

DEVELOPMENT OF BASE MATERIALS TIMELY TOURISM PRODUCT - CHALET –

Adelaida Cristina HONTUȘ

University of Agronomical Sciences and Veterinary Medicine - Bucharest, Faculty of Management, Economical Engineering in Agriculture and Rural Developments, No. 59, Mărăști Boulevard, no.1 Sector, Bucharest, cod 011464, Romania, e-mail: adelaidahontus@yahoo.com,

Abstract

Mountain tourism intensity is directly proportional to the value of the morphotouristical fund, the volume and quality of the accommodation, the diversity and degree of modernization of communication to and inside the unit mountain, and near large cities with complex economic activities, generating intense tourist flows. Chalet accommodation is most common in the mountain area falling between one and three stars. In the present paper we focus on studying the Fagaras Mountains chalet Negoiu. Mountain tourism annually attracts an increasing number of tourists. This type of tourism is practiced mainly in winter and warm. Spring and autumn, due to weather, tourists avoid traveling in mountainous areas.

Key words: mountain area, tourist cabin, tourist service, accommodation, mountain tourism

INTRODUCTION

Mountain tourism annually attracts an increasing number of tourists. This type of tourism is practiced mainly in winter and warm. Spring and autumn, due to weather, tourists avoid travelling in mountainous areas. Tourists are fond of hiking, winter sports and special landscapes and come from all walks of life.

Chalet accommodation is most common in the mountain area falling between one and three stars [3].

In our country there is a chain of mountains which enables development of mountain tourism.

Fagaras Mountains, with their proud appearance drew from the eighteenth century the travellers, promoting tourism development movement and a network of marked trails. To popularize their published maps and mountain guides.

Fagaras Mountains Alpine is the largest unit in our country, which prompted the famous French geographer Emm. The Martonne to call, Transylvanian Alps ".

The mystery of these mountains, seemingly impenetrable walls, attracting generations and generations of tourists. And I was drawn to my turn, the beauty and majesty of Fagaras Mountains, so I chose this place and chalet Negoiu [1].

MATERIAL AND METHOD

Appropriate arrangement of a competitive tourist base material must be accompanied, target, while, by resizing the tourist traffic (with increasing number of people involved, the average length of stay, development of mass tourism, diversification of tourism). On the other hand, between the material components of tourism and the material of general interest to be achieved and maintained a dynamic equilibrium.

To gain an insight into activity Negoiu Chalet accommodation, we calculated the main indicators for a period of two years, namely: profit, profit rate, revenue per room, there average expense, costs 1,000 lei revenue, productivity.

RESULTS AND DISCUSSIONS

Mountain tourism intensity is directly proportional to the value of the fund morfotouristical, the volume and quality of the accommodation, the diversity and degree of modernization of communication to and inside the unit mountain, and near large cities with complex economic activities, generating intense tourist flows.

There is a continuous relationship between size, structure and grouping of material accommodation with intensity, channelling and new forms of tourism, all grouped on a tourist complex background [3].

Chalet - This category of accommodation is particularly specific mountain area itself rather than resorts and cities. It is one of the oldest high before 1900, has its own characteristics of location, comfort level much lower than villas - treatment and rest homes or hotel (differentiated according to location and accessibility), dimensions variable - the some places up to 200 seats (Bicaz Dam).

Of chalets, most are located below 1000 m, 50% directly related to resorts or cities, 32% are located between 1000-1500 m, 16.5% - between 1500 to 2000 m and only 6% - 4 cottages in Bucegi (Babele, Caraiman Miorita Omu) are over 2000 m [3].

Table no. 1. Altitude chalets share the stage

Altitude gear	Number of chalets	Share (%)
under 500m	5	6%
500 – 1000 m	35	46%
1000 – 1500 m	25	35%
1500 – 2000 m	12	14%
More than 2000 m	7	9%

In terms of position and function stands a cottage a few categories:

- **Houses owned stations** (located in their area or nearby) having to complete and functional diversification of their profile, extending and enhancing the interrelationship between the mountain resorts: Suhard – Lacu Roșu, Trivoli – Sovata, Bistrița – Dunăre, Trei Brazi, Cota 1400, Poiana Stâinii – Sinaia;

- **Cottage** situated on the slopes, intermediate access points to the high mountain area: Podragu, Negoiu, Suru (burned), Bâlea (burned), Bârcaciu, Urlea, Turnuri is located on the north side of Fagaras mountains;

- **Huts and Alpine ridge** located in subalpine area: Dochia – Ceahlău, Piatra Singuratecă – Curmăturii Mountains, Postăvaru and Cristianu Mare – Postăvaru, Gârbova, Susai in Bai Mountains, Piatra Mare in Piatra Mare; Miorița, Vârfu with Dor, Caraiman, Babele, Omu in Bucegi;

- **Chalets** located at the foot of the massive mountain - points of penetration early stage and hiking: Mogoșa - Gutai Mountains, Mount Izvoru - Ceahlău Red Mountain - Ciucas, Dambu, Morii - Piatra Mare;

- **Chalets crest** - on the brink; Fagaras Mountains are part of the Southern Carpathians. They include complex and Massif mountains of Olt Defile in Turnu Rosu tails up to a distance of 70 km. Measuring 40 km in width, area 3000 km.

Throughout the Fagaras mountains have 8 of the 14 peaks of mountains reaching an altitude of 2500 Romania m: Moldoveanu (2544m), Negoiu (2535m), Corner Vistei Mari (2527m), Lespez (2517m), Hunt's Buteanu (2507m), Hârtopu (2506m), Cornu Caltunului (2505m) and Dara (2500m). Here are over 42 steal with altitudes between 2400-2500m.

Are bounded to the west of the Olt River Gorge and east of Curmătura Road. He divides the Stone Mountains, the Fagaras Depression plains north and south Carpathian depressions Subcarpathians it delimits the southern [3].

Overview Chalet Negoiu

In Romania, the bulk of existing chalets were built before 1900 by the old Saxon association SKV (Siebenbürgischer Karpatenverein) or built in the boom years of socialism before 1989, many of the inns and hotels located along the main roads were colony declared to be exempt from tax on goods.

In the present paper we focus on studying the Fagaras Mountains chalet Negoiu. Chalet is located atop Șerbotei, near the upper limit of the forest, at an altitude of 1546 m Access to the chalet is possible Purumbacu the top on a forest road (approximately 16 km), until after confluence of valleys Șerbota Sărății, then the path marked (blue triangle) that ascends the mountain foot to the cottage Șerbota (about 2 hours) [5].

Negoiu chalet host, Mr. Pitariu, dealing with reception and accommodation of tourists is constantly available to them. He lives in a body building, the entrance to the tourists, belonging to the County Office of Tourism. In 1992, he took the place of management, and in 1999 he bought the lease.

Chalet Negoiu therefore comprises 3 buildings: the main building (lodge new), and a little further south, located in a tiny, old cabin are an appendix. Chalet nine ground floor and two floors of wall is built of stone and wood. Each floor has a balcony to the south by how long the entire building. On the ground floor are a hall,

living room, kitchen and home chalet supervisor. The two floors comprise 5 bedrooms identical compartments each 7 south and north. Each level has its own bathroom. Old wooden hut built on the ground floor has 6 bedrooms with beds, and the bridge priciuri (rudimentary bunk bed - bed boards for more people, used in some dormitories).

Before the revolution, the occupancy of the chalet Negoiu over 100%, even tourists being accommodated in the dining room. Today, unfortunately, the occupancy decreased significantly despite the wonderful landscape of the area and surroundings.

Accommodation capacity of 140 seats in the cabin is new and the old cottage and annex of 80 seats and 20 seats in winter. Rooms are heated with wood and tiled stoves. Nine chalet benefits from water and electric light from its own boiler, located on the river Sărata. The mechanism is very complicated. It includes a dam, a settling tank, a turbine and an electric motor.

Accommodation is in rooms with 2, 4, 6 to 10 beds, as we see in Fig. 4 and Tables 2, 3 and 4. Accommodation tariffs are low, price is inversely proportional to the number of beds in the room, as seen in Table 5.



Photo 1. Chalet Negoiu in winter



Photo 2. Chalet Negoiu in summer



Photo 3. Chalet Negoiu - inside view- bedroom



Photo 4. Chalet Negoiu - inside view- dining room

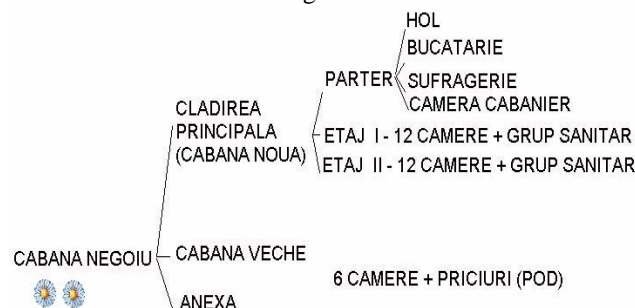


Fig. 1. Chalet Negoiu –internal organization

Table 2. New Chalet

New Chalet- Type I Floor Room	No. rooms	No places / room	No total jobs /Floor
Room with 2 beds	2	4	
Room with 4 beds	3	12	
Room with 6 beds	4	24	70
Room with 10 beds	3	30	

Table 3. New Chalet

New Chalet – Type II Floor Room	No. rooms	No places / room	No total jobs /Floor
Room with 2 beds	2	4	
Room with 4 beds	3	12	
Room with 6 beds	4	24	70
Room with 10 beds	3	30	

TOTAL: 140 seats in the new chalet to us.

Table 4. Old Chalet

Old Chalet – Type room	No. rooms	No places / room	No total jobs
Room with 2 beds	4	8	
Room with 6 beds	2	12	50
Room with rudimentary bunk bed (prici)	1	30	

Prici = Rudimentary bunk bed - bed boards for more people, used in some dormitories

The old chalet, winter work only 20 beds. Staff analyzed the chalet is ten. Job positions can be followed in table 5.

Table 5. Staff according by job positions

No. Item.	Position	No. people
1.	Manager	1
2.	Receptionist	2
3.	Maid	3
4.	Plumber	1
5.	Machinist	1
6.	Security guard	2
7.	Total	10

The organizational structure is included in fig. no. 5.

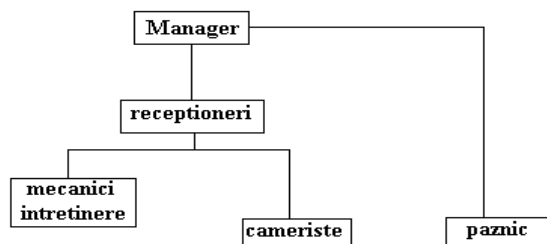


Fig.2. Organizational structure of the chalet
 This area is often visited and operated by groups of german tourists.

Table 6. Tariffs in 2010-2011 - NEW CHALET

No. Item.	Type of room	Rate / day / person.
1	Room with 2 beds	40RON/day/person
2	Room with 4 beds	30RON/day/person
3	Room with 6 beds	27RON/day/person
4	Room with 10 beds	25RON/day/person
5	Additionally priciuri (rudimentary bunk beds)	15 RON/day/person
6	Place in the Annex	30RON/day/person
7	Tent	5 RON/day/tent

Table 7. Tariffs in 2010-2011 - CHALET OLD

No. Item.	Type of room	Rate / day / person.
1	Room with 2 beds	30RON/day/person
2	Room with 6 beds	20RON/day/person
3	Tent	5 RON/day/tent

In addition to basic services, cabana service also offers ski equipment rental, sledge. Table tourists stay in this accommodation, 80% are Romanian, and see in Fig. 3.

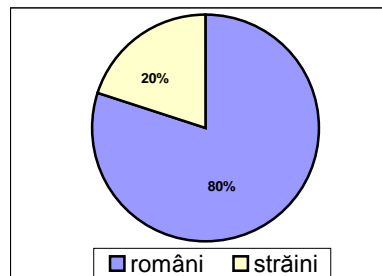


Fig. 3. The share of Romanian and foreign tourists stay

Among foreign tourists, most of them are Czechs and Poles, which is shown in Fig. 4.

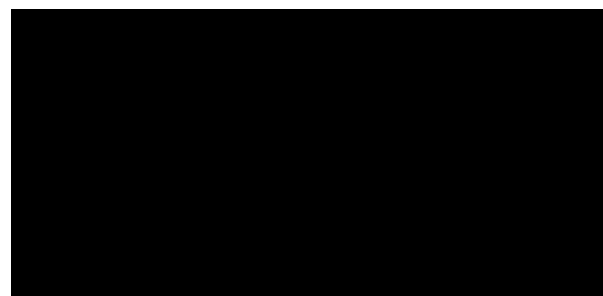


Fig.4. The share of foreign tourists stay by nationality

Results of chalet accommodation Negoiu

As shown, tourists staying in this cottage are lovers of the mountain, whose incomes are low.

To gain an insight into activity Negoiu Chalet accommodation, we calculated the main indicators for a period of two years.

Profit is the difference between total revenue and total expenditure.

The profit rate is calculated as the ratio between the yield and total revenue or total expenses.

Revenue per room is the ratio of total revenue and total number of places.

Average expense ratio of total expenditure is held and the total number of seats.

1000 lei revenue costs are calculated dividing the total expenditure to total revenue.

Labour productivity is the ratio of total revenue and number of employees [2].

In 2010 and 2011, these indicators show an improvement in hotel activity (Table. 8).

Table 8. The main indicators of accommodation

No. Item	Indicator	U.M.	Year 2010	2011
1	number of staff	persons	10	10
2	number of seats	seats	160	160
3	Occupancy	%	81,2	73,2
4	Number of days tourist	-	46639	45088
5	average stay	days	3	3
6	number of tourists	persons	14111	14055
7	total receipts	Mii lei	3.094.340	2.876.235
8	total expenditure	Mii lei	2.678.268	2.494.746
9	profit	Mii lei	416.072	381.489
10	Rate of interest on receipts	%	13,44	13,27
11	Profit rate on costs	%	15.53	15,3
12	Revenue expenditure to 1000 lei	Lei	865,53	867,36
13	Proceeds medium / place	Mii lei/place	19.339,625	17.976,468
14	Average expenses / place	Mii lei/place	16.739,175	15.592,162
15	labor productivity	Mii lei/pers	309.434	287.623,5

We note that the number of staff and places remained the same. In such circumstances it is well to note that the number of tourists declined in 2011 with 56 people from 2010, the average stay remains the same.

The distribution of tourists by month Chalet Negoiu Fagaras area shows that most prefer the winter months and summer months of autumn and spring, being rainy less agreed that work can be seen in fig. 5:

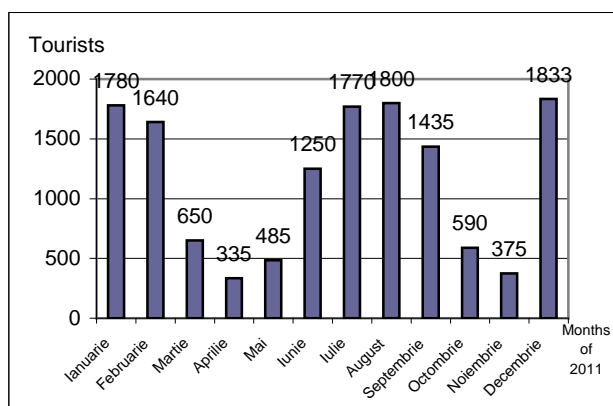


Fig. 5. Distribution by month stay tourists

We can say that this cottage is self profitable, being sought by tourists, but in 2011 were felt the effects of drastic financial and economic measures of the previous year, a year of crisis, which has negatively in tourist activity.

CONCLUSIONS

In Romania there are several types of structures of tourist accommodation functions. One is the chalet, which is found mainly in mountainous areas.

Negoiu chalet is located on the ridge at an altitude of 1546m Serbotei. By the cottage, access is only the path.

It is considered as the first lodge in Fagaras mountains.

Today, the cottage is owned by Mr. Serban Pitariu a mountain enthusiast who lives in a body building.

Number of tourists staying at Chalet Negoiu in 2011 was 14,055 persons, of which 20% were foreign.

The existing facilities and tariffs, we can say that is a lower category accommodation which is mainly low-income persons.

However, accommodation is a profitable activity.

ACKNOWLEDGEMENTS

Thank Mr. Serban Pitariu provided data about the cottage.

REFERENCES

- [1] Beleaua A., 2001, Munții Făgărașului, Editura Bel Alpin, București
- [2] Honțuș D., Honțuș A., 2001, Economie Generală, Editura Ceres, București
- [3] Honțuș A., 2005, Geografia turistică și agroturistică a României, Editura Ceres, București
- [4] Niță V., 2004, Managementul serviciilor de cazare și catering, Editura Tehnopress, Iași
- [5] Țigu Gabriela, 2001, Turismul montan, Editura Uranus, București

