

## TOURISM IN S-W OLTENIA REGION AND OLT COUNTY

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### Abstract

Romanian tourism, has seen a generally upward trend over the past decade and was benefiting from increased attention from both policy makers and to the decision, supported by many programs, the European Community. Due to natural resources at its disposal, bio-diversity of flora and fauna unique in Europe, Romania is one of the world's most diversified tourism products, is a predominantly agricultural country, with generous rural area, offering wonderful scenery and opportunities for development of rural tourism. This paper analyzes the situation of tourism in the county of Olt in relation to Oltenia, following items: accommodation capacity situation in the period 1995 - 2009, tourist reception of Olt County since 2003 until 2010 and tourist reception of Oltenia region with reference to the years 2009 and 2010. In 1995, at the Region, existing tourist accommodation capacity (seats) was 17,462 and, depending thousand places / day was 4149.8 and the Olt, the existing accommodation capacity was 1244 and in operation thousand places / day, 312.7, a discrepancy in this case, over 12%. Greater is the gap in the years 2009 and namely, in the region, existing tourist accommodation capacity was 16,349 seats, and thousands places in operation / days of 4233 and the Olt, 568, places the existing capacity and of 192.4, in operation, thousands jobs / day, a gap of over 29% from current and over 22% in places / days. While the Oltenia region, as a whole, has a powerful tourism potential but untapped all yet, the situation of tourism for Olt county is precarious.

**Key words** : Olt County, Oltenia Region, tourism, reception capacity.

### INTRODUCTION

For a better coordination and implementation of programs and pre-accession EU funds in Romania, the association of county councils were formed eight [1] statistical size unincorporated called developing regions corresponding to NUTS level divisions II of the EU, development regions with an average of 2.8 million inhabitants (NUTS I level that involves macro-regions are not used to us.).

The eight regions without administrative status, the council having legislative or executive body, had only one function, that of the EU PHARE funds allocated for regional development and research to interpret and regional statistics coordinate regional infrastructure projects. In 2007, when Romania joined the EU, the 8 regions have joined the Committee of the Regions (Photo 1).

One of the eight regions developed, named after their geographical location in the country, South-West Oltenia, consists of five counties, Dolj, Gorj, Valcea, Mehedinti and Olt, based in

Craiova, the largest city in the municipality of the region. About this region and about one of the counties components namely county, we speak in terms of tourism, in the present study.



Photo1: Romania Regions

Tourism, beyond concepts, definitions and interpretations, as part of human nature and as a form of expression, was born with the knowledge and awareness of the need to relax. The monumental work "Encyclopedia Română", published in four volumes in Bucharest, in 1943 the National Printing in

vol.4, head. "Tourism in Romania", Valeriu Puscariu considered shepherding and carting "are ancestral forms of romanian tourism" [2].

With this statement the first researcher informed the romanian tourism phenomenon and together with the fact that the region is the region of historic Oltenia "first dry continental geology of the Carpathians, the romanian race and ethnicity and speech kept the cleanest, and finally, it is the region where specific romanian, in port, faith and culture, is the purest form and feature." (Voitești Popescu, I., Oltenia 1943 pag.189), is incorporated into current regions South-West development, we can say that even in this area, thanks to diverse forms of relief in its possession, (meeting here, the mountains with the Danube, the two axes that conditioned, in distant times, the history of the native element in the Carpathians, started the first buds of the Romanian tourism, an area with a rich dowry of tourist offer, totaling elements with geographical, historical, religious, cultural, ethnographic, folklore, art, elements which, despite all the vicissitudes of weather and kept their uniqueness, identity and specificity.

Is a county located in the south, the lower Olt River, bordered by the Danube, and, in terms of historical and geographical, is part of the old provinces Oltenia and Wallachia. Unfortunately, despite having potential, tourism is not a strong point of this county relative to other parts of South-West Oltenia Region, although has several leading tourist attractions. Perhaps a focus on rural tourism and agro-tourism, would lead to real growth potential, to denote both existing resources as well as finding new ones (development of traditional crafts such as weaving, pottery, furriers, making traditional products, etc. this is what the old traditional centers such as Oboga pottery, Vadastra, Vadastra-furriers,) and a better correlation with economic and social needs.

## MATERIAL AND METHOD

On the tourism potential of the Olt county, we use the following indicators of accommodation 1995-2009, Olt against Oltenia, structures of 2003-2010 Olt, structures of Oltenia 2009 to 2010. Source data presented in the National Institute of Statistics Dolj and National Institute of Statistics Olt [4].

## RESULTS AND DISCUSSIONS

We said that, unfortunately, Olt County has too high a share in the Oltenia region for tourism activities in all its forms of manifestation. Moreover, we see that the number of tourist reception is low.

In 1995 at the Region, existing tourist accommodation capacity (seats) was 17,462 and, depending thousand places / day was 4149.8. For Olt County, the existing accommodation capacity (seats) was 1244 and the operational thousand places / days, 312.7, a discrepancy in this case, over 12%.

Greater is the gap in the years 2009 and namely, in the region, existing tourist accommodation capacity was 16,349 seats, and thousands places in operation / days of 4233 and the Olt, 568, places the existing capacity and of 192.4, in operation, thousands jobs / day, a gap of over 29% from current and over 22% in places / days. In the case of arrivals and overnight stays ECAC, taking as reference the same years, 1995 and 2009, it is as follows: Region level, arrivals and overnight stays 2044.1, 544.6 with a net capacity utilization index on (%) of 49.3 and the Olt, arrivals, 48, 8 and 82, 3 overnight stays, with a score of 26.3. Here, by year, the cases of accommodation, existing and in operation, and the arrivals and overnight stays (Tabel 1,2).

Table. 1. Tourist accommodation capacity and activity, S-W Oltenia region. [3]

Develop ment Region Years	Accommodation capacity		Arrivals (thousand)	Nights spent (thousands)	Capacity utilization ratios of net operating (%)
	Available (places)	In function (thousands persons-days)			
1995	17462	4149,8	544,6	2044,1	49,3
2000	15295	3736,2	327,1	1591,2	42,6
2001	15326	3884,9	337,8	1745,2	44,9
2002	14855	3754,7	349,9	1690,9	45
2003	15112	3701,3	324,4	1643,1	44,4
2004	13936	3703	361	1648	44,5
2005	14672	3950	334	1602	40,6
2006	14816	4226	371	1641	38,8
2007	15219	4107	403	1674	40,7
2008	14973	4197	429	1730	41,2
2009	16349	4233	366	1442	34,1
2010	16410	4228	337	1290	30,5

Table 2. Tourist accommodation capacity and activity, Olt County. [3]

Development Region Years	Accommodation capacity		Arrivals (thousands)	Nights spent (thousands)	Capacity utilization ratios of net operating (%)
	Available (places)	In function (thousands persons-days)			
1995	1244	312,7	48,8	82,3	26,3
2000	973	149,6	17,3	31,8	21,3
2001	825	175,7	13,1	33,4	19
2002	759	118,8	13,9	32,6	27,4
2003	725	140,1	15,8	35,9	25,6
2004	724	150,2	18,6	39,7	26,4
2005	668	153,3	19,8	44,4	29
2006	591	137,9	19,9	52,1	37,8
2007	498	145,7	16,5	49,9	34,2
2008	507	162,5	17,5	43,9	34,8
2009	568	192,4	13,9	26,3	29,6
2010	-	-	-	-	-

In the tourist reception structures, we see the same situation, not hopeful, a total of 11 structures in 2003, and, with little movement, down, in 2011 we had the same number, 11 structures, mostly hotels and only 2 motels and hostels. There is diversification and, unfortunately, tourists are almost nonexistent in a county that is still great potential in rural areas where germs can implement sustainable development (Table 3).

Table 3. Tourist accommodation for Olt County, 31 July [3]

Olt	UM	2003	2004	2005	2006	2007	2008	2009
Total	Nr	11	11	10	10	8	6	11
	%	100.0	100.0	90.9	90.9	72.7	54.5	100.0
Hotels and motels	Nr	8	7	6	6	5	5	9
	%	100.0	87.5	75.0	75.0	62.5	62.5	112.5
Camps for students and peschool	Nr	2	2	2	2	2	2	2
	%	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Tourist boarding houses	Nr	1	2	2	2	1	1	2
	%	100.0	200.0	200.0	200.0	100.0	100.0	200.0

In the year 2009, Oltenia total number was 299 units, and, as shown above, only 11 are found in Olt. In fact, in 2010, the Region increased slightly the number of units to 305. Interestingly, decreases by 10 units and increases the number agro-touristic also cu11

number touristic. Explanation guesthouses can be several, including that, was dropped, in some agro-touristic, the nutrition of their products for products purchased on the open market, sometimes with lower prices than the cost of producing their own establishment. As well, should not be forgotten that, last year's were marked by crisis (Table 4).

From the above, it is apparent that, within regions, even if the total number of units received, at least in recent years, 2009 - 2010 is fairly similar, use index decreased net capacity in operation, last year described above, in 2010, we have an index of only 30.5% on 1995 when 2004 was 49.3 and even when it was an index of 44.5%.

Table 4. Tourist reception with functions of tourist accommodation, 31 July 2010. [3]

Development Region	Number of units			
	2009		2010	
<b>SOUTH - WEST OLTENIA</b>	Nr	%	Nr	%
Total	299	100.0	305	100.0
Hotels and motels	92	30.8	91	29.8
Tourist chalets	9	3.0	9	3.0
Camping sites	9	3.0	9	3.0
Tourist villas	47	15.7	49	16.1
School and pre-school camps	3	1.0	3	1.0
Tourist boarding houses	56	18.7	67	22.0
Agro-tourist boarding houses	70	23.4	60	19.7
Tourist halting places	3	1.0	3	1.0
Hostels	10	3.3	14	4.6

Same index decreased in the Olt county but, somewhat weighted index of 37.8 among the highest in 2006 to 29.6 in 2009.

## CONCLUSIONS

We said that, while Oltenia region, as a whole, has a fairly high tourism potential untapped yet in the upper parameters, components are differences between counties and the potential and prospects. Olt County is one of the counties components is relatively low share of tourism activity in the region, from the small number of care facilities to the lack of a coherent tourism development and even adequate infrastructure. County enjoy several tourist landmarks of national interest (Monasteries: Brâncoveni, Clocociov, Calui, etc.), but, we focus on rural tourism on November 1, would be a viable

option for sustainable development for the county towns. Previously mentioned pottery and furriers, two fireplaces crafts that are strong in this area but, should not be overlooked places in the North, strong and orchards or vineyards of South in the Danube, where they grow vegetables.

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