

## THE DYNAMIC CHARACTER OF THE PERFORMANCE IN THE TOURISM ACTIVITY

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**ABSTRACT:** *Our country benefits of great opportunities in developing tourism, and the practice of this kind of activity is necessary in the actual stage of national development. The Romanian tourism has been in a continuous resemblance with the entire touristic movement, but through its advantages it tries to cover its needs and minuses. The development of the tourism would lead to special effects regarding the connections established between owners and visitors and the appearance of new personal and professional relations.*

**KEY WORDS:** *tourism, performance, development, revenues, strategy*

The tourism in our country has been an old practice even within the early years of the 20<sup>th</sup> century when the accommodation of the incidental visitors in local settlements was very common.

A real analysis of The Romanian offer, would lead to the conclusion that in our country the touristic patrimony is not enough rented profitable although the touristic product is in a state of a continuous improvement. On the other way, in this moment the local product has taken the shape of households or settlements that offer general touristic services, turning in the same time to value the enormous possibilities of our patrimony.

The milestones of The Romanian tourism may be considered the following:

- the real value of the recreation moments offered by the natural and traditional environment;
- the aesthetical elements of the panoramic view;
- the possibility of development for many hobbies and cultural activities;
- the possibility of enriching the knowledge of nature elements and local traditional activities that surround a household;
- the enormous investment potential.

The tourism in Romania benefits as we speak in the matter of infrastructure by the national road network system that is continuously modernized, hoping that as soon as possible it would also derive advantage by the development and expansion of the

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national highway system that would allow a connection between the areas that provide tourists and areas that receive tourists creating a favourable balance.

Our country benefits of great opportunities in developing tourism, and the practice of this kind of activity is necessary in the actual stage of national development.

The revenues achieved by practicing this activity, resulting from a mutual interest showed by the offerers and demanders, materialized in the commerce with local, natural products, involving the tourists in agricultural activities, can substantially contribute to an increased living standard and the steadiness of the young human resources in this area of activity.

The geographic structure of our country offers ideal conditions also for the touristic activities and practicing winter sports, having a very important role as a natural reserve with great potential still not enough put to value, representing a possible income resource for limited and expanded periods of time.

The base of the quick launch of the Romanian tourism is the complex analysis of the multiple advantages of our tourism in comparison with other countries we compete with, some of them much more developed from the economic point of view.

The Romanian tourism has been in a continuous resemblance with the entire touristic movement, but through its advantages it tries to cover its needs and minuses.

If we have in mind the quality of the product, very important for any traveller, it is well known that the insertion of structures in the circuit, that would offer through its human resources low quality services could discredit for a long time any product or destination.

A special attention in the matter of marketing strategies must be granted to the promotion of the product by publishing informative bulletins, brochures, inclusion in the international touristic circuit by editing catalogues at European standards and developing informative offices with qualified personnel.

The immediate measures that should be taken in order to increase the efficiency of the service commerce in the area of the tourism, should aim the following: the development of a team of experts capable of lending technical assistance by organising trainings for the people directly involved in the activity, the achievement of a competitive information system and the development of high social skills in the relation with the tourists.

Also very important is the existence of strategies and policies able to emphasize: the enunciation of precise objectives, very realistic and time coordinated, the improvement of the infrastructure, the planification of settlements such as farms, pensions at international standards, the identification of all available resources that can be proper put into value and the accomplishment of the national reservation system.

As a perspective it is highly recommended a different strategy regarding the identification of the modern and traditional accommodation structures for the tourism.

The achievement of the modernized traditional accommodation structures would impose the idea of finding local or foreign investors that can be able to take care of this objectives in order to increase the number of travellers willing to spend their vacations and their money here.

The development of tourism in a series of west European countries reveals as very important the stimulation of the local enterprising to direct their capital in order to realize:

- small and medium accommodation facilities, in the areas with great unused potential;
- arrangements and modernizations of the equipments and units spaces with commercial profile, of those in charge with entertainment and all the endowments available.

It must be also noticed that until the present time, the resources of proper capital have been the support for most of the investments for the tourism units.

In connection with the European example it is highly recommended for our country authorities the grant of some financial banking facilities which may appear as long term loans with low interests useful for: the endowments of the settlements, the development of the areas with great potential for tourism, the improve of infrastructure in order to make the access easier, advertising campaigns and others.

Together with the real necessity for modern endowments the general infrastructure needs also general refreshment. For this purpose the involvement of the authorities it is highly recommended. The local and central authorities could grant financial and logistical aid to those units involved in tourism in order to stimulate a quick and qualitative development with mutual gains.

It is necessary that the local authorities, first of all, to be the main promoters of the profitable management for tourism by initiating local programs as a support for tourism by keeping the traditional and archaic spirit of the regions.

The strengths of The Romanian tourism are determined by the internal elements which are not hard to be identified because the tourism in Romania can offer a great variety of products and services.

Strengths are considered to be also the opportunities given by the existence of an environment that combines the traditional with the modern style. Very important for this area of activity are also the international routes, the access to occidental products and services, the accessible prices and the excellent quality of the traditional products offer.

The weaknesses arise from the organizatorical difficulties determined by: lack of information for tourists, the lack of airline connections, the underdeveloped infrastructure in some areas, lack of promotion and advertising, the low report between quality and prices, lack of trained human resources.

The opportunities are given by the romantic view, the traditional aspect, the continuous growth of foreign business travellers that interact with this regions, the growth of access possibilities for the occidental products and services, the intense cultural exchange, the connection to The Eurogites network, the presence of on-line advertising materials and others.

The threats are determined by the low report between quality and prices, degradation of the environment due to the lack of ecological measures, limited accommodation possibilities, weak infrastructure level, and lack of possibilities for renting vehicles.

The launch of The Romanian tourism on the world market can be associated with the measures of large opening towards the outside world, being focused on the efforts of insurance of a product offer very competitive, new and with a high personality.

The proposed measures to be achieved would effectively contribute to the increased number of foreign tourists that would visit the regions specialized in tourism. By the same time it will be noticeable an important change in the structure of the foreign tourists preoccupied by tourism by the growth of organized groups that are willing to spend their time heir.

The achievement of constant incomes from tourism is possible if there are realized: a favourable image of the regions and settlements, good quality management, quality services and products, advertising at national and international level.

The development of the tourism would have a great contribution to Romania's balance of payment, the incomes from tourism being able to reach the ones in the developed countries from this point of view.

Also the development of tourism would lead to the economical growth of the regions due to the multiplying effect of this activity with positive influences over agriculture, transportation, construction, services.

The economical efficiency of the tourism it is associated with the social evidence that results from the insurance of the conditions for developing the work facilities, the pleasant spending of the spare time, the increased level of general education and professional preparation and a great variety of services.

The development of the tourism would lead to special effects regarding the connections established between owners and visitors and the appearance of new personal and professional relations.

The promotion of the cultural values, the achievement of proper presentation areas and the entrepreneur's hospitality are the key for The Romanian tourism in the stage of a continuously development in order to line up with The European standards.

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