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**WAYS OF DEVELOPING TOURISM WITH THE HELP
OF SPORTS ACTIVITIES**

Traian Ionut Mercea (a)*

* Corresponding author

(a) University of Pitești, street Targu din Vale, Pitesti, Romania. ioncodruta@yahoo.com

Abstract

This article aims to achieve an increasing number of tourists in the Bradulet holiday village, in the county of Arges, combining the sports and recreational activities with other types of mountain activities. We are given all kinds of activities performed by children aged between 10 and 18 years, enhancing the reputation of the area and thus the number of tourists. The concept of recreation programs reflects the need for a variety of appreciable activities which respond to the multitude of motivations, needs, levels, items, opportunities etc. This article helps the professionals in the field to exemplify the types of recreational sports that can take place in holiday camps with different categories of children. Thus, in designing sports activities, we must take into consideration the material conditions, the specialty of the involved persons. These activities are designed to form the habit of youth free time independent and autonomous practicing by children. This is shown in this research article.

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1. Introduction

In preparing these programs, we must take into account the so-called external factors of practicing, but which affects it directly. Factors such as tradition, education, environment (family, school, social) requirements, facilities, offers, distances, the natural frame etc. (Mincioiu, 2001).

The content can be varied depending on application forms due to:

- gender practitioners in addressing - age, sex, profession, social level;
- the kind of conference goals - which should reflect the motivation of practicing (weakening, practicing pleasure, socialization - broadening of friends etc.);

- offer genre rooted in the reality of life - self-knowledge (running alone), the relationship with partners and opponents (sports games), nature discovery, excitement given by competition, adventure, etc. (Niță, & Niță, 2000).

By its own and propagated characteristics, the tourism highlighted in all countries as an activity that records a high level of economic efficiency, compared with other sectors of the national economy.

In the recent decades, tourism activities had gone upward and the tourism forms have multiplied, which allowed better a use of the tourism resources. The development of the tourist activity involves paying attention to the environment, through development and preservation measures of its quality in the area between the tourist circuit or the prospect of entering and control the consequences of tourism in the sustainable use of the tourism resources (Niță, & Niță, 2000).

The evolution of the global tourism activity followed an ascending line, qualified after the dynamics of the last half century, as a tourist explosion. For the Mediterranean regions, the cradle of the ancient civilizations (Greek and Roman), the tourist space of the planet has grown historically at the polar inhospitable regions, in the thickets of impenetrable region of the Amazon forest, to the darkness wild Siberian taigola and until the boundless desert springs, to the underground galleries of caves, or the highest peaks on Earth. The tourism is considered one of the wonders of the modern times, by the magnitude and coverage acquired. It began in antiquity as one of the entertainment elite to gain free time, reaching nowadays an economic activity accessible to the broad masses of the population. Tourism has benefited from rapid growth after 1960, both as income and number of people involved in tourism movement.

World Tourism Organization Statistics (WTOS) show that in 2000 the number of the international tourists reached a record of over 700 million (about 11% of world population), with a growth rate of 7.5%, and incomes generated by tourism came to 500 bln. USD, with an increase of 4.5% compared to 1999.

Tourism is an extremely complex activity, not only because it generates huge sums of money circulation, but also because it generates economic collateral activities, thus helping to take measures in favor of environmental protection, restoration and environmental protection. In other words, tourism contributes to rapprochement and understanding between people and nations that have different cultures, promote peacekeeping, stimulates natural protection and preservation fund, national elements specific to each country. The forecasts for the first decades of the century estimate that by 2020 the number of international tourists will increase to 1.56 billion, and earnings will reach 2,000 billion annually, or about

5 billion USD / day. For example, in countries like Spain, Switzerland, San Marino, Italy, France, Austria, Denmark, the tourism represents one of the most important economic sectors, if it is considered the percentage of tourism income in relation to exports. Current studies of tourism geography offers a multitude of definitions regarding the content and expanding new terms become commonplace in literature. The globalization phenomenon is manifested in tourism as globalizing the infrastructure and the material and the technical basis.

Expert studies show that economically developed countries have the most developed tourism. Europe is the most popular tourist destination, followed by the Americas and East Asia / Pacific. When tourism is quantified as a percentage of the total national exports, the importance of this industry in the development of developing countries is clear.

In competition with other economic activities of the planet, the tourism is contained in the globalization phenomenon. Illustrative is the fact that in a ranking of the top 100 transnational companies in the world (excluding the financial ones), we also find the travel companies by the assets value (on the 87th place CARNIVAL American company is situated with assets totaling USD 9.8 billion and 32,000 employees).

In recent studies, tourism being by its nature an activity, attracted by natural and social environments, as seen in many situations when calculating its economic benefits, does not leave the possibility of quantifying the environmental and society consequences. In the relationships established between the two elements – the environment as a factor, and the tourism as an activity, there are positive and negative influences that you do not always realize.

The specialized literature shows that we speak more about the impact of tourism on the environment, especially the negative side of it, generated by anthropogenic activity which is misunderstood.

2. The Purpose of this Article

The purpose is presenting the sports activities in Bradulet holiday village.

Practicing exercise and sports of various branches at specific sports places and tourist places should ensure an active rest, contribute to maintaining optimal health, the body hardening, strengthening the physical and mental strength, disconnection subjects. This is entirely possible by equipping recreational areas with the necessary exercise and practice activities and your favorite sports branches (Mincioiu, 2001).

First, it is necessary arrangement of spaces and sports facilities equipped with minimum facilities to practice sports like football, volleyball, handball, basketball etc. The majority of recreational sport facilities provide ideal conditions that are not required to comply with regulatory dimensions. To assist those who have the desire to use these small provided facilities, it could be provided the rent of different items and sporting equipment, especially balls. Of course, other ways can be secured to provide places for the ENIT in places of entertainment.

Organizational possibilities are very different. Depending on the material and those places can design highly differentiated programs that positively influence the habit formation to practice sport in the

fresh air, surrounded by nature, complicated, unproblematic initiative. These can be solved without investment and without the presence of sports technicians or specially trained employees for this purpose.

Spontaneously, it can take place soccer games, handball, volleyball, basketball, tennis, table tennis in small spaces, sports fields or entertainment places etc. without the need for advance constituted teams with appointments, officials, referees, competition sheets, cards, etc.

The Holiday Village is near the Romanichthys valsanicola reservation on Valsan river, on a plateau, after you have climbed 200 m from asphalted road in the forest, around ponds stocked with carp and crucian, at an altitude of 600 m.

If you can tell about a mini tourist resort in Romania that is ecological, then Bradulet Holiday Village is the one, all arrangements being made in order to integrate into nature.

Bradulet Holiday Village, former Bratieni Holiday Village, extends toward the Fagaras Mountains, the most ecological in Europe valley, the Valsan valley, as evidenced by the existence of Romanichthys valsanicola in its river waters, a fish that has survived anywhere in the world. In the summer of 2007, with young people coming on holiday besides we managed to capture trout and barbel and a Romanichthys valsanicola (see gallery) of course I photographed after I released them without threatening its existence. Learn more information about this unique across all of your “presentation”.

Everywhere forests of beech, birch, poplar, ash and pine surround you, which find their way through small orchards of plum and apple trees, complementing the beauty of the landscape.

In this context we make the following **assumptions**:

- a. Identify ways to develop the centers of leisure activities for children in the area which will offer help in developing non-competitive movement and increase the flow of tourists in the area.
- b. Arrangements of tourism amplification offer for various leisure activities centers in the area that will have a major and direct impact on employment and growth in living standards.

3. Objectives

1. Fitting tourism potential natural sightseeing (canyons, gorges, caves, glacial lakes, etc.);
2. Unlocking the potential of mountain tourism by building the necessary infrastructure: rehabilitation and arrangement of the access to the main natural attractions, alpine refuges, signposting hiking paths, signage, camping platforms, mountain rescue stations etc.
3. Creation, rehabilitation and expanding recreational infrastructure, including related utilities (cycling, fishing, teambuilding).
4. Involvement of local authorities to showcase its resources in order socio-economic development of the area (Mincioiu, 2001).

This paper will conduct the research aimed to purchase a product as a green tourism combined with sports and recreational activities, combining sport with leisure. Results will be analyzed to develop the product, taking into account the improvement package travel, increased demand for services provided to diversify the supply of services and also to meet more fully the needs and preferences of the consumer.

3.1 The success has its origin in:

Marketing – creating an entire year market in the field of eco-tourism and leisure for each market segment;

Atmosphere and facilities–realization of ecological activities more diversified and attractive for more tourists willing of this kind of tourism. Also important it is the involvement in the project sponsors and the media; (Istrate, 1988).

Choosing qualified staff in achieving various recreational activities, management and leisure activities- will have the role of implementing organization and ecological tourism development and leisure activities, contributing to social success and meet the new needs of consumers and potential

consumers which will come to market. Their work will focus on meeting customer / consumer with a product specifically the consumer preference research, study type and configuration needs of the psychological customer segments, educating tastes and loyalty. It is imperative to know who, when and what he wants?

It is essential to implement the items necessary for carrying a multi-specialized and competent staff. It will consider the creation of a favorable environment for practicing recreational level by tourists.

Manifestations of recreational activities are those forms connected to sport for all - the lesson or the work session, the race or the competition, festivals or rallies. Within the recreational-tourism are hiking, trekking, walking trails approach, picnics, camps, campers etc.

In the recreation activities, we generally speak about the sport as a leisure activity and less about sports as a branch or sport, these names being specific to performance sports. In recreation activities, the stringency of regulations, training and competitions severity fades, remaining essentially the exacerbated playful function, one that gives good mood and pleasure (Massiera, 2007-2008).

The most used recreation means, confused with the actual activities are: walking, running, various forms of gymnastics, bodybuilding, dance, swimming, badminton, tennis, basketball, football, volleyball, skiing, hiking, trips, mountain tourism, ecotourism, etc.

The recreation conditions, in a continuous dynamics and predisposition to extreme, determine, with the imagination of those meant to provide "something else", the competition winning and the market entertainment, various offers as bungee jumping site, montaigne-rouse, aqua-magic slides etc.. Arges County, in Muntenia region, has a territory occupied by a quarter of the mountainous area of the Carpathians with an abundance of natural monuments, large meadows alternating with multi-secular forests, especially beech, birch, poplar, ash and plum orchards and apple trees. It is here, in the northern county of Arges, Campulung perimeter and that of the Court of Arges, where you can admire the most beautiful landscapes all over Romania keys, waterfalls, caves, lakes and springs. Nature has provided these lands, with rich and varied conditions for living and multiplying wilderness, outside wonderful and unique landscapes with uncontaminated nature, many forests offer great hunting opportunities in most of the year.

In terms of tourism, therefore, the county appears as an interesting target from many points of view (environment and nature, culture and local traditions, architecture, hunting, winter sports) and that it is a place that is not yet known enough and largely rural landscape and where ancient traditions have remained almost intact.

Power points, which can be bet for the development of a general tourism discourse in the entire county, are shown below.

This natural and delightful scenario, this seminal works in terms of the landscape such as Vidraru Dam and Transfagarasan, and the presence of the waterfalls, caves and lakes provide ample opportunities for tourism recreation and relaxation.

4. Conclusions

The tourism activity is conducted directly and closely correlated with its specific components and features of the market.

So in terms of the objective investigation, rigorous and relevant phenomena and processes found in the tourist market with knowing its structures of major importance (Ionescu, 2000).

The tourist market has a very complex internal structure, in which in order to adopt the most appropriate marketing strategy its segmentation is necessary.

Thus said, the tourism product offered by Arges (in our case) should be divided into sub-groups, with specific needs and preferences, which forms one part of the total demand, sufficiently large to warrant a separate marketing strategy.

Knowing the characteristics of the identified arguments is indispensable, just based on their being able to determine how to approach the different distinct target customer.

So, the touristic market demand in Arges county and the specific investigation of its dimensions is necessary, thus obtaining information on the territorial distribution of tourism demand and supply and their contact points (Neacșu, 2000).

Marketing research provides much more information than the ordinary knowledge. The purpose of the marketing research proposed in this article is to find out who are the customers, what they want, where and when you prefer to buy. This marketing research will have to find and determine the needs of clients and potential clients in the tourism market (children aged 12-14 in our case) to develop benefits of eco-tourism practicing, to select the specific market to promote the product / service offered, to determine how it will meet customer needs, to consider how best to meet customer needs (marketing evaluation). Conducting a research represents a whole process comprising several very important stages, fundamental work being investigated.

In terms of defining research, the main variables of the research will be:

1. monthly income;
2. reasons for purchasing a product / service as ecological tourism;
3. researched the community's perception about the market launch of such a product / service;
4. consumer's preferences for a product / service as ecological tourism;
5. criteria for choosing leisure activities;
6. preference for practicing lousier activities.

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