

STRATEGIC PLANNING AND PROMOTION OF SOUTH-EAST REGION TOURISM AT NATIONAL AND INTERNATIONAL LEVEL

Abstract

The world is changing. World economy tends to steady state and all activities designed to preserve the qualities of current environment, sustainable development. Rural tourism and agro-tourism is one way of achieving this goal and it is relatively easy. Therefore, in this paper we argue the importance of the rural tourism for the Romanian economy, the opportunities for development and global recognition. All this because Romania is the country with the largest potential in Europe in terms of rural tourism development, both as an important source of income for investors and for the country's budget. Therefore, at present, increasingly more people with entrepreneurial spirit and began to glimpse the potential benefits of practicing rural tourism. Existing supply is now quite varied, from the types of accommodation to location. But there are a few things missing from the landscape, to make rural tourism in Romania can become what can and deserve.

Key words: rural tourism, tourism promotion, sustainable development, crisis effects

1. Introduction

Today we live in a world characterized by accelerated and perpetual motion, and with major changes lately that have a strong impact on management, the firms by increasing the number of products, services and technologies, which has led some experts to consider the second half of the twentieth century as the “second industrial revolution”. Tourism is now a very important sector of global economy and beyond. It contributes, on average, approximately 10% of global GDP, but there are countries in which the figure is much higher. Therefore, finding solutions to international and local tourism promotion strategy is part of any country strategy and any organization should undertake a strategic planning activities.

2. Strategic planning and strategic management in tourism

Evolving companies, changes in management and planning system require new ways of orientation and place of business, forcing them to continually adapt to environmental changes inside and outside the action, strategic management is actually a form of leadership based forecasting the anticipation of change to be made within the firm and its interaction with the business. It is essential that companies understand the type of tourism business we place and the place they want to deal with at some future time (strategic planning), but also how to achieve these goals, which are the responsibility of operational planning and the decision-making. Long term planning involves the use of extrapolation to determine future trends, using data from the last period covered by certain growth factors, which in most cases, not made on future developments.

Strategic planning involves a number of changes, extrapolation is replaced by a complex methodology: analysis of development prospects of the company, identifying strengths, weaknesses, opportunities and threats in the environment, competitive analysis firm business portfolio analysis, etc.. The planning of strategic management add specific components to the planning process, namely: potential planning firm at the functional level (marketing, R & D, manufacturing, financial, personnel), and general management (structure, organizational culture, skills), and establish management actions to overcome resistance to change.

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The transition from planning to strategic management was done gradually from extrapolation of past achievements to anticipate long-term future, and strategic planning and strategic management thereafter, creating the conditions to ensure flexibility and creativity in planning.

Planning helps managers to focus on the future, to anticipate certain events that may affect the company decisively, its existence. Only after planning managers can determine how an organization will coordinate the work of people and they exercise control. Also, planning is of great importance in the coordination of decisions. A decision today should be made taking into account how it will influence the future.

Any organization that efficiently plans his activity will succeed. In one study, approx. 65% of newly established companies will not enjoy the 5th anniversary without adequate planning attention. Planning advantages are manifold, but it should be noted that this does not eliminate risk entirely, but helps business managers to identify problems before they take effect.

The planning process involves the following steps:

1. Outlining the objectives of the company specifying those areas in which the planning process to take place;
2. list of alternative methods for achieving the objectives;
3. establish premises which will be based on each alternative;
4. choosing the best alternative for achieving the objectives;
5. devising plans to implement the chosen alternative;
6. implementation plans into action.

Through these stages in the planning of tourism firms, as is of any company, is very complex, hence the need to ensure an effective planning system, which enjoy the support of top management at any time. Efficient organization of planning is the main instrument through which plans are made on the understanding that must be designed to allow the use of all other management systems within the company.

3. Analysis of tourism development in South-East Region of Romania

Referring to Romanian tourism must recognize that our country was and is an important tourist destination for Eastern European market. Travel products promoted are the seaside resorts, cultural programs and monasteries in northern Moldavia and Bucovina. Romanian tourism offer has not changed over time, has not adapted regional and international developments. It has become uncompetitive in relation to the demands of tourism demand and tourism related products on the international market.

Breakdown by development regions of the country development has meant for Romania an opportunity to examine different problems that regions facing. All eight regions of the country, especially those left behind as development level, have a valuable potential for tourism development but its contribution to national economic growth is still low. In Romania, South-East region holds a position of excellence, confirmed by all indicators relating to domestic tourism market. In 2008 the region was first in the country in terms of accommodation capacity - either existing or in operation - the number of overnight stays and arrivals. The capacity utilization index in use is highest in the country. The accommodation, often of low quality, infrastructure, mostly old, poor and lack promotion in tourism are the problems facing the regional tourism sector, which currently contributes only 6.67% to regional GDP, slightly above the national average but below the average EU countries such as Bulgaria, Poland, Hungary, Italy and Spain. The advance, however, is nationally significant because of the part with only 2.13% of GDP in 2003 (Regional Masterplan 2010-2020).

4. Elements that reflect the tourism potential of South-East region and its development solutions

We can speak about a high potential for tourism. Rich heritage of cultural and natural resources was the prerequisite for the development of tourism industry in the region. The degree of diversification is high and includes travel to the seaside, mountain, cruising, rural and ecological tourism, cultural tourism and religion, yet they have different levels of development, major destinations and known as the Black Sea coast and Danube Delta. Southeast Region has a range of natural resources that properly harnessed, can play an important role in economic and social development. Of these, the most important are deposits of oil and natural gas (Buzau, Braila county and south west of Galați County), the stone (Macin Mountains), salt, etc..

Primary advantage that it can capitalize on the region, is the presence of the Constanta port, backed up by the Danube port of Galati, Braila and Tulcea. Their links with major ports around the world, can be used to provide both the raw material needed economic development region and to export goods produced in the region and the rest of the country.

Tourism resources have significant potential for the development of the region:

- Black Sea coast, which includes 13 stations, with accommodation, medical treatment and leisure (hotels, motels, cottages, camping) along the 70 km of coast Navodari and Mangalia.

- Danube Delta, which has a scientific and a tourist attraction high, especially since its incorporation in 1990, together with other adjacent areas in the Danube Delta Biosphere Reserve.

- The region benefits from a special spa with a long tradition Techirghiol, Eforie Nord (with similar properties curative mud from the Dead Sea).

- Also, there are promising for development of agro-tourism (Braila, Galati and Tulcea) with significant resources for development of recreational tourism (hunting and fishing) in the Small Island of Braila, Braila Great Island, etc..

- Vrancea and Buzau mountain area of interest by tourist resorts and Lepsa Soveja and unique tourist areas in the country, such as Muddy Volcanoes (Berka), caves Bozioru, fires coming.

- cultural and historical heritage of the region getic, Roman, Greek, Byzantine monasteries and mansions, mostly concentrated in the counties of Tulcea and Constanta.

For better results, particular attention should be paid to training in the organizations in any field, they offer training for adaptations for training aiming at increasing the overall rate of employment in the region. This is required to achieve in all sectors but particularly in the tourism sector, where changes generated by passing through a crisis in the region caused a massive migration of labor is thus imposing qualifications or retraining those working in the field, through the formation of specific professional skills. This is but a necessary stage of the research are regional tourism operators acting in the South East region but also the processes, products and services offered or the market size in the region.

We propose, therefore, faster access to funds channeled to this field so that it is possible to exploit the potential of the region with maximum results.

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