

STRATEGIES FOR TOURISM DEVELOPMENT IN ARGES THROUGH SPORTS AND RECREATIONAL ACTIVITIES

Traian Ionuț MERCEA
University of Pitești

Abstract

The present paper aims at underlining the development of the general and specific infrastructure of the touristic activities from the lake Vidraru-Cumpăna area by means of sportive-recreational activities. Consequently, we supposed that the influence over the purchasing and consumption behaviour of potential customers towards a good touristic product, a good channel of distribution and a corresponding price will be achieved by means of the touristic promotion; The paper also tries to analyze if the touristic activity in the Argeș district will improve by combining the sportive-recreational activities to the characteristics of the touristic zones by means of the marketing plans .

Key Words: *tourism, Argeș, strategies, analysis, logistic development, sportive activities.*

INTRODUCTION

The Argeș district represents the area where the most beautiful legend of the timeless construction, that of the Manole, the Master was created, the place of foundation of the Romanian Country feudal state and the place of residence for many famous Wallachian rulers and of many important personalities of Romanian history and culture .

The traditional Romanian hospitality together with the beauty of the Arges landscape and with the attractiveness of the economic potential constitute indisputable arguments in favour of listing the ARGES district on a priority map, of an investitional nature, for our future local or foreign partners.

The Argeș district disposes of a special touristic potential which places it, at the national level, on a prominent place in this domain. Hotels, chalets, touristic stops lie in famous leisure or emergency areas.

The Trans-Fagaras route, well-known for its peerless mountain landscapes is spread with renowned rest places, among which the chalets Cumpăna, Capra, Valea cu Pești and a floating hotel on the Vidraru lake.

For the safety of the tourists, the District Council financed the building of a mountain shelter Salvamont (photo) situated at an altitude of 2000 m, where the teams of the Public Service of Mountain Rescue and Search ensure and develop specific activities throughout the whole year.

The aim of this paper is represented by the development of the general and specific structure infrastructure of the touristic activities in the lake Vidraru-Cumpăna area by means of the sportive- recreational activities.

Thus, we can mention as distinct findings:

1. the existence of some feasibility studies concerning the development of infrastructure at the level of the Argeș district;
2. The development of the general and specific infrastructure of touristic activities does not take into account the place and role of the sportive-recreational activities in the increase of income in the zone under study; Considering the two general findings we can put forward the following questions:
 1. Is it possible to elaborate development projects of the infrastructure of a geographical area taking also into account the sportive-recreational activities??
 2. Can the purchasing and consumption behaviour of potential customers from the lake Vidraru-Cumpăna constitute a channel of distribution for touristic promotion?
 3. Which are the sportive-recreational activities accessible to all categories of tourists representing a touristic potential in the lake Vidraru-Cumpăna area.

The questions we presented and over which we have pondered during the research helped us to formulate the working hypotheses:

a) We suppose that the influence of the purchasing and consumption of potential customers towards a good touristic product, a channel of distribution and a corresponding price will be achieved by means of touristic promotion;

b) We suppose that the touristic activity at the level of the Argeş district will increase by combining the sportive-recreational activities with the characteristics of the touristic zones by means of the marketing plans.

METHODS AND TECHNIQUES OF SCIENTIFIC RESEARCH

Bibliographic Documentation

It represents the first step with a view to carry on an investigation of the content of ideas and to open perspectives and tendencies of evolution for the different aspects of the tourism by means of sportive-recreational activities.

This included the study of the specialty literature with a view to obtain performance and possible suggestions of developing the tourism in the lake Vidraru-Cumpăna area by means of the respective sportive-recreational activities.

After having studied the materials from the literature of specialty, we have succeeded to select essential ideas and issues in the domain of developing tourism at the level of the Argeş (lake Vidraru-Cumpăna area), such delineating a clear image about the problems under debate in my doctor's degree paper.

Direct and Indirect Observation

Observation represents the intentional contemplation of a subject or phenomenon with the task of collecting concrete data whose scientific analysis should allow generalization; that is why it is considered an active intellectual process in which the researcher tries to be accurate and objective.

The methods of observation in the doctor's degree paper have been used in order to notice the characteristics of development in the lake Vidraru-Cumpăna area and to identify the sportive-recreational activities which would lead to an increase in the number of tourists in the respective area.

We have used the following types of observation:

a) Direct incidental observation of the tourist passing by the lake Vidraru-Cumpăna area and of the sportive –recreational types of activities used by them;

b) The provoked, organized, systematic observation which followed the reaction of the subjects to the development of the sportive-recreational activities achieved in the lake Vidraru-Cumpăna area.

Also, the observation has been used in case of analyzing the effects of the sportive- recreational activities used to increase the number of tourists in the respective area.

The place, the subjects, investigations in the development of research

The experiment developed in the Argeş district, in the lake Vidraru-Cumpăna area and we have investigated the influence of certain sportive- recreational activities over the number of tourists in the area.

We collaborated with 2 companies (first DIANEIGE S.A – France and S.C Trans Project Trust 2000 SRL – Piteşti) and the City Council Argeş as a partner in a project having the title: „The development of general and specific infrastructure of touristic activities in the lake Vidraru-Cumpăna area”.

The project having a value of about 3 mil./euro, proposed the designing of ski-slopes, the introduction of different types of de CANOEING, BUNGEEJUMPING and of many other types of activities in the zone under study.

We achieved a comparative study between the number of tourists visiting the lake lacului Vidraru-Cumpăna area before and after the introduction of the sportive-recreational activities mentioned in the chapters of the paper.

Also, the experimental part included a SWOT analysis which had as main objective the identification of the developing stage of tourism at the level of the Argeş district in view of the potential activities in the lake Vidraru-Cumpăna area.

The location of the research was the Argeş district, the commune Arefu, the touristic area of the lake Vidraru-Cumpăna.

The period of calculation – the period of calculation spread over 176 days. Starting from the number of opening days, we have crossed the data of the accommodation structure of the area with a medium degree of occupation during the summery period. On the other hand, we consider the impact of the situation over the Trans- Fagaras zone which implies a more intense attendance (source: masterplan northern area of the Argeş district).

The capacity of daily summery reception – helps at the calculation of the previsional attendance balanced through the occupational degree.

Table 1. Occupational level/week outside school holidays

Period	Occupational level
Week	35%
Week-end	85%

Table 2. Occupational level during school holidays

Period	Occupational level
Week	15%
Week-end	75%

CONCLUSIONS

The conclusions of the research have been extracted from the study of the literature of specialty, the most important being the following:

1. Practicing the mountain tourism supports the development of the human being by acquiring a better health status, by cultivating the pleasure to move in the open, by the optimization of the contact between man and nature and of interhuman contacts presenting a very important motivational area nowadays.

2. The process of global economic restructuring obliges national economies and local communities to adaptation in order to maintain and increase the economic and social competitiveness through changes, both in the structure of the touristic background and in the modalities of using and capitalizing it. These changes together with the last novelties in the spending of the leisure time constitute the basic support of the touristic development, in an sustained upward rhythm.

3. First, spaces and simple sport grounds endowed with minimal equipments prove to be necessary for the practising of sportive games like football, volleyball, handball, basketball, etc. Most leisure places offer ideal conditions for the arrangement of such sportgrounds which must not respect obligatory dimensions. In order to meet the requirements of those manifesting the wish to use these small bases, different sport outfit and materials, especially balls, could be let. Nevertheless, many other modalities can be offered to those attending such leisure areas.

REFERENCES

1. Barco, A., Nedelcu, E., (1974), *The Argeş District*, Academy Printing House, R.S.R., Bucharest.
2. Basi, Cd Guidebook (1997), *Published and distributed by British Association of ski instructors Glenmore*, Aviemore Inverness-Shire, Scotland, UK.
3. Bran, F., Dinu M., Simon, T., (1999), *The economy of tourism and the environment*, Economic Printing House, Bucharest.
4. Bran, F., Dinu M., Simon, T., (1997), *Rural tourism. European Model*, Economic Printing House, Bucharest.

COMPARATIVE STUDY ON THE DEVELOPMENT LEVEL OF MUSCULAR STRENGTH IN THE FEMALE STUDENTS OF THE FACULTY OF SPORT AND PHYSICAL EDUCATION (FSPE) AND THE FACULTY OF AUTOMATICS, COMPUTER SCIENCE, ELECTRICAL AND ELECTRONIC ENGINEERING (FACSEEE)

George Dănuț MOCANU

„Dunărea de Jos” University of Galati, Romania

Abstract

One of the determining elements of motor ability at any age stage, i.e. muscle strength, and the methodology of its development are intensely discussed in the specialised literature of the field of the sport and physical education studies. Considered by most specialists, besides coordinative ability as one of the main motor skill in producing movement, it is also decisive in the manifestation of the other conditional motor skills – especially speed and endurance-, to which it is often combined, and also it favourably influences the manifestation of flexibility, whose parallel development is optimal. One of the objectives of physical education at the level of higher education for the faculties whose speciality is not sport-related is “Optimizing the individual level of physical training, insisting on the motor skills considered as deficient”. Assessing the degree of the students’ physical training is