

NEW APPROACHES TO THE MANAGEMENT OF TOURISM RESOURCES. CASE STUDY THE BUZAU COUNTY

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Abstract

The paper aimed to present the new approaches to the management of tourism resources. Starting from theoretical and methodological approaches to date regarding the principles of substantiating the touristic zoning of the territory, it has been achieved the valuation of the touristic potential of the basic territorial and administrative divisions in Romania. For this purpose, the following analysis elements for defining the national territory have been established: the natural touristic potential, the cultural heritage, the general infrastructure, the specific touristic infrastructure, and the quality of the environment. Following discussions with specialists in touristic and related fields, as well as of reference to the specific legislation in force, the result was a model of categorizing the potential and infrastructure components. Starting from the component elements of touristic valences, for valuation and hierarchy purposes of the territorial and administrative divisions, we have chosen the method of the analysis families according to fundamental criteria and sub-criteria; the estimation levels have been attributed by using a moderation procedure of a 100 points total. To demonstrate these theoretical aspects, we developed case study focused on Buzau County. As a conclusion, Buzau County is rich in tourism resources potential, but their management is not efficient.

Key words: Buzau county, natural potential, rural pensions, tourism resources management

INTRODUCTION

In recent years, there was an overflow of the resort on the Prahova Valley. To resolve this situation, a solution would improve infrastructure in the state. We believe that this is partly a viable solution and that is the true identification of other tourist areas to absorb the thousands of Romanian and foreign tourists.

This paper aims to analyze quantitative and qualitative tourism resources of natural and anthropogenic Buzău County to see if that area may represent an alternative to the Prahova Valley. A little known, rarely promoted County Buzău hide some of the most beautiful tourist treasures of the country. Resources for tourism are numerous and very varied, should not be invented just to show them to be known and valued.

Buzau County is situated in the S – E part of Roumania and its neighbours are the counties of Brasov, Covasna, Vrancea, Braila, Ialomita and Prahova. It possesses 2, 6 % from the whole surface of the country (Neacșu, 1999).

Buzau County lies over the largest part of the hydrographical reservoir of the river having the same name, it combines harmoniously all the relief forms: mountains, in the north part, field – in the south; between the two of them there is lying the Sub Carpathian of Buzau.

The natural setting, as well as the variety of the landscape, especially in the mountains and in the hills, to which other historical elements are added, such as the ethnographical and folk richness of the place, they all offer great satisfactions to their tourists (Bran, 2007).

In the Sub Carpathians of Buzau, the Muddy Volcanoes from the Paclele Hills make up a quite unique natural element in our country.

There can be found another impressive phenomenon The Alive Fire on the Slanic Valley, near Lopatari and Rusetu, which are blue, flames coming out from the deep crack of the earth.

The houses and the households in the mountains and in the hill areas are set on foundations or cellars giving the image of simplicity and elegance, of hospitality and

open-heartedness, they offer excellent conditions for agrotourism (Honțuș, 2005).

MATERIALS AND METHODS

Starting from the component elements of touristic valences, for valuation and hierarchy purposes of the territorial and administrative divisions, we have chosen the method of the analysis families according to fundamental criteria and sub-criteria; the estimation levels have been attributed by using a moderation procedure of a 100 points total (Antonoaie, 2002).

In order to hierarchies and delimit the touristical areas, first of all, the inventory and knowledge of all components of tourism potential, their clustering in space and then evaluating their qualitative and quantitative is necessary, in order to determine the opportunities for development, the forms of development that could be generated and the equipment necessary for management in terms of efficiency and competitiveness (Bran, 2005).

RESULTS AND DISCUSSIONS

1. Qualitative and quantitative analysis of the touristical potential of the Buzău County.

Table 1. Calculation model

Basic criteria	A Natural potential	B Cultural historical potential	and C Touristical structures	D Communication means	Maximum score
Attributed value (%)	40	30	16	14	100
Sub criteria	20 heritage values 10 landscape natural conditions 10 water resources	14 historical values 9 urban values 3 ethnographical values 2 memorial values 2 museums and collections	8 structures for accommodation and food 5 spa treatment 3 entertainment	6 roads 6 railway 2 air routes	
Attributed value					

Source: The Institute Urbanproiect

The ranking of tourist areas is done, as we said, according to a number of criteria, aimed to the value classification of touristical resources, their way of concentration in the territory. In the literature of speciality there are numerous ways of evaluating and ranking the touristical areas, of which the following may be mentioned: the method of graphs and partial ranking.

Graphs Methods - is a system of analysis based on a series of basic criteria and sub-analysis done on more levels. Each level of assessment, which relies on a number of criteria, has received a number of points.

The elements constituting touristical heritage received 70 points out of a total of 100, the remaining 30 being granted for the touristical equipping.

By using this method, proposed and used by specialists from the Institute Urbanproiect (planning for the travel section), the main touristical areas and sub-areas may be easily highlighted.

For all the methodologies for value scoring, the following potential components are to be mentioned:

For the Buzău County the situation is as follows in the analysis:

Table 2. Calculation model for Buzau County

Basic criteria	A Natural potential	B Cultural and historical potential	C Touristical structures	D Communication means	Maximum score	
Attributed value (%)	40	30	16	14	100	
Sub criteria	8 heritage values 8 landscape natural conditions 5 water resources	7 historical values 7 urban values 3 ethnographical values 2 memorial values 2 museums and collections	7 structures for accommodation and food 4 spa treatment 2 entertainment	4 roads 5 railway 0 air routes		
Attributed value					62	

Source: Crețu, 2012



Fig.1. Map of Buzău County

2. Agrotourism in The Buzău County

In the Buzău County there are twenty-nine rural pensions.

A.N.T.R.E.C. Buzău occurred because of the acute need to identify and promote the touristical potential of the rural county of Buzău, because it is obvious that, taking into account the relatively small business sector size, the efforts to promote made by the individual owners of rural pensions are insufficient and can not show a significant impact (Beciu, 2011).

Well-known products of the Buzău County

From the ingenuity and inventiveness of the people living in Buzău, resulted the sausages of Pleșcoi, the wine of Pietroasele, the pretzels of Buzău, products that are identified with the tradition and history of the place.

The Pietroasele area is most famous because of all the "treasures" in the area, one of them being that one found in 1837 by four peasants who were working on stone exploitation, the so called "The Golden Brood Hen with Its Chickens", treasure, that seemed to have been made by the Dacian craftsmen, but also with pieces of Visigothic origins (Crețu, 2012).

The second "treasure" of the area is represented by the vines, from which the renowned wine of Pietroasele is obtained.

The wines of Pietroasa have participated in many competitions, where the Tămâioasa Românească wines were renowned.

From all the awards, we would like to mention "the gold medal", "diploma of honour" and the congratulations of the international jury from Montpellier, "First diploma of honour" and "the great gold medal" in Budapest.

The Sausages of Pleșcoi

A Romanian protected trademark in the European Union, the sausages of Pleșcoi are a real delicacy that came from the culinary imagination of the Buzău people.

The „Pleșcoi” is made after a traditional recipe from the area of Buzău, from mutton with garlic and pepper, pressed, dried and smoked.

The Pretzels of Buzău

A Romanian protected trademark in the European Union, the pretzels of Buzău are a

real delicacy that came from the culinary imagination of the Buzău people. They are prepared following a recipe well maintained over time and are still found today on the tables of the people living in the area of Buzău during the holidays. A visit in the Buzău County may also mean the meeting of the pretzels of Buzău.

CONCLUSIONS

1. All resources found in the Buzău County are insufficiently valorified, the main obstacles in this regard could be the following:
2. An insufficient number of hostels.
3. Poor infrastructure represented by impracticable and insufficient roads, bridges that show a great deal of problems within rainy periods.
4. The County Council, the Prefecture and the City Council do not show initiative in shaping up the actions that should promote the natural and anthropical resources and the agrotourism in this county.
5. There is an acute shortage of qualified people for tourism activities and tourism.
6. Should all of these problems be solved, the agrotourism in this county could become not only a great attraction for the Romanian tourists, but also for the honest hat come from other countries.

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