

Tourism Potential and Its Role in the Development of Tourist Activity

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Abstract

This paper is a theoretical approach and presents an empirical research on tourism potential and its importance in the development of tourist activity.

I believe that the necessity to know the tourism potential, of his rational recovery is increasingly more required, especially in last period, when tourism has become an activity with great social and economic importance nationally and internationally.

It can be said that Romania's tourism potential is of great complexity and of inestimable value due to various forms of territory and history of the Romanian people.

First, the tourism potential is represented by varied relief, by a dense network of rivers and lakes, a rich fauna and a very diverse vegetation zones, and secondly, by the historical and architectural monuments of a invaluable value, by Romanian elements of folklore and heritage, elements that attract the attention of many tourists from all over the world.

Keywords: tourism potential, anthropic resource, natural resource

1. Introduction

Lately it is analyzed and discussed increasingly more about tourism, tourism activity and tourism potential, their ways of practicing, and especially about the many economic implications brought to our country.

Romania has a tourism potential of a great complexity and tourist value, which are recognized worldwide. Romania's geographical position gives her three defining components in the landscape structure, witch outlines the country's tourism potential, such as river Danube River, Carpathian Mountains and the Black Sea.

A basic and relatively constant component of tourism offer is the natural framework of Romania which determines and influences the size,

directions and structure of tourism activity at national, regional and local level.

The landscape of our country is part of the most varied and important tourist potential, with landscape value, but especially for tourist activities of various kinds, regardless of season. We can remark that in speological terms, our country is ranked third place in Europe for its caves large, real karsts complex, with rivers and waterfalls (Topolnita, Cetatile Ponorului), with murals paintings (Cuciulat cave, Adam's cave) but unfortunately not all can be exploited for tourism.

2. Results and discussion

A second component of agricultural production is Tourism development implies a tourism potential which, through its attractiveness, to ensure the integration of an area, region with tourist vocation in domestic and international tourism circuits and

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allow access to tourists through reasonable equipments.

The concept of tourist resource represents, on the one hand, suitable tourist attractions for seeing, and on the other hand, could be capitalized directly through tourism, as raw materials for making various tourism products. Tourism resources form the tourism potential.

In a general sense the tourism potential of a territory or a tourist resort is defined as being „the hall of all natural, cultural, historical, economic and social components scientifically, quantitatively and qualitatively recognized and tested through practice and witch presents the possibilities for tourism recovery and gives a specific functionality for tourism " [1].

The tourism potential represents the potential tourist offer of a territory that together with technical-material basis and general and tourism infrastructure forms the tourist real offer (effective) or tourism patrimony.

The concept of tourism potential in the literature, is given also through the following expressions:

tourism fund or tourism heritage, or has a broader meaning including the tourism potential and technical urban facilities, tourism and general technical infrastructure. Some authors show that tourism fund includes the entire natural and cultural resources of tourist nature, which is the base of tourism potential offer of a territory considered as a tourist destination. In the Government Ordinance no. 58/1998 it is shown that, tourism heritage represents tourist resources and structures realized in order to capitalize them through tourism activities ".

The tourism potential has an important role in the development and diversification of tourism activities, therefore, it appears the necessity to establish some criteria for the classification of tourist attractions [2].

The structure of the tourism potential of any country is composed from natural tourism potential and anthropic tourism potential (Figure 1). The complexity of natural tourism potential and attractiveness are closely correlated with the particularities of topography and climate [3].

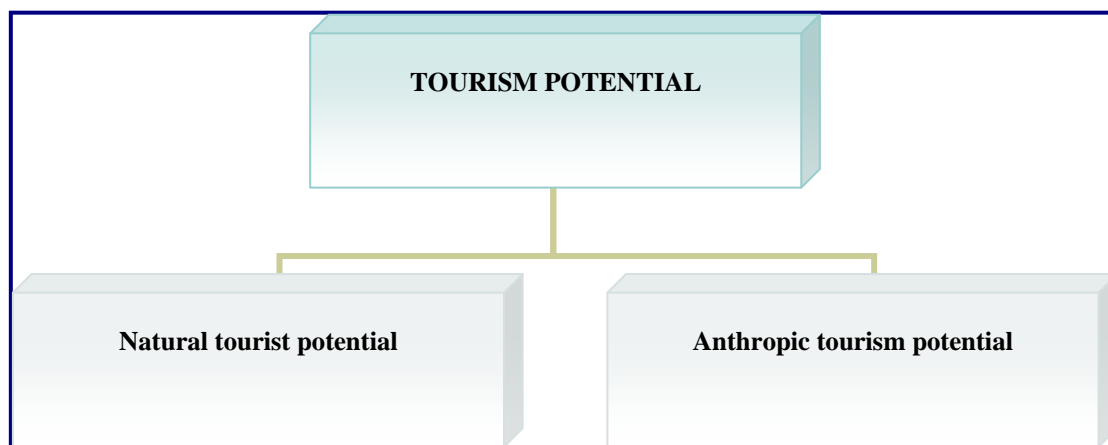


Figure 1. The structure of tourism potential

Natural tourism potential contains the elements provided by the natural frame - relief, climate, water network, vegetation, aiming to attract tourist flows to spend their holidays.

Natural tourist potential is defined by all possibilities, capacities, conditions and including material reserves offered by the natural geographical landscape for any form of tourist activity [3].

Relief represented by volcanic and glacial, karst type, steps and altitudes is a key element of tourist attraction in its own right.

Defined by a vast network of rivers, numerous and diverse lakes located on all levels of altitude, the variety of groundwater, the hydrography is a remarkable tourist attraction.

As a component element of natural tourism potential, climate contributes, on the one hand, to create favorable ambiance to travels and, on the other hand, represents a special reason for travel.

Vegetation represented by meadows, forest areas and by the existence of special rare, species, and

nature monuments, it is also a stimulating factor for tourism trips.

Fauna - represents the main attraction for hunting and fishing tourism, due to hunting and fishing fund, richness and variety of the species.

Anthropic tourism potential of a tourist destination totaling human creations over time (Figurea 2), embodied in elements of culture, history, art and civilization, technical, economic and socio-demographic witch through their characteristics attract the flows of tourists [4].

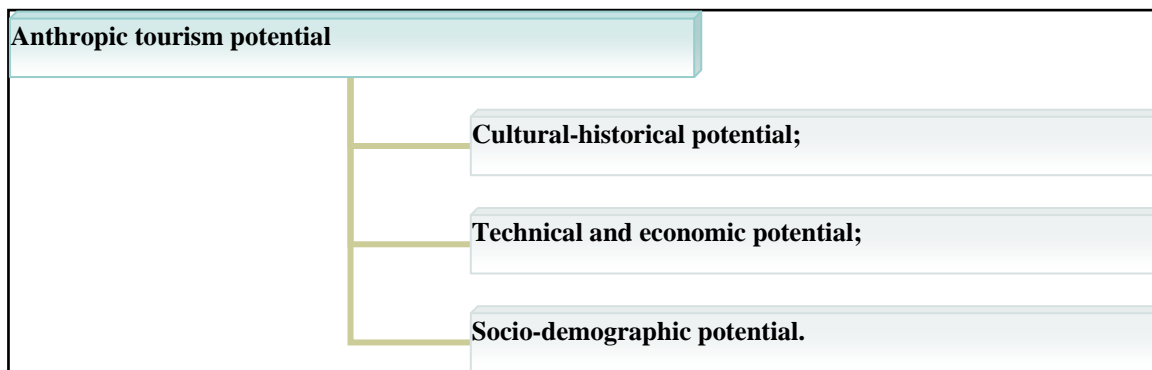


Figure 2. Anthropic tourism potential

In conclusion, Romania has all the natural conditions to become one of the most important tourist destinations from Europe. In Romania, tourism is focused on natural landscapes and its long history. The structure of tourism heritage reveals its complexity, the chance of a further safe developing of our country. Natural and anthropogenic inventory targets in the service of tourism is and will be involved, certainly in shaping the basic motivations in organizing recreational activities, health recovery or cultural ascent. The multitude and variety of these objectives is undoubtedly a guarantee of upward evolution of tourism. Research undertaken in this article, on the role of tourism potential in the development of tourism activity showed that it has a significant impact on the economy of the country.

From the aspects presented, we can say with certainty that tourism is a dynamic phenomenon due to expansion or regression trends that it has along its evolutionary path, which not affect the general plan of continuous development of a region with tourism potential and generate, by their nature, modifications of goods and individual values. Represented by attractive resources and infrastructure, tourism potential, is the static factor of the analyzed phenomenon, motivating its existence. The development process is provided by the tourist, these exploiting qualitative characteristics of resources and infrastructure.

Romania has monuments which, through their specificity are considered unique in the world, those having a remarkable tourist value.

Tourism is a major source of recovery of national economies of all countries witch has significant tourist resources. We can remark that this sector represents a producing industry of services for the population, who never experiences with the lack of demand. The tourism product is constantly asked every year, season or even daily by a growing segment of the population from all parts of the globe, regardless of the existence of circumstantial situations that occur locally or regionally.

Romania has a valuable tourist potential, this activity being an important element in economic and social development of the country, a special emphasis imposing for the expansion of international tourism. Romania, in these circumstances, needs to focus its efforts to fully capitalize the tourism potential available through a diversification, modernization and permanent adaptation to the international requirements.

It can be said that the Romanian tourism in the future can not afford to provide poor quality services and expensive at the same time, dull tourism products and without individualized structure. Therefore it is necessary a change of mentality, a Romanian tourism propulsion through tourist products that capitalize at maximum the specificity and inventiveness of Romanians, as for

Romanian tourism to survive on European tourist market and even global market.

Through tourism is capitalized natural and anthropogenic potential of a locality, areas, county, and country. This is the only sector that economically exploiting the tourism potential anthropogenic in sustainable development.

Tourism, on social level, is an active instrument training, of raising the level of education, culture and civilization, having a significant role in people's use of spare time.

Due to the tourism potential that our country has, Romanian tourism would be an important branch of the national economy [5,6]. On Romania's territory are found some of the most diverse landforms, harmoniously combined with rich flora and fauna, with many historical monuments, art and architecture, with a climate that allows the practicing of tourism throughout the year. Considering all these elements, Romania can meet through the mountain, spa, religious, coastal, leisure and cultural tourism the requirements of a large segments of tourists from all over the world. Unfortunately, the tourist statistics places Romania among the last countries in Europe, because the Romanian tourism potential is not sufficiently promoted and delayed privatization of the sector has slowed tourism development compared with other European countries.

In the future it is expected the increasing of the number of tourists, increasing of the tourism incomes, increasing annual investment in new units of accommodation and food and increasing the number of employees in tourism.

3. Conclusions

Romania has a rich and valuable anthropic potential, as a result of over two millennia of history of our people in this geographic area.

Tourism represents, through its brought incomes and through interpersonal exchanges, a means of economic and social development.

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Romania has all the natural conditions to become one of the most important tourist destinations from Europe.

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