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Analysis of the organization and development of the technical-material base for tourism and agro-tourism in Vrancea county

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ANALYSIS OF THE ORGANIZATION AND DEVELOPMENT OF THE TECHNICAL-MATERIAL BASE FOR TOURISM AND AGRO-TOURISM IN VRANCEA COUNTY

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Abstract

Vrancea County has an extremely varied relief that is suitable for practicing tourist activities. The paper aims at an analysis of the tourist and agrotourism potential in Vrancea county using the following indicators: the evolution of agrotourism pensions, tourist reception structures, accommodation capacity, etc. The analysis highlighted the fact that the county has vast natural and anthropic resources that are poorly exploited for the development of tourism and agrotourism.

Keywords: tourist and agrotourism potential, tourist activity, accommodation capacity

JEL Classification: L83

INTRODUCTION

Vrancea located at a geographical intersection, is the bridge between the largest areas of the Eastern Carpathians and Southern Carpathians, Siret Plain and Danube Plain, the connection between the historical regions occupied by Romanians: Moldova, Transylvania and Wallachia, and as the queen of transhumance in the country Bârsa to Dobrogea and the Danube (Vrancea County Council, 2019).

Vrancea County, through its geographical position, through its varied tourist potential, favors the practice of various forms of tourism: rural tourism, agrotourism, hunting, fishing, cultural, etc. Vrancea is at the junction of important road arteries that facilitate the movement from the north of the country to the Danube Delta, the coast or the Capital.

The county offers a diverse relief placed in steps: meadow, plain, hills and mountains, with an attractive landscape and a rich cultural heritage with a lot of historical monuments and a valuable treasure of civilization and popular culture.

The research carried out in this paper aimed to capitalize on and promote the tourist and agrotourism potential of Vrancea County, a less known area but with potential.

MATERIALS AND METHODS

The indicators used in the analysis are: arithmetic mean, standard deviation, growth index, percentage changes, annual growth rate, regression function and correlation coefficient that measures the relationship between the dependent and the independent variable. (Draghici and Mara, 2010)

In the elaboration of this paper, statistical data from the specialized literature were used (INS, FAOSTAT, EUROSTAT, university courses, specialized magazines, etc.).

In order to assess the tourism potential of an area / region or a country, its degree of exploitation, all research and analysis is done using specific research methods, in which different indicators are used (Balaure V. 2000). Among the main research methods are:

- direct - the information is collected directly from the information carriers;
- indirect - information collected from the office from statistical, financial and accounting bases.

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There are a multitude of direct research methods, depending on the conduct, place and profile of the research, etc. of which the investigation and the observation differ (Dănciulescu D., 2019).

RESULTS AND DISSCUSION

The development of Vrancea County, from an agrotourism point of view, is highlighted in the detailed analysis of the infrastructure and the tourist circulation in the agrotourism pensions for a period of 10 years.

Analyzing the data from table 1, it is observed that the tourist pensions have an increasing trend throughout the analyzed period with an annual growth rate of 4.8%, the coefficient of variation having an average significance of 18.9%. During this period in Vrancea county there is a maximum in 2019 with 11 tourist pensions and a minimum of 5 pensions in 2010.

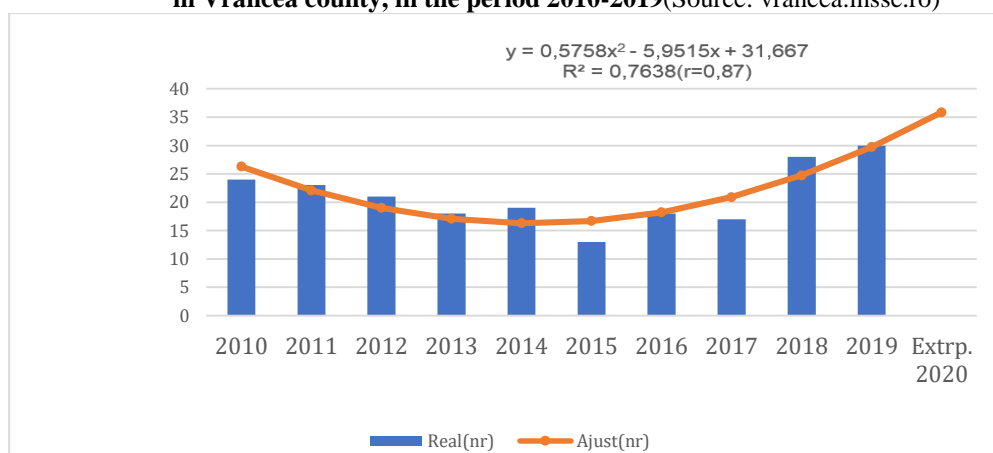
Regarding the agritourism pensions, they have a large increase in 2019 with a number of 2821 Agrotourism pensions, which results in an annual growth rate of 6.2%.

Table.1. The evolution of the number of tourist and agrotourism pensions in Vrancea County for the period 2015-2019.

| Specification | 2010 | 2013 | 2015 | 2017 | 2019 | Min | Max | Media | Stdev | Cvar | Semnif | annual growth rate |
|------------------------------|------|------|------|------|------|------|------|--------|-------|------|--------|--------------------|
| Tourist pensions -total | 949 | 1335 | 1527 | 1666 | 1669 | 949 | 1709 | 1400.5 | 264.8 | 18.9 | medium | 4.8 |
| Vrancea | 5 | 8 | 9 | 7 | 11 | 5 | 11 | 7.9 | 1.8 | 22.7 | grande | 6.8 |
| Agrotourism pensions - total | 1354 | 1598 | 1918 | 2556 | 2821 | 1210 | 2821 | 1951.9 | 587.7 | 30.1 | grande | 6.2 |
| Vrancea | 24 | 18 | 13 | 17 | 30 | 13 | 30 | 21.1 | 5.2 | 24.7 | grande | 1.9 |

Source: vrancea.insse.ro, * c.var <10% very homogeneous data series, variation is small, average is significant; 10-20% homogeneous data series; > 20% data series series is heterogeneous, variation is very high, the average is not representative

Figure 1. Calculation of the trend equation of the number of agritourism pensions in Vrancea county, in the period 2010-2019(Source: vrancea.insse.ro)



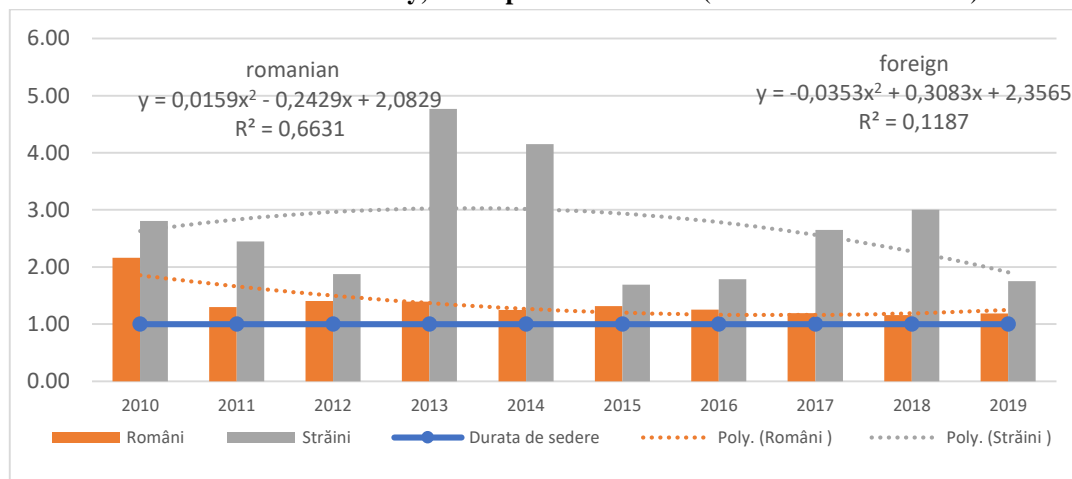
During the analyzed period, the equation of trend of the number of agritourism pensions, expects that, in 2020, their number will reach 36 units. There is a strong link between the two variables so that the variation in the number of pensions from year to year can be explained in proportion of 76.4%, the rest being the influence of other factors.

The duration of the stay in the agrotourism pensions in the county (Figure 2), had a decreasing trend from 2.18 days in 2010 to 1.19 days in 2019, and the shortest stay was registered in 2018 of 1.16 days .

Among Romanian tourists, the length of stay had a continuous decrease throughout the period, starting from 2.16 days in 2010 and up to 1.16 zle in 2018 and 2.19 days in 2019. By extrapolation, a slight increase is expected. of the duration of the stay among Romanian tourists in 2020 at 1.34 days.

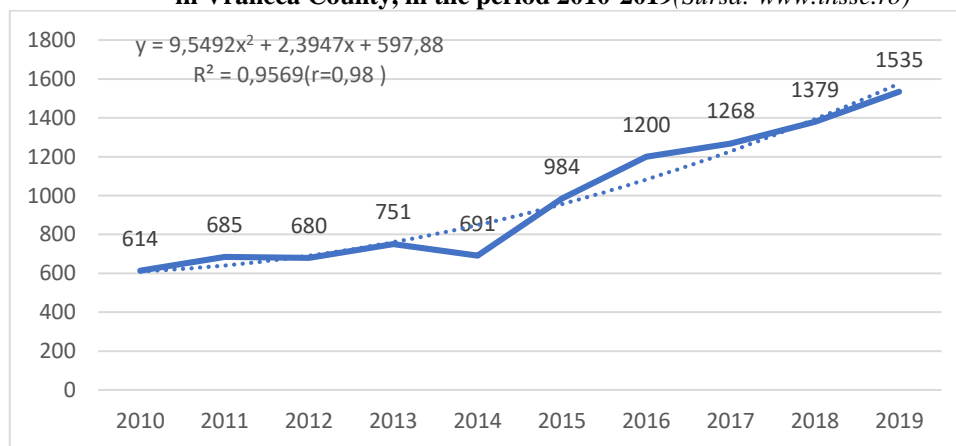
Regarding the length of stay in agritourism pensions of foreign tourists, throughout the period there were increases of up to 4.77 days in 2013, but also decreases of up to 1.69 days in 2014. In 2019 the duration of the stay was 1.75 days.

Figure 2. Calculation of the trend equation of overnight stays in agrotourism pensions in Vrancea county, in the period 2010-2019(Source: vrancea.insse.ro)



The trend equation indicates that in 2020 the length of stay in agritourism pensions among foreign tourists will decrease to 1.48 days. Analyzing the labor force in hotels and restaurants in Vrancea County, statistical data show an increase in the number of employees in this sector of the economy with a rate of 10.7% over the analyzed period 2010-2019.

Figure 3. Calculation of the trend equation of the number of employees in hotels and restaurants in Vrancea County, in the period 2010-2019(Sursa: www.insse.ro)



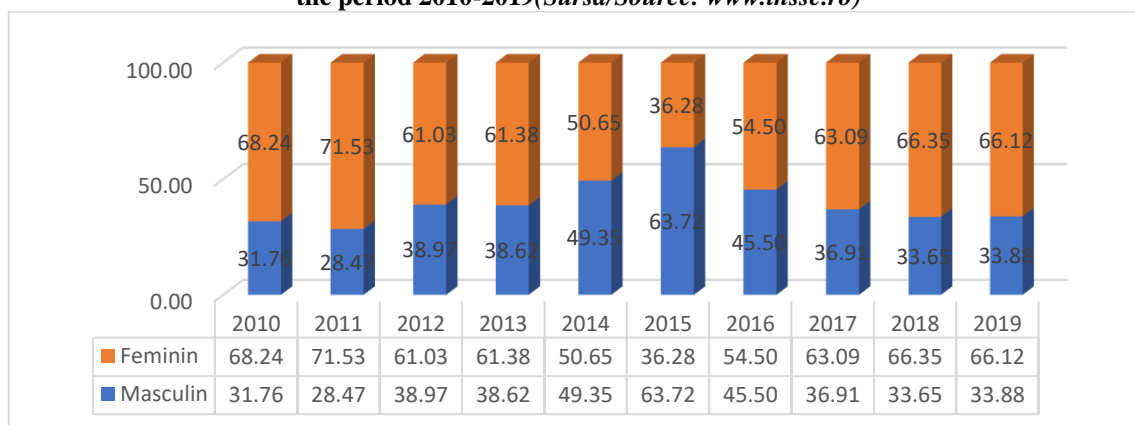
Starting with 2010, when 614 employees were registered in hotels and restaurants, their number increased significantly, reaching 1535 employees in 2019, except for 2014, when a slight decrease was observed. (Figure 3)

In the total number of employees in the county, the share of those in this sector is very small, starting from 1.22% as it represents in 2010, with small oscillations it increases to 1.86% in 2015, and in 2019 it represents 2.66%.

The trend equation $y = 9.5492x^2 + 2.3947x + 597.88$ predicts that in 2020 the number of employees in this sector will increase to 1780 people. The correlation ratio, $r = 0.98$, shows a strong link between the two variables.

More than half of the employees in the hotel and restaurant sector are female, except for 2015, when the ratio is reversed, male employees representing over 66.7% of the total.

Figure 4. The share by sex of the number of employees in hotels and restaurants in Vrancea County, in the period 2010-2019(Sursa/Source: www.insse.ro)



We conclude with the observation that regarding the human base in Vrancea County, used in the tourism sector, during the analyzed period the trend is an ascending one, which means an evolution in the professional training of employees.

CONCLUSIONS

In order to modernize the existing infrastructure and to reach a high level of comfort in terms of leisure activity, a more detailed analysis of the existing functions in the already existing centers must be made. At the same time, depending on the detected needs, it is possible to analyze the possibilities of extension regarding the development of a diversified range of leisure activities in the rural area.

These activities can be: practicing sports activities in specially designed outdoor halls; specially designed routes. In today's competitive environment, the strategies adopted in the field of tourism must help create a favorable environment for this sector. This requires a bold strategy, specific to the sector, which provides a vision, a model capable of guiding the production and marketing of tourism products.

Vrancea County is shaping up as a Romanian space with a cultural and tourist potential of wide interest, attractive and still insufficiently fruitful.

Motions

Regarding the capitalization of the tourist potential of Vrancea county as well as the current situation, I admit the tracing of the main ways of developing agrotourism from the point of view of the estimates made from the vision of tourists who will be interested in the Vrancea area.

All these can be integrated in the medium and long term in the development strategies in order to include / integrate the agrotourism product from Vrancea area in national and international rural tourism programs.

The promotion of the forms of tourism and agrotourism as well as of the tourist products can be done with a total modernization of the infrastructure, of the roads, water and sewerage as well as of the electricity network, namely:

- Mountain tourism in the Tulnici-Lepşa, Soveja, Jitia - Vintileasca mountain massifs;
- Spa tourism in Soveja resort with the improvement of accommodation conditions and comfort;

- Valorization of the bioclimate and mineral waters (Vizantea);
- Establishment of leisure resorts;
- Scientific valorization of tourism in Vrancea nature reserves;
- Improving the material base regarding the activities and services of agrotourism with the possibility for each ethno-folk locality to become a cultural tourist center;
- Improvement and development of tourist and agrotourism accommodation structures;
- Promoting association tourism programs for the benefit of local communities;
- Attracting as many tourists as possible by setting up an institutional framework.

In order to modernize the existing infrastructure and to reach a high level of comfort in terms of leisure activity, a more detailed analysis of the existing functions in the already existing centers must be made. At the same time, depending on the identified needs, it is possible to analyze the possibilities of extension regarding the development of a diversified range of leisure activities in the rural area.

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