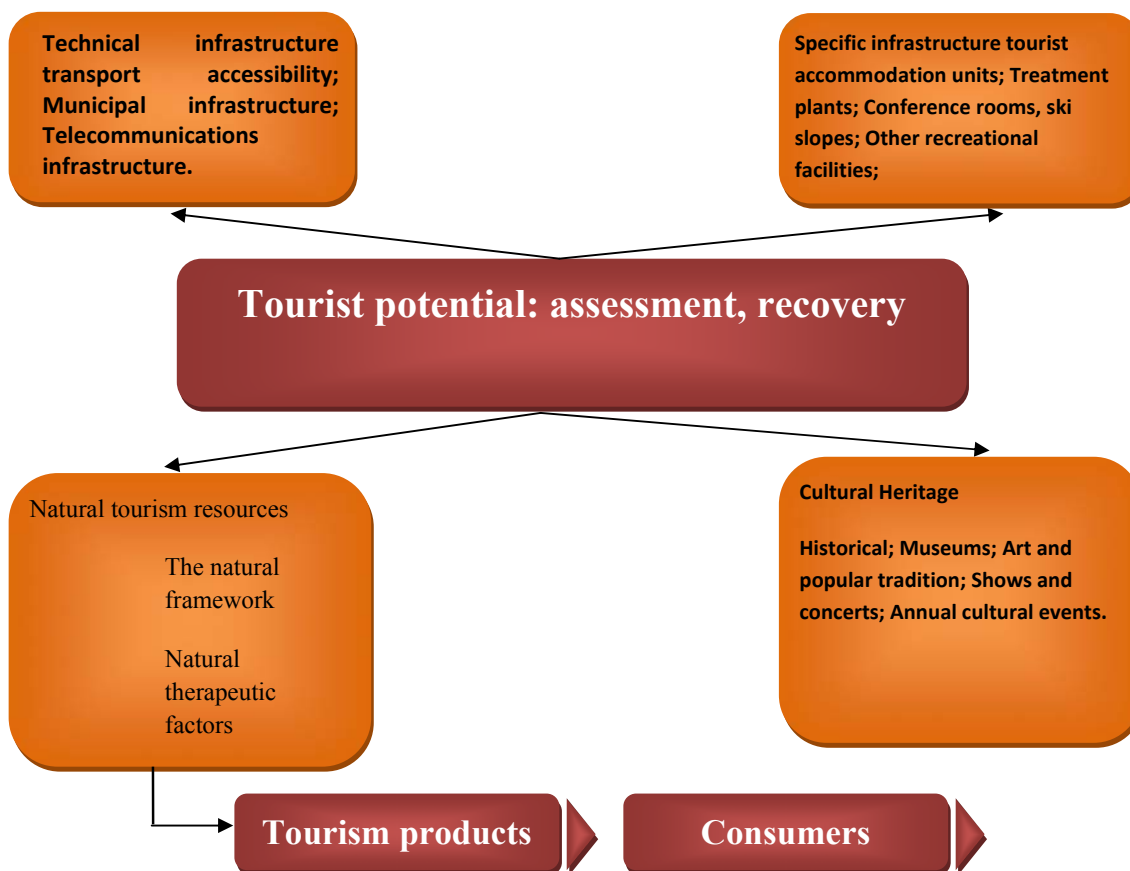


Fig.nr.2 – Touristic potential - assessment, recovery

LIMITATIONS OF THE RESEARCH

Because of the lack of a monitoring system of the accommodation and the origin of the tourists that arrive annually, the information we gathered on the number of accommodation possibilities and their endowments, might not be precise.

Our study is based on public information from documents that may not be fully updated or consistent with reality.

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