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### Original article

## MANAGEMENT ROLE IN PROMOTING TOURISM ON ARGES VALLEY

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### Abstract

**Aim.** The aim of this paper is to promote tourism on the Arges Valley, both by increasing tourist traffic due to the degree of enlargement addressability supply, as well as educating tourists to protect cultural heritage and natural history.

**Methods.** We used romanian tourists (20 males and 20 females). During research, I used several methods to ensure the support of theoretical basis, and for obtaining possible suggestions, which are ways of solving objectives. These were the following:

- bibliographic study;
- observation method;
- method of survey-based questionnaire;
- graphic method and table;

**Results.** With a strong economy, with a great human potential and natural resources with significant Arges lies in four counties of the country in terms of economic growth and has real prospects to continue developing in a sustained rhythm, in all areas of social life.

**Conclusions.** With a strong economy, with a great human potential and with significant natural resources Arges lies in four counties of the country in terms of economic growth and has real prospects to continue developing in a sustained rhythm, in all areas of social life.

**Key Words:** management, tourism, loisir.

### Introduction

Tourism is thought of as, first, a form of recreation alongside other activities and formulae for passing free time, it supposes people's traveling toward destinations outside their usual residence and the activities carried out in the time passed in those destinations: also, most of the times, it involves some expenses that impact the economies of the visited areas (Holloway, 1994).

"Tourism plays an important role in economic and social life, it acts as a stimulating element of the global economic system, as a means for diversification of the economic structure, as a leverage of attenuation of interregional misbalances, as an active education means, of raising the instruction level, culture and civilization of people" (Minciu, Baron, Neacșu, 1993).

Promotional activities in management of tourism

▪ Publicity - Advertising is "defined as the sum of actions aimed at indirect presentation - oral or visual-in a message about a product, service, brand or company by any supporter" Florescu 1992, p.348).

▪ Public relations (PR) - Public Relations is one of the latest promotional tools and it's aim is the

establishment of a climate of trust in the company, in it's capacity to meet the needs and demands of different categories of consumers and users.

▪ Promotional events

Media in tourism management

▪ Press, with the two forms of his daily press and the periodical press. Information are reaching the public also through: notices, press conferences and interviews or through the dissemination of press photos.

▪ Radio is the media witch covers fast and regular large parts of the public, ensure a high selectivity with moderate costs.

▪ Television - This media has the greatest expansion in our days.

▪ Cinema is a media that is used quite modest in promotion due to costs quite high that they involve, and due to reduced selectivity of targeted recipients. (Stancioiu, 2004)

Tourism is considered primarily a form of entertainment, alongside other activities and leisure formulas, he involves the temporary movement of people to destinations outside the habitual residence and activities in time at those destinations; also, in

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most cases, it involves making cost savings impact on areas visited (Holloway, 1994).

Role of media in promoting management of tourism on the Arges Valley

Important "portret" or locations of tourist areas in the media arising from beliefs that such images affect three groups: general public, who take decisions at national level and area residents concerned. (Rosu, 2008) People construct images of places, according to the kind of information they receive from various sources. Role of media in this process is essential. Usually they find about events that happen in remote places primarily in the media. For this reason, „reality” that the media transferred from a remote place is conceptualized reality as “objective” or „real” places by those who do not live there.

There are four ways to cover the tourist areas: (Rosu, 2008)

- Tourist areas that are presented from a negative;
- Tourist areas ignored by the media, unless they are presented in the context unfavorable;
- Tourist areas covering mainly positive;
- Tourist areas that are ignored by the media, but when they are presented, the perspective is mainly positive.

- Research has dealt with ways to cover the tourist areas of the image in the media addressing the subject in two dimensions: the nature and quantity.

#### Methods

During research, I used several methods to ensure the support of theoretical basis, and for obtaining possible suggestions, which are ways of solving objectives. These were the following:

- bibliographic study;
- observation method;
- method of survey-based questionnaire;
- graphic method and table;
- SWOT analysis.

Elaboration of the sociological questionnaire

The investigation by questionnaire addresses a number of 40 persons within four faculties that have been kind enough to respond to a questionnaire comprising a number of ten questions having several response variants.

In tabel 1 we present a sociological questionnaire who includes response variants for sources of information about this area, promoting tourism in Arges Valley to be more efficient and which media consider more efficient in promoting tourism.

**Table 1.** Sociological questionnaire for promoting tourism in Arges Valley

	<i>No. of responses</i>	<b>Percentages</b>
	<b>Response variants</b>	
1.What are your sources of information about this area?	Tourist agency	35%
	The internet	
	Folds and catalogs	
	Friends and relatives	
	Another	
2. Do you consider that promoting tourism in Valea Argesului by local media is important?	<b>Response variants</b>	
	No. of responses	Percentages
	YES	65%
	NO	35%
3. Promoting Arges mountain tourism by media should be made:	<b>Response variants</b>	
	Permanently	70%
	Seasonal (during important holidays, in the turistic season)	30%
4. Whay ways of promoting tourism do you find most efficient:	<b>Response variants</b>	
	No. of responses	Percentages
	print media advertising	30%
	radio and TV advertising	30%
	web sites	15%

	calendars,	5%
	flyers	5%
	street banner	5%
	catalogs	5%
	posters in bus stations	10%
5. Which media do you consider more efficient in promoting tourism?	<b>Response variants</b>	
	No. of responses	Percentages
	TV	45%
	print media	40%
	radio	15%
6. Are you interested in how local media is promoting mountain tourism in Arges?	<b>Response variants</b>	
	No. of responses	Percentages
	Yes	70%
	No	30%
7. Tourists promotion strategy should be based on:	<b>Response variants</b>	
	No. of responses	Percentages
	Specific type (category) of tourists	35%
	No difference, the strategy should address to all kind of tourists	65%
8. What kind of sport activities in Valea Argesului are promoted by local media?	<b>Response variants</b>	
	No. of responses	Percentages
	Hiking	20%
	Ski	30%
	Don't know	50%

## Result

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1. What are your sources of information about this area?

Upon processing responses to question no.1, the results are: 35% media, 20% tourist agency, 25%- the internet, 5%- folds, 10%- friends and relatives, 5%- other sources.

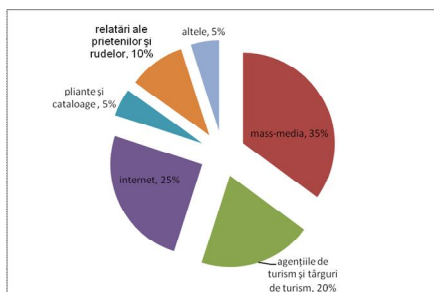


Diagram no. 1  
Sources of information about

2. What ways of promoting tourism do you find most efficient:

Upon processing responses to question no. 4, the results are: 30%- print media, 30% radio and TV, 15%- web sites, 5%- flyers, 5%- street banners, 5%- catalogs, 10% posters in bus stations

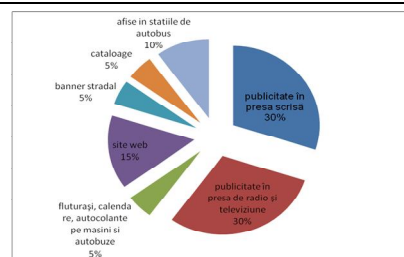


Diagram no. 2  
Methods to promote tourism

3. What kind of sport activities would you find interesting if promoted?

Upon processing responses to question no. 9, the results are: 40%- snowboarding, 20%- riding, 15%- mountainbike, 15%- climbing, 10%- fishing.

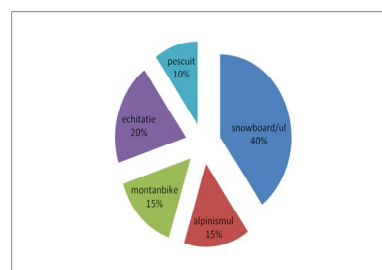


Diagram no. 3  
Sports activities that should be



## SWOT analysis in terms of tourism on the Arges Valley

Swot Analysis proves the quality and efficiency of the proposed program, by highlighting:

### Strengths:

- Tourist facilities
- Existing housing units
- Transport travel
- Recreational structures
- Leisure services enable tourists to spend their leisure in a way more pleasant.
- The existence of Romanian tourists, and those foreigners.

### Opportunities:

- Varied relief that this cause many natural tourist attractions:
- Temperate continental climate favorable to tourism development mountain, spa, due to optimal conditions for practicing winter sports and hiking
- Hydrography: the many and various water flowing can be used for recreation Investments that will take place in coming years in modern mountain Arges Valley

### WEAKNESSES - REFERS TO:

- Lack of promotion of tourism and information related to certain tourist areas
- Lack of investment and concern in terms of certain tourist areas
- Lack of units to rent specific equipment winter sports
- The level of degradation which are some tourist facilities
- Reduced number of vehicles on cable and lack of modernization
- Ways and means of access for least developed tourist transport
- The existence of a small number of recreational structures
- Valuing the small tourist potential
- Low quality of services
- Pollution

### THREATS - ARE:

- Lack of programs to promote tourism on the Arges Valley
- Pollution of soil, water and air
- Lack of bodies specifically established for redevelopment and permanent verification of travel itineraries

- Age and state of wear of some of the transport cable
- High prices in relation to services provided

### Discussions

In 2008 Rosu says that combining tourism with sport activities and leisure,

Also Stancioiu says it is important to be performed at maximum rates, it is necessary to pay due attention to marketing planning.

In our study it's important to start from the specific characteristics of tourism services but also taking into account the needs and profile their target audience.

### Conclusions

With a strong economy, with a great human potential and with significant natural resources Arges lies in four counties of the country in terms of economic growth and has real prospects to continue developing in a sustained rhythm, in all areas of social life.

With a very natural in the county, wants to promote in the region of development in the country and abroad, the objectives of tourism on the national territory and to develop specific infrastructure Tourism.

Currently development strategies of tourism on Arges Valley refers only to certain forms of tourism. Within these programs does not meet extreme sports such as mountaineering, sport climbing, guiding tourists.

Therefore, young people prefer to choose other destinations, and which leads to lower incomes. For the mission of combining tourism with sport activities and leisure, to be performed at maximum rates, it is necessary to pay due attention to marketing planning, starting from the specific characteristics of tourism services but also taking into account the needs and profile their target audience

### Aknowledgements

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