

## LAUNCH INTERNATIONAL CIRCUIT IN RURAL TOURISM DEVELOPMENT THROUGH A TOURIST VILLAGE POLOVRAGI GORJ

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### **Abstract**

*Tourism in rural areas, complementary to other forms of tourism, contribute to its support, giving them the necessary conditions to transform tourism travel holiday circuit. This area of the county, village Polovragi can and should become a tourist area of residence, a holiday destination for spending the whole year, because it responds not only motivation and knowledge of cultural tourism, but also other modern requirements: that the party free time in nature, which in fact seen in other countries. Along with other places in the county, Polovragi keeps the traditions and craftsmanship of Gorj, tourists can visit the workshops of craftsmen here or participate in folk events such as Fair or Fair Nedeia Polovragi year (from July 20, attracting a large number of tourists in Oltenia). Therefore, the tourist offer of settlement may include a folk product.*

**Key words:** attractive tourism, crafts and traditions popular tourist area of residence, speleological and religious tourism

### **INTRODUCTION**

Polovragi village is situated at the foothills southwest of Skull Mountain, in the depression of the same name, in the north-east of the county Florida, on the left bank of Oltetului. Depression Depression is part of Subcarpathian Polovragi Oltean, located between Bistrita Valcea / Costesti Hill, east and Motru River to the west. Oltetului Valley separates Parang Mountains (west) of Capatana Mountains (East), with a steep limestone relief of about 200-300 m height.

Polovragi village consists of two villages: Polovragi - and Racovita common residence. Like all mountain areas of Gilort and Bistrita Valcea, the village population suffered Polovragi demographic and ethno-cultural influences from Sibiu Surroundings. The result of this interference is found in language, port and similar villages Marginime pastoral tradition, something which is a strength in developing tourist town, the cultural elements unique value you can give potential visitors. Preserving this heritage ethno cultural must represent, along with infrastructure and utilities, the main objective of development strategy of the city [3].

### **MATERIAL AND METHOD**

Rural tourism is an important part of expression orientation contemporary tourists to nature because of the implications of post-industrial civilization. Today nature becomes a pretext for reflection, discovery Peter, for education, and treatment, sporty performance and thus for a new life.

Promotional activities must secure a suggestive image of Romanian rural tourism, both in terms of tourism potential, as well as characteristics of social, cultural, psychological specific to our people.

This work was intended presentation rural tourism potential of our country in the context of European tourism needs alignment and tracking the best ways to promote the development and correlation with existing resources.

Launch into the international tourism Polovragi rural village and highlights some specific issues: Polovragi - European tourist village, tourism planning and analysis activities in the rural tourism and pursued policies and strategies are applied to regional SWOT analysis of tourism Oltenia, Romania and tourism in the context of integration and launch of the international circuit.

## RESULTS AND DISCUSSIONS

Romanian tourism is currently supported almost exclusively by natural resources and historical remains, infrastructure contribution is minor [2]. Quality of tourist services not only attracts foreigners, but it away and the Romanian, who found that the same money can get excellent in Turkey, Bulgaria and Greece.

In order to increase competitiveness on national and international markets offer necessary product development and modernization of the Romanian tourist. In this respect we mention that the Ministry of Transport, Constructions and Tourism has established *a number of national strategic objectives*:

- improving and strengthening the tourism product in those areas, resorts, cities, routes which are currently the best known Romanian and foreign tourists and where there is already created one structure;
- tourism product development and modernization so that Romania to distinguish from other tourist destination countries;
- raising the standard of services according to category and tourist unit rate used;
- optimization and development to maximize the cultural component of tourism;
- increase quality and expand capacity travel arrangement;
- protecting and improving the environment in tourist areas, improve the level of protection of tourists, knowing that the repercussions on the environment increase with volume of tourism.
- completion and promoting a small number of tourism products for international markets, well developed;
- developing a strategy for improving the services to hotels and restaurants;
- turning points of Romania's unique attraction: the areas of cultural tourism, and rural folk;
- collaboration with regional partners to sell software packages with multiple destinations;
- providing quality services to capitalize on attractive tourism products and encourage current and potential tourism markets.

Internal promotion of Romanian tourism product will track emphasizing its *two major advantages to the tourist market* as a whole:

- diversity and complexity of Romanian tourism product that covers and includes all major tourism: tourism summer, spa, winter sports, cultural and rural tourism and can point to different segments of customers of different ages, with low incomes or high etc;

- price and quality, beneficial to the majority of the population compared to foreign destinations, more expensive, in many cases for a similar offer.

It is absolutely necessary and facilities associated with the development of infrastructure: highways, sufficient fuel stations (in this regard, progress is evident), presenting signs and traffic routes crossed areas of automobile, possibility to rent a car as diversity, parking, washing and repair stations, etc..

In addition, we believe is necessary to provide a range of products offers the kind souvenir. Consideration should be given maps, brochures, postcards and handicrafts.

### *SWOT analysis of tourism Oltenia*

*SWOT refers* to strengths and weaknesses of the tourist business, opportunities and threats associated with the existing market at a time. This analysis applies to the environment in which business is conducted and is the first step of the marketing department staff should make it to assess the degree to which the objectives and not least to identify the problems it faces.

#### **Strengths**

- High natural potential;
- Well preserved natural environment, deosebita diversity, clean air, the natural proper relaxation;
- Special landforms;
- Attractive landscapes (with forests, rivers, lakes, mountains);
- Hospitality of the inhabitants and traditions;
- Cultural and spiritual existence of settlements;
- Agrotourism, ecotourism (green tourism);
- Tourism product development type "niche" (ecological tourism, mountain);
- Cultural centers, historical museums, houses memeoriale, unique monuments in the world;
- Infrastructure specific accommodation well represented;

- Local gastronomic specialties (cuisine);
- Folklore and festivals, New Year customs, music traditional dances;
- Agrotouristic hospitality.

### **Weaknesses**

- Lack of communication and cohesion between human communities to achieve objectives of common interest;
- Transport disruption due to condition access roads (poor infrastructure, pits, indicating lack of), no phone in certain areas;
- Insufficient specialized training of workers in the hospitality industry, lack of motivation of employees, poorly qualified, certified and licensed;
- Poor quality of tourism services;
- Existence in some cases of precarious living conditions, lack of cleanliness;
- Weak tourism partnership (between local government and travel companies);
- The lack of a framework agreement and enacted a code of conduct between the hotels and travel agencies;
- Insufficient development of existing tourism potential;
- Low interest for investment;
- External appearance seen poverty and neglect impression even in areas many historical monuments.

### **Possibilities**

- Development of new tourist resorts;
- Restoring county roads network, proiritate with access to those sights;
- Existing financing programs;
- Extreme sports, mountain adventures, walking;
- Creating partnerships with organizations and foreign investors in the tourism sector; integration in EU funded programs;
- Creating a travel scholarship;
- Organizing traditional rental houses holiday period, they could be integrated into one or several professional European network location and distributed network of travel agencies in Romania;
- Providing care facilities with conference rooms;

- Encouraging development of new forms of tourism (eg adventure);
- Support projects that place of tourism, and cultural and spiritual goals;
- Improving infrastructure;
- Setting up a network of tourist information centers near major tourist attractions.

### **Threats**

- Real incomes of population decline, inflation;
- Diminishing availability of free time;
- Changing consumer preferences;
- Manifested fierce competition in domestic and international tourism, illegal;
- Instability of government policies on tourism and taxation;
- Tourists in the region tend to migrate to other regions (countries) and an insufficient influx of foreign tourists;
- Increasing expectations of tourists, which can not be satisfied;
- Decisions based on inaccurate information;
- Any degradation of monuments of art and architecture;
- Increased competitiveness among regions and lack of cooperation between them;
- Poor perception of Romania abroad.

European integration is a gradual process sequentially tourism, by which the organization, working relationships inside and outside the system "tourism" is similar to the existing EU practice [1].

The main objective of this process is to create a system compatibility in institutional-structural level, legal and operational principles and mechanisms of this domain. In perespectiva wider European integration process must generate sustainable development of the Romanian tourism pa free market laws.

### **Polovragi - European tourist village**

The tourist offer consists, in general, both elements of the tourism potential, natural and anthropogenic, as well as the tourist structures and labor involved in tourism activities.

For Polovragi current tourism offer is based on a valuable tourist potential and the technical-material base of tourism, in its current stage of

development. The existence of a minimum accommodation and food services creates the conditions for the development of tourist activities.

***Polovragi tourism product promotion is the result of two symbols belonging to the locality: Cave Polovragi and respectively Polovragi Monastery.***

Both sights are valuable enough to offer the possibility to promote tourism as speleology and the religious. Polovragi Cave is one of the most famous and accessible karst formations in the country. Polovragi Monastery is located in a picturesque setting at the foot stone Polovragi in Oltetului Gorge vicinity.

Along with other cities in the county, is the guardian Polovragi Gorj traditions and crafts, tourists can visit the workshops of craftsmen here or participate in folk events such as Fair or Fair Nedeia Polovragi year (from July 20, attracts a large number of tourists from Oltenia). Therefore, a touristic village folk may include a product.

### ***Cave Polovragi***

Polovragi cave is located on the left bank of Oltetului, at an altitude of 670m and 20m height from the thalweg of the river. It is located 6km north of Targu-Jiu DN 67 Ramnicu Valcea and the Holy Monastery Polovragi 500m.

The cave was shaped by the waters Oltetului band Jurassic limestone in southern Parang Mountains and skull, 1-1.5 km wide, here having its origin of a karst spring appearing in key, right in the cave portal.

Cave entrance is near the dirt road that climbs keys.

It is one of the largest caves in our country, with a length of 9300M (with side galleries), which is intermediate in this regard, the 5th from caves in the country. It is made out of a horizontal gallery principala from that fall, especially in the first and last portion of her small side galleries, many of them clogged with silt. Polovragi cave was know in ancient times, cercetraile revealed archaeological material traces from the Bronze Age.

The first description of them was made by Joannes, in 1868, because in 1901, writer Al.

Vlahuta to remember in his famous work "Romania picturesque". In 1929, it is researched and Emil Racovita and R.Jeannel, for archaeological cercetrarile be made by CS Nicolaescu Plopsor in 1952.

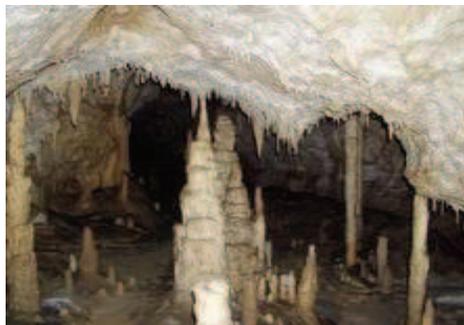


Fig. 1. Cave Polovragi

### ***Monastery Polovragi***

It is located northeast of Tg. Jiu, on the road Tg. Jiu - Rm, in a picturesque setting at the foot stone Polovragi. Monastery entrance is through a massive wooden gate, beautifully carved, which reads: "Blessed is he that cometh in the name of the Lord". On the right side of the gate is a beautiful wooden crucifix carved concrete base, dedicated to Romanian heroes and martyrs.



Fig. 2. Monastery Polovragi

Dedicated to the Holy Sepulchre of the second founder of his monastery redeemed Constantin Brancoveanu from Dositei Patriarch of Jerusalem, in 1693 and made the monastery Hurez subdued. During his Constantin Brancoveanu was restored church, which he ascended the tower and porch added Brancoveanu style, was painted inside the cells recovered, bell tower and city walls. During the Austrian domination in Oltenia was last randl monasteries proper defensive fortifications. General Stainville chose as a residence, nestled between its walls an army battalion (1718-1739). Later, on April 27, 1802, the monastery was plundered by bands of robbers Pasvantoglu's. Legend says that when the monks monastery hidden treasures Oltetului water.

The church dedicated Polovragi "Assumption" is built in Byzantine style. Brancoveanu style porch is spacious, light, supported by eight stone columns. The porch is founder tombstone sister.

Polovragi The church is surrounded by cells, forming a strong fortress. In it penetrates through a massive gate which rises above the

bell. The monastery has a museum collection, which houses a rich collection of icons on wood and glass, coming from the eighteenth century and nineteenth century and rare book store of over 3000 volumes in Romanian, Slavic and Greek.



Fig. 3. Incinta Mănăstirii Polovragi

*These two sights, add and possibilities to practice of extreme sports such as mountaineering, paragliding, flying fox, funicular or Descend (down a steep wall with a double rope system) - in the keys Oltetului.*

*Therefore, the current offer is Polovragi village consists of a combination of possible forms of tourism practiced in terms of their appropriate tourism potential and existing minimum of travel.*

*Promoting village Polovragi is done only at the sights without a complete plan to achieve promotion to the whole village. City is promoted to a low, with other locations in the county, so poorly. Using the two symbols dispersed without following the logic of marketing that do not provide efficient means any promotion.*

### **Touristic village of Polovragi**

Although tourism has various resources that allow practicing different forms of tourism such as religious tourism, speleological tourism or tourism for extreme sports has shaped Polovragi efficient tourist activity, identifying these problems and failures of current tourism offer :

- Tourist accommodation structures less diverse in type and category of comfort (only two pensions of 2 and 3 daisy);
- Insufficient food tourist structures in relation to the actual number of places;

- Lack of specific design approval;
- Tourist activity inconsistent with the value of tourism potential;
- Lack of effective distribution and promotion actions.

To restore tourist markets believe that the promotion policies of the hospitality industry, should consider the following **steps**:

- Differential stimulation of interest to different categories of tourists visit Romania;
- encouraging proactive attitude of tourism and travel industry in our country and promoted the local communities to exploit the tourism potential;
- increase the efficiency of the Romanian tourism promotion campaign;
- development of information centers, documentation and related activities in all major points of access in the country (it is unacceptable in our opinion, that in a city like Bucharest was no tourist information office);
- restoration, update and enrich the range of advertising and making them available to consumers of tourism;
- and principled close collaboration with all ministries, embassies, consulates and tourist offices to promote the image of Romania's tourism offer;
- rotation organization in as many states, regions and resorts, the symposia, communications sessions, exhibitions, trade fairs to promote the image of Romanian tourism product;
- active involvement of Romanians from abroad with outstanding positions in business, art, culture, science in the promotion of Romania initiated programs in their countries of adoption;
- streamline business travel agency promotional messages abroad and adapting to the particularities of each market, achievement pertinent periodical analysis of these markets, combined with statistical profile of these countries.

***Some solutions that can lead to more pronounced development of tourism:***

***a) preservation and promotion of widespread national cultural and historical heritage; achieve the restoration of monuments legislation, financial incentives, tax credit and investment in this area;***

***b) protecting the environment, duty-free imports of equipment to clean up and promulgated the Law on Environmental Protection and Urban and Spatial Planning Law;***

***c) organization of tourism, creating the institutional framework to keep the recovery of this area of activity, and achieving organizational arrangements for horizontal cooperation in the fields of economic agents that complete the tour of services or contribute to them.***

***These are just some of the statutory issues by solving and they can lead to more pronounced development of tourism in general and the countryside, in the alternative.***

*To accelerate these activities, a particular part to play professional associations, local associations, consortia, initiative groups, opinion leaders throughout civil society.*

## CONCLUSIONS

The analysis highlights the main points made the inner workings of the Romanian rural tourism, the strengths and weaknesses, which can be designed in terms of "7P": product, price, position in the chain of distribution, promotion, personnel, physical premises, profit. Foreign Policy is shaped by the opportunities and threats whose examination will allow us detect their influence on the evolution and becoming the Romanian rural tourism. They (opportunities and threats) can be studied and STEP through factors (sociological, technological, economic and political) factors as the vision the competitive environment (market, bargaining power, competition, costs). The complex analysis can reveal new valences interdisciplinary rural tourism product and aspects that make the Romanian rural tourism product is not perceived as expected.

***As a result of SWOT analysis, a first issue in Romanian rural tourism is insufficient knowledge of tourism products domestically and internationally, so a reduced promotional activity. In fact, one of the areas of tourism marketing is promoting products.***

Rural tourism product-vacation in the country is a mixture of products and services whose individual components are provided by different companies, in general, knowledge

about tourist destinations tourists are vague, so the role of marketing is to create an image unique destination, a place offers particular benefits for tourist needs.

Image of tourist destinations created and designed by travel agents was studied by many researchers in studies detach the three important issues. Of these, the most important is that the image projected by travel agencies is the best source of ideas about tourist destinations for the tourist potential in quantitative expression it can be considered insignificant. Image projected by the media, personal experience of holidays past experience of visitors and potential visitors of personal contacts is more important than the right image promoted tourist destinations.

**A second problem** drawn from the research on the effects of image tourist destinations tourist image to the elements and connections between them to achieve the ultimate goal of marketing activity. Clarity, simplicity and a minimum of disagreement and images are essential for success.

**Finally, the third tourist image design problem** is the conflict or, at best, complementary images designed for different purposes in the same region and same destination images projected by different agencies.

A variant of this problem is the fact that this conflict can occur on spatial scale, given the reality that different authorities are responsible tourist image at national, regional and local.

Important is that the image created by tourism marketing activities do not differ from reality, the difference is quickly discovered by the consumer. Most prudent solution would be projected through generalized so that there are no differences to the other bidders, resulting in the same general effect.

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