

**EDU WORLD 2022****Edu World International Conference Education Facing Contemporary World Issues****NEW WAYS TO DEVELOP TOURISM BY THE SPORT PRODUCT  
"TRADITIONAL TEAMBUILDING"**

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(a) University of Pitesti, Pitesti, Romania, [coj\\_florin@yahoo.com](mailto:coj_florin@yahoo.com)(b) University Transylvania of Brasov, Brasov, Romania, [andreea\\_tennis@yahoo.com](mailto:andreea_tennis@yahoo.com)(c) University of Pitesti, Pitesti, Romania, [bobby.naiba@yahoo.com](mailto:bobby.naiba@yahoo.com)(d) University of Pitesti, Pitesti, Romania, [visanpaulefs@yahoo.com](mailto:visanpaulefs@yahoo.com)**Abstract**

The novelty of our idea is the inclusion in the entertainment and loisir part of a touristic package, practicing teambuilding activities with Romanian specificity, a product that follows the line of knowledge and discovery of the national identity within a strategy of promoting the destinations to tourism rural. The hypothesis of the work presupposes that by including in the entertainment part the product "Traditional teambuilding", we will stimulate the development of rural tourism and will promote Romanian traditions and originality. The purpose of this paper is to dimension the content of the entertainment service through teambuilding activities with Romanian specifics within the product "Traditional teambuilding". In conclusion we believe We are at the climax of our work is the final phase for the study conducted by us, a moment where we are obliged to capture the important aspects that were noted during the course. These issues find the new content set forth by conclusions, and then just want to point out some proposals to work direct for entertainment within our product. After presenting these ideas about the final aspects encountered during the course of our study, it is necessary to bring into question some proposals about future directions that are expected to develop tourism by promoting the preservation of traditions and national identity through teambuilding activities.

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## 1. Introduction

**Team-building** classic in Romania is addressed to companies and employees who have a history of participation in such training sessions. Mentality and prejudices of the participants, make these activities should be viewed with suspicion, just as a source of entertainment. Successful team-building classic takes the exclusive cooperation and interest of persons included in such trainings (Stăncioiu, 2004a).

**Team building** is a classic concept launched in the United States. An employee noticed that mega specialization and fierce competition, increased efficiency of up to a maximum threshold beyond which no longer can move. This is due to a lack of communication between employees. Tasks and deadlines for completing individual were strictly adhered to, but the team was far from being effective (Derlogea, 2006).

For effective team-building has evolved into a method of training and assessment of team and individual. Managers wanted to solve several problems simultaneously:

- i. Strengthen the team;
  - ii. Efficiency gains;
  - iii. Assessing the compatibility of employees employed in positions with the company.
- (Stănciulescu, 2003).

More and more elderly people are staying indoors for a long time that leads to the increase in the incidence of specific diseases and conditions associated with the disturbance of the natural balance between energy expenditure and energy intake (Stăncioiu, 2004b).

As a result, the people is increasingly using relatively long stays in natural environments (parks, mountains, forests, aquatic environment, etc.) to recover, to improve health condition, and to increase working capacity. However, their leisure activities in these places may be very close to a resting state by the energy expenditures (Hakman et al., 2021).

As evidenced by the recent events occurring in the world and related to the pandemic of the corona virus, human health is its highest value. After all, enjoyment of life is possible only if a person has physical and mental wellbeing without any symptoms of the disease. However, the state of physical and mental health of a person depends on a number of factors, which, one way or another, are socio-economic and psychological patterns. The main factors that influence, and then determine the state of human health are: lifestyle - 50%, environment - 20%, heredity - 20% and accessibility and quality of medical care - 10% (Rybalko et al., 2021).

## 2. Problem Statement

**Paper's goal** is to size the service of entertainment through teambuilding activities with specific Romanian tourism product in the "**Traditional teambuilding**".

The novelty of our idea is represented by the inclusion in the entertainment and leisure of a package, the practice of teambuilding activities specific to Romanian, is a product line knowledge and discovery of identity within a national strategy to promote tourism destinations rural areas.

### 3. Research Questions

#### 3.1. Analysis of the product "Traditional teambuilding"

The aim was to service mobile entertainment content through teambuilding activities and traditions of Romania and the first issue noted in the analysis is to establish the environment where the people who practice rural tourism. By this we want to establish targets for further promotion as region in terms of the promotional mix.

Go on doing the study to determine what component of the tour we passed by a list that were representative of issues which we stopped in shaping their course, recalling the following:

- i. environment where they live;
- ii. the elderly;
- iii. favorite sport;
- iv. opinion about our product;
- v. potential income spent on holiday;
- vi. marketing services product.

Still make references to the work method statement used and the manner in which we collected, processed and interpreted data recorded. Point out that the method of working resulted in an investigation in the form of questionnaire. The questionnaire was a logical sequence of questions formulated by reference to the research hypotheses, the individual application, giving you time to allow for personal opinions.

Methodology was applied by pursuing the investigation stages, which start from the specification of issues, traditions and identity in rural tourism through the national sport, setting the sample, 100 participants and visitors present at the Lerești Voina area, making the questionnaire, the pilot survey on a sample of 20 individuals who practice in the area of tourism-Lerești Voina.

Naturally followed the recording of data and processing them according to the following sequences periods complying this action necessary. The first phase was represented by checking results in terms of completeness and accuracy, then we classified the responses and we have entered in the table.

### 4. Purpose of the Study

Paper's aim is to size the service of entertainment through teambuilding activities with specific Romanian sport tourism product named "Traditional teambuilding".

### 5. Research Methods

#### 5.1. The content of product "Traditional teambuilding"

We arrived at the end of our study shows that in this chapter that are representative of activities that capture attention and maintain the spirit carried on throughout the holiday our six days, carried a sense of every day.

Activities which will illustrate and noticed there are selected randomly and after the preference of those who built the package, they are just based on analysis of the questionnaire.

Initially we thought that we build a product to contain a majority of sporting activities in the field of teambuilding, but reality has confirmed the opposite, and so I decided to build the tourism product in full accordance with the preferences expressed those who will buy it even motto that I set as the direction of development.

The holiday does not want to tired business you propose, on the contrary wants to produce pleasure and relax by spending time in a pleasant and at the same time for health.

**DAY I** - It is time that marks meeting tourist area with people and have it not to create from scratch a derogatory sense because we know that psychology maintains that the first impression counts in 50% of subsequently proven on account an object or a human.

Therefore the contents of this days, as remarked by a special greeting which fall within the specifics of traditional bread, salt and popular music from the "Be Muscelului.

This event should be marked and festive continue is intended to mark the area and promoted the new program, tourists will receive a symbol of Muscelului area, specifically a woman carved in wood of beech with specific elements that symbolize the region. Day will continue in the second half with an evening of dancing and good may remember the festival to mark the arrival of holiday tourists (Catanescu, 2019).

**DAY II** - what time is marked by relevant first contact with teambuilding activities and throughout the day is occupied by viewing activities, familiarity and practice of these actions.

Activities scheduled for this day are:

- i. crossing over the lake with tiroliana on a mountain slope on the other;
- ii. stop in the middle distance and dive with safety equipment and rescue;
- iii. row the width lake in red in the image on a boat and hidro bicycle.

Please note that the activities will be conducted in two sections, in pairs or teams of three, four or more members, with no age limit (Stancu, 2019).

**DAY III** - According to the wishes expressed at the request, I dedicated this day for teambuilding activities in which the horse is involved. We included as points of reference and activities involving the life and care of the animal graceful and dignified. Knight by his charm totaled a significant and so in this self-entertainment.

The route chosen for the development activities is key hair Rausor located between the cabins and Voina-Cuca, the latter having specific produce electricity with water.

An image of the beautiful landscapes we find in the right. Among the activities noted during the following keys:

- i. contest of skill with the horse milestones and overcome various obstacles natural;
- ii. archery shoot from distance and with different targets;
- iii. construction of a bridge with natural stuff to certain portions of rough where you can not only help move the horse and team members (Rosu, 2008; Rosu et al., 2022).

**DAYS IV and V** - are reserved for shipment on top massif Iezer-doll. Boarding on the mountain is on the route which starts from behind Voina cabin through the woods and finally the gap and reach the

alpine refuge and lake Iezer, while lowering the route done Vacaria-Portăreasa where there is a forest road, which has as the final lake and dam Rausor.

During the two days offer a competitive tourist orientation and accumulation of resources that allow suprvițuirea the mountain, but also a photo contest at go to the mountain ridge. The image of the mountain massif Iezerul is shown in the map below, which are marked out with red climbing and the descent of the Blue (Ghibu & Todan, 1988).

**DAY VI** - last day is dedicated to teambuilding activities and her place in front of the cabin clearing Voina. The day will end with a camp fire around which will be held dances and traditional Romanian cuisine Muscelului specific area.

Among the activities targeted to take place in this present days:

1. "Keep the balance" Running the distance of 25 feet (round trip); halfway is required to achieve five turns around a tree trunk or pole, is running to the point where the return is placed a map which is a marked route, each team member must memorize a surface thereof, to return in the same way the point of departure and a marker to draw a map on the same route but not marked, which saved; (Mamuti et al., 2022).

2. "Acid lake"

Description: Participants with the equipment at their disposal, must collect objects in "acid lake" without reaching the lake. Making the task is virtually impossible without teamwork. While one of the participants, blindfolded attempt to remove objects from the lake, following instructions of teammates, other members have to maintain it "floating" above the lake (Alecu et al., 2021).

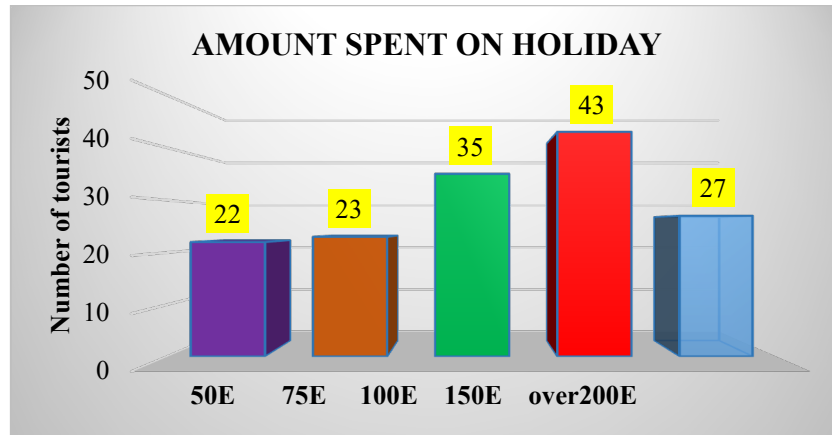
3. "Transportation on the basis of trust"

- i. Description: The participants sleep head to head on the ground on a sheet tent on two occasions, with hands raised. The task is to carry a team member from one end to the other, so as to pass through the hands of each team member. After transport the player to sleep on the floor to continue the line, and so on until all participants were transported (Rosu, 2022).

This is a short entertainment program service and we do not want through it than to promote in a pleasant and recreational traditions and English identity, which we represent ourselves as a Romanian, to demonstrate that we have nothing to be known for their values and considerations, and not look like those who cannot create, develop or progress than help (Stefanica & Rosu, 2018)..

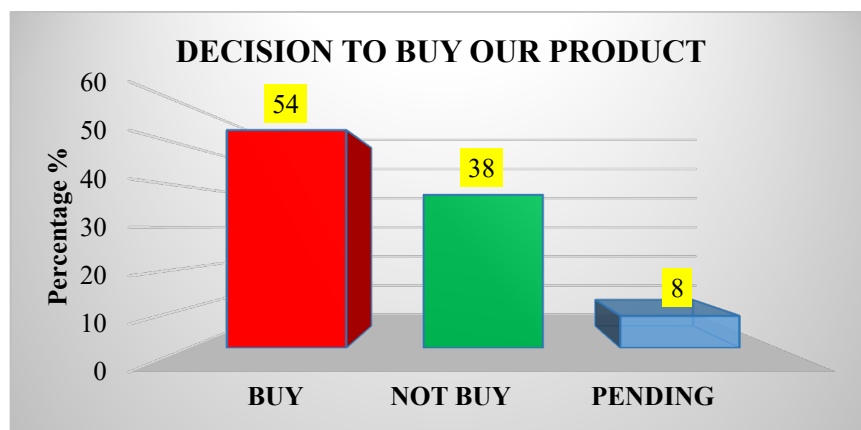
## **6. Findings**

Statistical analysis surprised significant proportions, distribution and significance of responses recorded. Last form of interpretation was that of logical analysis that sought to capture the extent to which the hypothesis was confirmed by new and established implicitly raised pertinent to the direction of development proposed for teambuilding activities in relation to rural tourism. This relevant aspects of our study can see in figure no 1 and no 2.



**Figure 1.** Potential income spent on holiday

Between existing forms of tourism have chosen as most suitable for that of rural tourism and in the service of entertainment to rediscover the charm and originality of teambuilding and reposition them as a sporting activity. This approach has received support from our survey that covered by the questions raised as to know the position regarding the tourist potential demand for this product.



**Figure 2.** Opinion about buying the product

## 7. Discussions

After presenting these ideas about the final aspects encountered during the course of our study, it is necessary to bring into question some proposals about future directions that are expected to develop tourism by promoting the preservation of traditions and national identity through teambuilding activities.

Of relevant proposals for the future show the following:

- ii. Building a strategy for promotion of products containing traditional activities of the specific Romanian teambuilding;
- iii. Construction of entertainment services that meet the needs of tourists relaxing and fun;
- iv. Development and diversification of ideas materialized through specific national products;
- v. On promoting awareness through marketing and survey-type studies, to capture the arguments of progress or regress of tourism products;

That being said we do not want rather than changing its own policy on development of tourism, to be generated by us and through us or imposed not borrowed from other spheres of decision Combating lack of involvement of the teacher who teaches physical education in terms of design content only in specific curricula and supplementing it with curriculum objectives and means of other disciplines (music education, arts education, civic education, etc..).

## 8. Conclusions

We are at the climax of our work is the final phase for the study conducted by us, a moment where we are obliged to capture the important aspects that were noted during the course. These issues find the new content set forth by conclusions, and then just want to point out some proposals to work direct for entertainment within our product.

We present the findings discovered at the end of November as follows:

1. Rural tourism needs of tradition and originality, because these two issues separately or together, the advantages of promoting this form of tourism.

2. Tradition and national identity are present in all components of the package tour, especially in the entertainment.

3. Teambuilding activities should gradually become a culture of activity with sport and leisure for a product tour.

4. Teambuilding, and rural tourism influence each other since first helping to develop tourism, tourism and in turn promoting the sport of team.

5. The entertainment in the form of products promoted by rural tourism is not developed and exploited its potential.

6. The fun can not be done entirely with activities of sports, so it is suitable to combine sport with relaxation and leisure, combining activities that serve this purpose.

7. Specific national tradition and should become the priorities of rural tourism in the Romanian integration into the European Union.

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