

PROMOTION AND DEVELOPMENT OF TOURIST SERVICES IN THE RAUSOR AREA, HATEG COUNTRY

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Abstract: *Contemporary society, increasingly oriented towards services, has determined the continued growth of the tertiary sector. The classic model of national wealth production has diminished its importance, the services dominating every manufacturing sector. The tendency of European countries for development of tourist services in mountain resorts starts, in tourist improvement of the mountain, from a self-concept, designed to highlight natural resources, tradition, in order to attract customers from the international market of winter sports and increase profitability. The most demanding mountain resorts are those with a complex profile, offering spa treatment, air cures, mountain tourism for summer, winter sports, etc. and offers for the tourist the possibility to integrate into the life of the locality, corresponding to the socialization trend of winter sports through the modesty of the accommodation rates and by ensuring optimal conditions for all types of skiers, from beginners to champions.*

Key words: *tourist services; mountain area; optimal conditions; natural resources*

INTRODUCTION

At present, the European countries' tendency for the development of mountain resorts starts from tourist improvement of the mountain, through a own conception, designed to highlight natural resources and tradition, in order to attract international clientele from winter sports and to increase profitability.

In each mountainous country, hundreds of different capacities have been created, either by setting up for the winter sports of the old climate or spa resorts, or by endowing of the mountain villages with equipment, suitable for this form of tourism, or modern, newly built resorts.

The most demanded mountain resorts are those with a complex profile (balneary, air curtain, mountain tourism - summer, winter sports, etc.) that give the tourist the possibility to integrate into the life of the locality and corresponds to the socialization trend of the winter sports through the modicity of accommodation rates and by ensuring optimum conditions for all types of skiers, from beginners to champions. [2] Tourists are accommodated in the most varied forms, from luxury hotels to inns, holiday homes or heated camping sites. [1]

The network of public catering establishments is very varied, with great popularity, enjoying by the specific restaurants, but especially those that offer local gastronomy. [3]

Efforts have been made in order to ensure the food of tourists in the area of the ski area, so many cottage from the mountain huts have buffets or restaurants where the skiers can dine in the system a la carte without having to go down to the resort . There are also numerous slopes along which there are restaurant networks. These are some of the directions of international tourism experience of European countries.

MATERIALS AND METHODS

In order to achieve this scientific documentation, the authors used various bibliographic sources and materials and research in the field of tourism services, on the basis of which some conclusions were made.

RESULTS

Situated at the intersection of Transylvania's historical province with the Banat and Oltenia, Hateg Country is the region that has a wide cultural and archeological and natural diversity, making it extremely attractive for tourists regardless of the season. [7]

Geographically, the Hateg Country overlaps on the homonymous depression, bordered in the south by the Retezat Mountains, to the east and north-east by the Sureanu Mountains, to the west by the Țarcu Mountains and to the north by the Poiana Ruscă Mountains.



Figure 1. Geographical location of Hateg Country

Source: http://www.creeaza.com/files/geografie/12_poze/image002.jpg

Well individualised and surrounded by heights on all sides, the Land of Hateg does not remain an isolated unit because it is connected by three "gates" - the Banita-Merisor (759 m), the Iron Gates of Transylvania (700 m) and the gate from Subcetate - with the neighboring depression regions, having all the attributes of an intracarpic depression, more of the plain than hilly, considered a real intercalated and divided plain. [6]

From the ethnosociological and linguistic point of view, however, the Hațeg Country is more extent, including the settlements on the Lower Strei Valley until its discharge into Mures, including the town of Calan.

The well-defined geographical landscape of Hateg Country has generated in time traditional folklore and traditional crafts, a popular folk port, well-preserved folk traditions and customs and all this makes it a distinct and personalized ethnographic region of Romania.

If this true adornment attracts thousands of visitors through the greenery and shade of trees, through the richness of flora and the murmur of the autumn, through the landscapes of the vast polychrome paintings, no more excitement and charm gives to the lovers of beauty and hiking in winter when wearing the white snow coat, which covers the entire area. Itineraries that were run in the summer, slowly and calculated, are replaced in winter with the skier's fast ski slope which, from December to May or even June, can enjoy by the brilliant snow with the thick of few meters.

The Râșor mountain resort is a visiting mountain resort in all four seasons.

The Rausor mountain resort is a mountain resort that can be visited in all four seasons.

The access can be easily made from Arad through Hateg, from where it continues on the road that goes to Caransebes to the river Mori, from there there are only 10 km of paved road on the beautiful and untouched (there is only a cabin on the valley) valley of the Rausor. If it comes from Bucharest, through Targu-Jiu, it follows DN 66, up to Hateg.[5]

The resort offers the possibility to climb to the altitude of 1200 meters in the Retezat massif, using the personal vehicle, from Rausor being able to attack the peak that gives the name of the massif.

The Rausor is the only resort from the Retezat National Park where you can ski and it is a starting point for skiing lovers. It is also the point where you can get closest to the mountain with the least effort (the only paved road in Retezat that climbs up to this altitude and so close to the central area of the park.

The resort is a extremely quiet one during the summer, being, as I said earlier, the nearest Retezat peak resort. [5]

The main attraction of the resort is the piste. For tourists who prefer hiking, there are several routes for all age groups.

Some of the interesting sights near Rausor:

- the archaeological site Sarmizegetusa Ulpia Traiana and the museum from Sarmizegetusa, about 25 km from Rausor. It is the capital of the Dacian province from the Roman period. [8]



Figure 2. Sarmizegetusa Ulpia Traiana

Source: <http://www.istorie-pe-scurt.ro/ulpia-traiana-sarmizegetusa-roma-din-inima-daciei/>

- near Hateg, in the Slivut forest you can visit the bisons reservation. [9]



Figure 3. Reservation of bisons

Source: <http://traveleurope.ro/turism-1111.html>

- from the peak of Retezat you can visit Lake Bucura, the trail passing by the scientific reserve through Bucura peak and with some luck you can see black goats or marmots.[10]



Figure 4. Bucura Lake

Source: <http://www.turistderomania.ro/lacuri-si-baraje/lacul-bucura/>

- chalet complex known as the Pietrele area, is a starting point to other tourist routes that allow exploration of the Retezat National Park. To the Stones can be reached from Rausor on the route of the curios peoples.

- at the entrance of the River Rausor you can visit the Colt Monastery, with a beautiful stone church. On the opposite side of the valley, on the cliffs of the rock rise the ruins of the Colt, considered to be Jules Vernes' Carpathian Castle. The route leading to ruins is a thematic one and continues to the village of Nucsoara through the Pietrele valley.[11]



Figure 5. Fortress and Monastery Colt

Source: <http://www.descopera.ro/descopera-in-romania/>

Regarding the offer of tourist services in Rausor resort, we can mention the following:

- The accommodation service is provided by the offer of numerous cottages, guesthouses and hotels of the resort and from surrounding area.

- The catering service is mainly made at the accommodation units, which are equipped with restaurants.

Concerning leisure services, we mention:

- For the warm season - the following forms of recreation can be practiced:

- team sports: football, tennis, voley, basket
- paragliding
- marathons
- cycling
- climbing
- hiking.

Recommended for hikers is the route of the curios ones, leading to the Ciurila saddle. The route is well positioned and passes through diverse habitats, presenting almost all kinds of vegetation from the Retezat National Park, including the specific Retezat Grove. For lovers of sensations, there is an adventure park in the resort, built on the trees near the Salvamont cottage.[12]



Figure 6. Rausor Adventure Park

Source: <http://www.tabere-retezat.ro/db/index.php/taberevara/parc-aventura>

In winter can be practiced: ski, sledge, snowboarding, ice skating.

There has been a significant increase of tourists in the Rausor resort in the last period, according to some information obtained from Infoturist Râu de Mori, as can be seen from the following graph. [6]

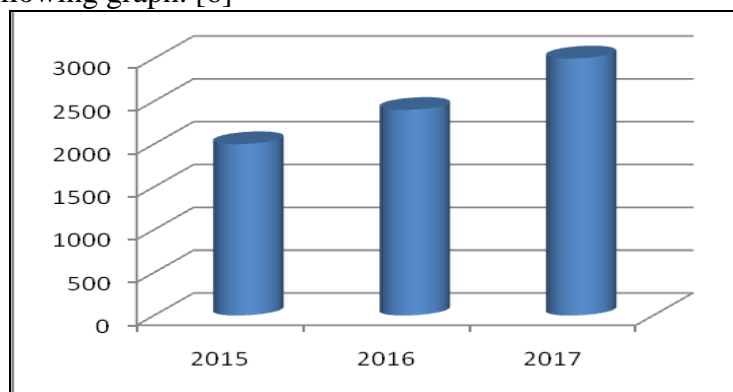


Figure 1. Number of tourists in Rausor resort

Source: Infoturist Râu de Mori

The Rausor area, with mountain specific, has beautiful landscapes and is rich in tourist attractions: ancient and medieval vestiges; tourist and economic objectives; agricultural potential; and so on.

The exploitation of the tourism potential of the Rausor area can be achieved by fulfilling the following objectives:

- Improving tourist infrastructure;
- Studying the existence and possibilities of centralizing the existing resources;
- Involving the inhabitants of the mountain area of the county in activities that can bring alternative income;
- Creation of some holiday villages with campsites, including the relocation of architecturally valuable traditional houses;
- Youth training in agrotourism;
- Providing consultancy for owners of rural guesthouses from the area.

CONCLUSIONS

The development of tourist services in the area can be achieved through the involvement of the inhabitants in activities that can bring alternative income with the purpose of capitalizing the local products.

A strong point in the development of tourist services from the area would be the rehabilitation, modernization and maintenance of the transport infrastructure for the viability of the traffic and the increasing accessibility to the resort.

Also, the creation of complex resort services systems, in order to reduce seasonality in tourism, as well as the rehabilitation, modernization and maintenance of the utility network would be an asset in the development and promotion of the resort.

A special importance for the resort would be the diversification of recreational sports services, an objective which aims at broadening the horizons and educating the population, especially of the young one, about the necessity and the role of sports activity.

Sustainable rural mountain development implies that man must be a partner of nature, for everyone to have the chance to live better, harmonize inter-community relations, integrate development strategies with the requirements of the European Community.

In our country, mountain regions are a very important economic area, and at the same time it is a region that must be protected.

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