

## Chapter 46

# Mountain Tourism in Romania: Case Study Mountain Resort Predeal

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### ABSTRACT

*Tourism is one of the fastest growing industries in the world, and in mountain regions it can give rise to high expectations for development. It has the capacity to create jobs and extend services and products that support both tourists and local people alike in marginal areas. Tourism thus has the potential to reduce poverty and provide alternatives to existing economic activities and traditional livelihoods that may be precarious or otherwise threatened by global competition. The present work proposes to analyze the importance of tourism in the development of Predeal resort. In the first part of the paper I presented some aspects regarding the mountain tourism in Romania. In the present mountain tourism and traveling industry offers many opportunities. The second part includes the general characteristics of the tourist aspects which make from Predeal resort a possible holiday destination of interest international.*

### INTRODUCTION

A mountain resort is a holiday destination located in the mountains. There are many forms of tourism practiced within and they vary depending on local resources, from winter sports (a winter sports resort) to summer activities practiced throughout the year (hiking, climbing, mountain biking, ecotourism, rural tourism, cultural and historic tourism, fishing and hunting, riding, tennis, golf, etc.). A mountain resort receives tourists all year round, both for winter sports and for summer activities; therefore, one may say that a winter sports resort that functions also for summer activities is a mountain resort. (Simoni, 2015, pp.20-21)

Tourists are drawn to the mountains of countless reasons, from climate and clean air, the beauty of the landscapes, the diversity of landforms and geological phenomena, local traditions and simplicity of life or even specific opportunities to practice different sports, which led governments more countries are becoming increasingly interested in developing tourism as a tool for preserving culture, biodiversity and sustainable development. (Lucaciu, 2015, pp. 41-42)

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The development of the mountain is a challenge economically and technologically. Tourism is one of the priorities adopted by local political factors for the development of the highlands. It relies on conservative traditions and values without taking into account the fact that this area is subject to change in the contemporary context of development. Requires a combination of the two categories of values (traditional and progress) the concepts of consumption relative to market requirements, otherwise there is a risk that by maintaining traditional values in forms obsolete in terms of human civilization in the 21st century, to condemn an important condition underdeveloped territory.

In our country, the special natural conditions, besides another factors, determined the development of three stations – Poiana Braşov, Sinaia and Predeal – which concentrate (on a surface of about 150 km<sup>2</sup>), 63% from the accommodation capacities existing in the Romanian mountain stations, 70% from the total of the arranged paths and the mechanic installations for ascending and 40% from the touristic circulation from the mountain area, respectively 52% from the arrivals of the foreigner tourists. (Dudaş et al., 2008, p. 758) For the practice of winter sports, these stations dispose of a satisfactory offer for the requirements of international tourism.

## **EVOLUTION OF ACCOMMODATION STRUCTURES IN MOUNTAIN RESORTS**

Unfortunately, the network reception units in resorts is spread unevenly. Register nationwide greater concentration in Brasov and Prahova counties. According to (Dezsi, 2006, pp.97) mountain resorts arrangement should pay particular attention of accommodation and catering, as well as specific equipment for winter sports.

According to data from the National Institute of Statistics, the number of units from the mountains in Romania in 2016 increased approximately 27.0% as of 1,878 the total number of accommodation units in Romania. In the analyzed period, 2006-2016, number of accommodation units in resorts experienced a growth trend ie from 973 units in 2006 to 1,878 in 2016 accommodation units. (see data processed in Table 1)

Since the average growth index is greater than 100%, we consider that the number of accommodation in the mountain progressing due to the economic context of Romania and the European Union. Dynamics of the accommodation structures in Romanian mountain resorts as one can appreciate steadily increasing, registering in 2016 at 193% compared to 2006 (year in which the recorded minimum value) (see Figure 1).

Regarding accommodation offer available in mountainous area, the number of units increased in 2016 compared to 2006, to 1,878 units, with a capacity of existing accommodation of about 57 282 places and an accommodation capacity in operation of 1,724 thousand places-days (see data processed in Table 2).

Analyzing the data in Table 2 during the eleven years compared to 2006, key indicators of accommodation capacity are characterized by the following:

- Increasing the number of units, with an average annual rate of + 6.8%, which can be explained by the opening of certain units that were upgraded, either by building new accommodation;
- Fluctuations on existing accommodation capacity, with a revival for the years 2010-2016, with a growth rate of + 5.9%;
- Increased accommodation capacity in operation, with an average annual rate of + 6.4%, owners finding ways to reduce tourist activities (meetings, team-building events, conferences, etc.).

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