RURAL TOURISM PROMOTION ANALYSIS BY ROAD VÂLCEA TOURIST MOTEL "EVRICA" IN COSTESTI VALCEA COUNTY

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Abstract

Vâlcea County has no less than three of the nine resorts in the country, recognized nationally and internationally for potential and curative value. In most resorts, there are infrastructure, however, whether belonging to the state sector or private, it is mostly in poor condition. Most accommodation are two stars or less. There is an oversupply of accommodation in terms of quantity and a lack of accommodation in terms of quality. There are also private providers of travel services to private resorts upgrading and expanding their facilities and offer products to meet market expectations. To promote rural tourism in the county of Vâlcea we did an analysis of tourist traffic to the motel "Evrica" from Costeşti, the calculation and interpretation of the most important tourism indicators of tourism demand and supply.

Key words: tourism indicators, tourist traffic, monthly traffic ratio tourism, environmental tourism packages, tourist traffic density, the evolution of overnight stays.

INTRODUCTION

At the beginning of this century and millennium is the most dynamic tourism sector worldwide and at the same time, the most important generator of jobs. However, tourism can be the main source of income for countries and regions have significant tourist resources and exploit them properly [1].
In this context and taking into account the existing potential, tourism is considered priority Valcea county. Justifications this priority status are:
• Tourism is an economic sector with long-term growth prospects, tourism resources are practically inexhaustible;
• tourism acts as an activator element of the entire economic system, creating a specific request for goods and services in the other sectors of the economy;
• tourism is a reliable labor market and redistribution of the unemployed from other sectors restructured;
• the best use of resources, effective promotion and marketing of tourism products on external

markets can be a significant source of foreign revenue increase in the county;
• sustainable tourism development contributes to economic growth and social development and alleviating imbalances, improving living conditions and increasing household income especially in rural areas;
• tourism is a means of protection, preservation and potential of cultural, historical, architectural and folklore of the county;
• tourism can also have ecological vocation through sustainable exploitation of the fundamental values of human existence (water, air, flora, fauna, ecosystems etc.)
• tourism can be an active education and training and raising people's civilization, having a special role in the use of public leisure.

MATERIAL AND METHOD

To analyze traffic tourist area in Valcea county, in order to better tourist facilities, I will analyze the most representative tourism indicators in the motel "Eureka" and the county, as follows: average daily number of tourists, no. overnight stays, average length of stay, tourist traffic

density and the rate of use of accommodation capacity, and others. Data were taken from NIS, Bucharest and Valcea and statistically processed and interpreted.

RESULTS AND DISCUSSIONS

Motel "Evrica", the two stars, was in depression Horezu, specifically within the county of Valcea Costesti village, 38 km from Ramnicu Valcea and only 5 km from Horezu. Due to its position near the center of the county, you have many recreational opportunities: hiking (trails for ecotourism), visiting regional attractions (museums, monasteries, nature reserves) and technical climbing routes and easy or engaging in other sports.
The motel offers the following facilities: direct dial phone, Internet access, access to fridge / chest cold, guarded parking.

Eureka is a small and friendly motel that was established years ago because of a thought, and has become a family business today. Located near the heart of Valcea county and is surrounded by some of the most beautiful mountains in the country, offers countless opportunities for hiking enthusiasts all tourism (ecotourism routes), adventure (rock climbing routes, climbing, rappelling and extreme sports) and events of religious and folk ("Perched by Hurez", "Dance of Longing").

Accommodation
Capacity of our pension is 40 beds, but capacity can be expanded to 56 beds for groups. Rooms are equipped with color TV, bathroom with shower.
The restaurant has a capacity of 300 seats, where you can serve international cuisine.
Tourist traffic analysis to the motel "EVRICA" 2 star

Table 1. Number of nights, number of tourists and average stay at Motel Evrica

Indicators	2006	2007	2008	2009	2010	2011
Number of nights	0	362	402	480	808	800
Number of Romanian tourists	0	107	205	302	357	350
Number of foreign tourists	0	21	26	32	54	30
Accommodation from motel	0	40	40	40	46	46
Total number of places in hostels in the village	40	40	40	56	56	56
Average stay	0	2,81	2,42	2,38	3,54	3,40

Source: Statistical Yearbook 2010 Valcea county.

Average stay is calculated using the following formula:

$$S_H = \frac{NH}{T}$$

Where: NH - number of registered hotel nights;
T - total tourist arrivals;
SH - average stay in the hotel.

Average stay = no. nights / (No. Romanian tourists + No. foreign tourists)

Leading indicators of tourism demand and supply, we consider the following [2]:

1) Changing tourism demand:

$$\Delta CG_{o-i} = \frac{CG_i}{CG_0} \cdot 100 \quad Wher$$

e: CG_i - global tourism demand (current year no night's accommodation) in "i";

CG_0 - global tourism demand (no. night's accommodation the previous year) in "0".

ΔCG_{0-I} = *(No. Overnights Current year / No. Nights spent the previous year) * 100*

$\Delta Ct_{2008-2007}$ = (402/362)*100 = 111,04%
$\Delta Ct_{2009-2008}$ = (480/402)*100 = 119,40%
$\Delta Ct_{2010-2009}$ = (808/480)*100 = 168,33%
$\Delta Ct_{2011-2010}$ = (800/808)*100 = 99,00%

From the above calculations we see that 2010 was the year the highest growth of 168.33% which is unlike 2011 when it dropped to 99%.

2) Index variation in demand for tourism:

$$ICE_{0-i} = \frac{CE_i}{CE_0} \cdot 100$$

$$ICI_{0-i} = \frac{CI_i}{CI_0} \cdot 100$$

where: ICE_{o-i} - the index of variation in external demand;

ICI_{o-i} - the index of variation in domestic demand.

ICE, ICI = (No. tourists Current year / No. Tourists last year) * 100

$ICI_{2008-2007}$ = (205/107)*100 = 191,58% (romanian)
$ICE_{2008-2007}$ = (26/21)*100 = 123,80% (foreign)
$ICI_{2009-2008}$ = (302/205)*100 = 147,31% (romanian)
$ICE_{2009-2008}$ = (32/26)*100 = 123,07% (foreign)
$ICI_{2010-2009}$ = (357/302)*100 = 118,21% (romanian)
$ICE_{2010-2009}$ = (54/32)*100 = 168,75% (foreign)
$ICI_{2011-2010}$ = (350/357)*100 = 98,03% (romanian)
$ICE_{2011-2010}$ = (30/54)*100 = 55,55% (foreign)

It may be noted that internal tourism demand had the largest increase in 2008 to 191.58% and in 2010 dropped to 98.03%. Foreign tourism demand was the highest growth of 123.80% in 2007-2008 and in 2011 dropped to 55.55%.

3) Accommodation capacity development indicator:

$$\Delta C_{t_{0-i}} = \frac{LC_i}{LC_0} \, x \, 100$$

Icc = (no. of beds / no. Beds) * 100

$Icc_{2008-2007}$ = (40/40)*100 = 100%
$Icc_{2009-2008}$ = (40/40)*100 = 100%
$Icc_{2010-2009}$ = (46/40)*100 = 115%
$Icc_{2011-2010}$ = (46/40)*100 = 115%

Accommodation capacity was constant in the years 2007-2009, no. Accommodation places is 40 places, and in 201-2011 years increased by 15%, because no. Accommodation places increased to 46 places.

4) Index distribution of global tourism demand:

$$I_{CTI} = \frac{CI}{CG} \cdot 100 ; \quad I_{CTE} = \frac{CE}{CG} \cdot 100$$

where: CI - domestic tourism demand;
CE - external tourism demand.
CG - total tourism demand (internal + external)

Irct = [no. tourists / (No Romanian tourists + No. foreign tourists)] * 100

$Ircti_{2007}$ = (107/128)*100 = 83,59% (romanian)
$Ircte_{2007}$ = (21/128)*100 = 16,40% (foreign)
$Ircti_{2008}$ = (205/231)*100 = 88,74% (romanian)
$Ircte_{2008}$ = (26/231)*100 = 11,25% (foreign)
$Ircti_{2009}$ = (302/334)*100 = 90,41% (romanian)
$Ircte_{2009}$ = (32/334)*100 = 9,58% (foreign)
$Ircti_{2010}$ = (357/411)*100 = 86,86% (romanian)
$Ircte_{2010}$ = (54/411)*100 = 13,13% (foreign)
$Ircti_{2011}$ = (350/380)*100 = 92,10% (romanian)
$Ircte_{2011}$ = (30/380)*100 = 7,89% (foreign)

Analyzing global travel distribution index, we observe that the number of Romanians is higher than the number of foreign tourists. But no. Romanian tourists increased in 2011 to 350 from 2007 in which only 107 were tourists. No. Foreign tourists was greatest in 2010, 54 tourists and the lowest no. Foreign tourists was recorded in 2007 of 21 foreign tourists.

5) Index evolution pension customers:

$$\Delta Tp_{i-0} = \frac{TP_i}{TP_0} \, x \, 100$$

where: TP_i - no. Total tourists board in "i";
TP_0 - No. Total tourists board in "0".

ΔTP_{i-0} = (No Romanian tourists. + No Foreign tourists current year) / (No Romanian tourists. + No Foreign tourists last year) * 100

$\Delta TP_{2008-2007}$ = (231/128)*100 = 180,46%
$\Delta TP_{2009-2008}$ = (334/231)*100 = 144,58%
$\Delta TP_{2010-2009}$ = (411/334)*100 = 123,05%
$\Delta TP_{2011-2010}$ = (380/411)*100 = 92,45%

No. customers on board was an increase from year to year, in 2010 recorded the highest number of tourists, both Romanian and foreign. In 2011 no. customers has fallen since 2010.

6) Overnight index evolution is:

$$\Delta Np_{i-0} = \frac{NP_i}{NP_0} x100$$

where: NP_i - overnights in guesthouse in "i";
NP_0 - nights on board in "0".

ΔNP_{i-0} = (no overnight stays current year / no. overnights previous year) * 100

$\Delta NP_{2008-2007} = (402/362)*100 = 111,04\%$
$\Delta NP_{2009-2008} = (480/402)*100 = 119,40\%$
$\Delta NP_{2010-2009} = (808/480)*100 = 168,33\%$
$\Delta NP_{2011-2010} = (800/808)*100 = 99,00\%$

No. Overnight on board increased from year to year, but in 2011 fell less than 800 nights, from 2010, when he registered the highest number. Overnight stays for 808 nights.

7) Employment of pension - Coefficient of utilization capacity accommodation (Cuc):

$$Cuc = \frac{NP}{(LP\,x\,Z)} x100$$

where:
Cuc - occupancy percentages;
NP - number of nights;
LP - Number of accommodation places in the board;
Z - number of days of supply pension;

Cuc = [no. overnights / (no accommodation places * no. day hall)] * 100

$Cuc_{2007} = [362/(40*365)] * 100 = 2,47\%$
$Cuc_{2008} = [402/(40*365)] * 100 = 2,75\%$
$Cuc_{2009} = [480/(40*365)] * 100 = 3,28\%$
$Cuc_{2010} = [808/(46*365)] * 100 = 4,81\%$
$Cuc_{2011} = [800/(46*365)] * 100 = 4,79\%$

Employment of pension increased from year to year, with a maximum of 13.23% in 2010 and decreased in 2011 to 12.66%.

8) Coefficient using of capacity ccommodation (Cuc)

Cuc = [no. of nights (no. day tourist) / (no. of beds * no. day operation)] * 100

$Cuc_{2007} = [362/(40*365)] * 100 = 2,47\%$
$Cuc_{2008} = [402/(40*365)] * 100 = 2,75\%$
$Cuc_{2009} = [480/(40*365)] * 100 = 3,28\%$
$Cuc_{2010} = [808/(46*365)] * 100 = 4,81\%$
$Cuc_{2011} = [800/(46*365)] * 100 = 4,79\%$

Accommodation at guest house has grown every year analyzed, with the highest value of 4.81% in 2010 and in 2011 recorded a slight decrease of 4.79%.

Tourist traffic analysis to the county VÂLCEA

Table 2. Number of nights, number of tourists and average stay Valcea County

Indicators	2006	2007	2008	2009	2010	2011
Number of nights	1316000	1274000	1272000	1257000	1280000	1086000
Number of Romanian tourists	188480	195128	183380	210384	185029	205180
Number of foreign tourists	4517	4011	2252	3035	3795	3737
No. total tourists	192.997	199.139	185.632	213.419	188.824	208.917
Total Accommodation	10058	10380	10223	10556	10596	10877
Total number of places in hostels	2555	2648	2771	2625	2639	2447
Average stay	6,82	6,40	6,85	5,89	6,78	5,20

Source: Statistical Yearbook 2010 Valcea County

1) Accommodation capacity development indicator:

$$\Delta C_{t_{0-i}} = \frac{LC_i}{LC_0} x100$$

Icc = (no. of beds_i / no. beds_0) * 100

$Icc_{2007-2006} = (10380/10058)*100 = 103,20\%$
$Icc_{2008-2007} = (10223/10380)*100 = 98,48\%$
$Icc_{2009-2008} = (10556/10223)*100 = 103,25\%$
$Icc_{2010-2009} = (10596/10556)*100 = 100,37\%$
$Icc_{2011-2010} = (10877/10596)*100 = 102,65\%$

Capacitatea de cazare a fost în creştere între anii 2006-2007, a scăzut în anul 2008, air din 2009 în 2011 a fost din nou în creştere. De la 10.058 locuri de cazare în 2006, s-s ajuns la 10.877 locuri de cazare în 2011.

2) Index evolution pension customers:

$$\Delta Tp_{i-0} = \frac{TP_i}{TP_0} x100$$

where: TP_i - no. Total tourists board in "i";
TP_0 - no. Total tourists board in "0".

ΔTP_{i-0} = (No Romanian tourists. + No Foreign tourists current year) / (No Romanian tourists. + No Foreign tourists last year) * 100

$\Delta TP_{2007-2006} = (99139/192997)*100 = 51,36\%$
$\Delta TP_{2008-2007} = (185632/199139)*100 = 93,21\%$
$\Delta TP_{2009-2008} = (231419/185632)*100 = 124,66\%$
$\Delta TP_{2010-2009} = (188824/213419)*100 = 88,47\%$
$\Delta TP_{2011-2010} = (208917/188824)*100 = 110,64\%$

No. customers on board was an increase from year to year, but in 2009 recorded the highest number. of tourists, both Romanian and foreign tourists 231,419. In 2011 no. customers increased from 2010, recorded 208,917 visitors in 2011 to 188,824 in 2010.

3) Monthly concentration ratio of 2011:
is calculated by dividing the number of tourists in the month with most of the total number of tourist arrivals a year A_t.

$$C_c = \frac{LM}{A_t}$$

Cc value is between 0.083 and 1.

Cc = [no. tourists month / (number Romanian tourists + No. foreign tourists)]

For this we consider the year 2011, and the number of tourists each month is as follows:
January 382, February 312 March 289 April 325 May 262 June 408 July 493 August 610 September 360 October 214 November 202 December 401.

Ccian = (382/4258) = 0,089
Ccfeb = (312/4258) = 0,073
Ccmar = (289/4258) = 0,067
Ccapr = (325/4258) = 0,076
Ccmai = (262/4258) = 0,061
Cciun = (408/4258) = 0,095
Cciul = (493/4258) = 0,115
Ccaug = (610/4258) = 0,143
Ccsep = (360/4258) = 0,084
Ccoct = (214/4258) = 0,050
Ccnoi = (202/4258) = 0,047
Ccdec = (410/4258) = 0,096

Coef. Monthly concentration in 2011 had the highest value in August with a value of 0.143, while the lowest was in November of that year of 0.047.

4) Indicator in relation to population density tourist

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{Population}$$

where:

T_{i-0} - total Romanian tourists + strangers;
Pop - county population = 413,570 inhabitants (2011),

$Dt_{2011} = (208917/413.570) = 0,50$

5) Indicator relative to the surface density tourist

$$D_{t_{i-0}} = \frac{T_{t_{i-0}}}{Suprafata}$$

where:

T_{i-0} - total Romanian tourists + strangers;
S - County = 5765 km^2 area,

$Dt_{2011} = (208917/5765) = 36,23$

CONCLUSIONS

In Valcea county can delineate four major areas of tourist interest already established, that "mountain tourism," resorts "," cultural tourism and monastic "and finally" agrotourism. "To these we can add yet another tourist destination, namely" sports tourism and leisure "(hunting and fishing).
Mountain area, representing one third of the county, offers tremendous attractions: keys, waterfalls, caves, more than 80 marked and maintained trails, climbing ability, skiing,

fishing and hunting sports and numerous lookout points. Getting a great mountain tourism accommodation and vacations in the resorts now famous Voineasa and otter.

Rich springs that abound some geographical areas and picturesque landscape that you "wash" spread the greatness of the leading spas County: Calimanesti - Căciulata, Baile Olanesti Baile Govora Ocnele - Ocnita known not only in Europe but worldwide, with an impressive card.

Numerous other actions taken in each commune, are designed to develop the tourism offer Valcea, to make a more significant contribution to the development of Romanian tourism and national economy

Achieving sustainable tourism markets has become an urgent necessity because only such a market can generate investment in the sectors most promising and profitable investment that will result in the development of the areas they will showcase and make known locally, nationally and internationally all the beauty that God has endowed Valcea.

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