

TYOLOGY AND PLANNING OF THE TOURISM REGIONAL DEVELOPMENT IN ROMANIA

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Abstract:

The paper „Typology and Planning of the Tourism Regional Development in Romania” presents a succinct approach of the general conceptual background of regional science, context in which have developed also the theoretical elements on the typology and planning of the regional economic growth. In the paper is presented the typology of regional development of tourism in Romania, in the form of touristic regionalization or zoning of the country, as well as some of the typological groups made in the specialized literature for Romanian tourism. Also, the paper presents a theoretical delimitation of the concept of regional development in tourism and some of the plans/programmes that include the Romanian regional tourism development, too: Regional Operational Programme 2007-2013, National Development Plan 2007-2013 of Romania, National Rural Development Programme 2007-2013 and Master Plan for the Development of National Tourism 2007-2026.

Key words: typology of regions, tourism, regional planning, plan/programme, Romania.

JEL classification: M100, R110, R120.

INTRODUCTION

In the process of continue widening the area of investigation, characteristic also at present for the regional science, they developed a set of disciplines such as: regional economy, regional planning, regional forecasting, urban economy, urban planning, rural economy, land use planning, infrastructure economy, spatial regional development a.s.o. (Nicolae and Constantin, 1998; Constantin, 1998). Into practice, these disciplines became concrete domains of action, for the ensuring of regional development and the specialists engaged in its study sometimes assume attempts to guide the evolution of regional development by regional strategies and policies, interlinked concepts because *the strategies of regional development* are translated into *the regional policies*, considered as specific, operational tools for the realization of strategic objectives, important leverages of state intervention in the solving of economic and social development problems. The implementation of regional policy is made by *the regional planning*, defined by two main components: *an economic and social component*, that refers to the economic and social objectives and the measures with the role to ensure a balanced regional development, for the reduction of disparities within region and the interregional; *a physical component*, that summarizes the problems of locating in territory of the economic, social and cultural edifices, resulting from the implementation of measures proposed by the first component (Constantin, 1998; Rosca, 2007).

In the planning of regional development an important role has the organization of geographical space, its structure in urban and rural space. As object of regional development strategies and theme of public concerns, the organization of urban space has made history beginning with the XIXth century. So, Sweden published since 1874 “The Law on towns construction”; in 1910, the Low Countries adopted a law on development plans; Great Britain has adopted the first “Town Planning Act”, in 1909. J. Gedders founded the regional analysis, underlining that this analysis should not cover only the town itself, but also the surrounding areas, into a complex approach from the historical, geographical, economic and cultural points of view. Le Corbusier highlighted in the Charter from Athens (1933), that “the town is only a component of an assembly...forming the region” and so its plan is only an element of this whole that constitutes

“the regional plan”. Around the years 40s have appeared the first concrete forms of regional policy, result of the activity of some profiled organisms as: the Commission of Spatial Planning in Switzerland (1937), the Committee of National Planning (1941) and the Swiss Association for the National Spatial Plan (1943). In the Low Countries, in 1941, was promulgated the Law of National Plan, that established official three levels of action: town, region, country.

At its turn, Romania is situated among the pioneers of regional development planning in Europe. Cincinat Sfințescu defined the concepts of *over-urbanism* (1929) and *systematization* (1932) and in 1949 appeared the first town-planning and spatial planning projects in our country. The term of systematization, derived from the latin *systema*-having a complex sense of rational association based on predetermined criteria of a sum of elements, comprises an assembly of technical, economic and legislative measures that have in view a better organization, after a plan, of the living spaces but also productive and recreational activities (such as tourism), movement of raw materials, finished goods and people without neglecting the natural environment. The term is used mostly in Romania, where it has a similar content with: *l'aménagement du territoire* used by the France school, *physical planning* and *spatial organization*, terms used by the Anglo-Saxon and American schools, *raumordnung* in Germany, *ordinacion del territorio* in Spain a.s.o. (Constantin, 1998; Candea and Bran, 2001; Rosca, 2007).

CONCEPTUAL FRAMEWORK OF THE TYPOLOGY AND THE REGIONAL DEVELOPMENT PLANNING

TYPOLGY OF REGIONAL DEVELOPMENT - THEORETICAL COORDINATES

The typology of regional policy is very large, distinguishing by the amplitude of public intervention, the centralized or decentralized context of regional policy implementation, the macroeconomic and microeconomic orientation of the measures, the interregional and intraregional applicability area, the nature of changes that follow, such as: the redistribution of labor or capital, the endogenous or exogenous nature of regional development resources, the level of technological development that will be introduced a.s.o. The elaboration of regional policies is made according to *the typology of regions*. Achieving a typology of regions is not an easy task, regardless of the used criterion, whether economic, administrative, geographical, social, cultural, historical, ecological a.s.o., but the lack of an absolute satisfactory methodology makes inevitable the compromise. *The classic method* of conceptualization the regions identifies three types, namely: *homogeneous regions* in terms of some unified key criteria such as: economic criterion (for example, close incomes per capita, a common dominant industrial sector, unemployment rate relatively uniform), geographical criterion (topography or similar climate, a common natural resource), social and political criteria (a certain regional “identity”, a common historical development); *nodal (polarized) regions*, characterized by a minimum interest for uniformity, the cohesion being the result of internal flows, relationships, interdependencies polarized usually towards a dominant center (node); *regions for planning (programming)*, whose unit is derived from a certain institutional and administrative framework and from the implementation of some specific policies and programmes of regional development. The utility of regions typology results especially from its role in the foundation of the most adequate policies of regional development, depending on the identified characteristics (Nicolae and Constantin, 1998). In the regional development studies mostly the criterion for delimiting the regions is the gross domestic product per capita, the categories of regions establishing by the comparison of regional gross domestic product with the media at national level or the rate of evolution the gross domestic product per capita at regional level with the rate of evolution the indicator at the national level. From the comparison of the two indicators at the regional and national level, in the analysis of regional development resulted four categories of regions namely: developed regions on increase, developed region on decline, underdeveloped region on increase, underdeveloped region, each category requiring the elaboration of certain

categories of regional development policies (Zaman and Goschin, 2005; Zaman and Goschin, 2006; Rosca, 2010).

PLANNING THE REGIONAL DEVELOPMENT IN TOURISM - THEORETICAL APPROACH

To understand the process of regional planning in leisure and tourism must be made first a differentiation of these terms. John Tribe considers that the definition of *leisure* and *tourism* involves the consideration of the free time. So, he proposes some definitions and correlations between the two concepts, namely: *the period of leisure* is similar to the discretionary time and this is the time remaining after work, travel, sleep, making household and personal activities; *the recreation* is part of leisure time and includes home activities such as reading or watching TV or outdoor activities such as sports, theatre, cinema and tourism; *the travel and the leisure* include the displacements to the tourist destinations, the accommodation and the complementary activities at destination, the recreation. In the development of *travel and tourism component* an important role plays *the tourism planning*. The problem that appears is to identify how the touristic plans can be made and how these can be implemented? Are there techniques and processes at the national and regional levels that can be followed for ensuring tourism development? The experience demonstrates that the tourism planning found the place and produced results. The tourism planning proposes objectives for the limitation of social, environment, economic negative effects as well as the obtaining positive effects by the achieving proposed objectives (Tribe, 1999).

In the leisure domain as in others, the planning should provide the best solutions to satisfy the specific demand of a population. In this process are essential four stages namely: determination of current situation in the moment in which is made the planning process; determination of desired situation; determination of distance between current situation and desired situation and the establishing of requirements; determination of concrete actions to be done for covering this distance and the achieving of planned objectives (Soubrier, 2000). So, the first stage consists in *the drawing of an accurate portrait of current situation at the time of making planning*. It involves the determination of material (physical) financial and human available resources and their use in the system of service production, the realization of an inventory of offered and used services and the highlighting of leisure population behaviour. *Determination the concrete level of demand for leisure services* represents in fact the first useful stage for the specifying of offered services as well as the needed resources that allow the practice of desired activities. *Determination the distance between the current situation (effective behaviour) and the desired situation* concerning on the consumption of leisure services allows the identification of leisure needs of a population. The implementation of some measures to reduce this distance is made though after the verification and comparison the obtained observations by different methods of demand analysis. If this analysis is not well done it is possible to appear a lack of correlation between needs and resources. In the process of leisure planning it is necessary to elaborate a *plan of development* or a *policy* in which to be presented the means and the strategies for satisfaction the needs for leisure services of population. This document must specify the activities to make, the relations between the services providers and population to facilitate the use of communities available resources.

According to C.A. Gunn, the fourth stages of regional planning process of tourism activities and leisure are (Gunn, 1988): *achieving of an analysis and scientific investigation*, that involves the identification of the main existing and potential tourist flows, what are compared with the attractions and resources and the analysis of national structures, policies and priorities in tourism development; *identification of development objectives*, that involves the examining of each segment of marketing, the comparison of existent tourism products with the marketing segments, the examination of destination attractiveness, the establishing of plan feasibility, considering that the social, economic and environment effects are known, being determined by the new directions of development, the identification of development priorities; *realization of physical plan*, that involves the preparation of three preliminary studies on the needs of new facilities, the estimation of impact

on the sites and the identification of preferred destinations and the establishing of conclusions and recommendations for desired plan (based on the second stage results); *study of effects*, which refers to the social, economic and environmental impacts of the development proposal and to the used resources and the problems which should be given a particular attention.

In essence, we note that in tourism regional development planning two steps are necessary namely: *the realization of development plan and its implementation* by a regional development policy in tourism. Plans/programs of regional economic and social development are realized at two levels: at *national level*, which include the regional development too and at *regional level*, by development plans on each regions (Constantin, 1998; Rosca, 2010).

TOURISM REGIONALIZATION (ZONING) OF ROMANIA

The need to elaborate the spatial planning strategies determined the increase of identification importance and the evaluating of tourism resources with the aim of country tourism *regionalization (zoning)*. In the geographical Romanian literature existed tryings for tourism regionalization since 1945, when N.Al. Radulescu delimited 24 tourism regions in Romania. In 1969, M. Iancu, as a result of an analysis of tourism fund and its use, he delimited on Romania territory 23 zones, distributed in three categories namely: international tourism interest zones (Bucharest, Brasov a.s.o.), zones of national interest (Ceahlau, Maramures a.s.o.) and zones of local and regional interest (Vrancea, Bacau, Mures a.s.o.). G. Posea, in 1977, realised a grouping of districts by the existent tourism potential and M. Ielencz, in 1992, delimited provinces (regions), zones (areals), mountain massifs (tourism complexes), centers and tourism objectives on the basis of tourism potential analysis. In a large study of *Human and Economic Geography*, realized by the Institute of Geography from the University of Bucharest in 1984, *the tourism region* is presented as a comprehensive category, represented by a large territory (generally geographical units), characterized by an obvious concentration of tourist objectives in which are located forest massifs, water courses, towns and tourism centers, tourism areals (Cucu and Jordan, 1984). The great tourism regions of Romania were considered: Black Sea littoral and Danube Delta, Eastern Carpathians, Meridional Carpathians, Banat Mountains, Apuseni Mountains, the urban and periurban recreative zones and other tourism areals (Minciu, 1995). Also, *the areal (tourism zone)* is defined as a territory characterized by the diversity of tourism natural potential, by the great number of tourism objectives and complexes, by a homogeneity of facilities, that are specific to a certain type of tourism (recreative, sportive, itinerant), in this category being included: Maramures Depression, Rucar-Bran Corridor, Poiana Rusca Mountains, Danube Delta a.s.o. (Candea and Simon, 2006)

A tourism regionalization on complex criteria was realized by a group of specialists from IECIT, Tourism Section, having in view the volume, structure, value and concentration in territory of the tourism potential and its possibilities of recovery. By this study was intended the construction of a valuation, hierarchy, valorisation and priority arrangement model of tourism heritage at national level. Elaboration of model was based on the identification of supply components and their structure in homogeneous categories. They were used 150 elements, grouped in nine categories namely: tourism natural heritage, historical heritage, routes and means of communication, tourism material base, tourism activity, demographic potential, economic potential, pollution and environmental degradation degree, tourism classification of localities. It was evaluated each component and the zones components assembly, achieving to the drawing some areals with significant tourism value, that were structured on three levels, depending on the importance of tourism potential and the complexity of their functions (rest, balneal treatment, knowledge and practice of sports a.s.o.) (Minciu, 1995) So, the most representative tourism zones are considered: Bucharest Municipality and its surroundings, Romanian Carpathians, Romanian Black Sea littoral, Danube Delta, North Moldova, Bucovina or „Upper Country of Moldova”, Maramures-Oas, Oltenia under the Mountain, Transylvania, Central Moldova, Danube Valley, Banat.

Delimitation and ranking the tourism areas require the inventory and the knowledge of tourism potential components, their grouping in space and their quantitative and qualitative evaluation in order to establish the development opportunities that can generate and the necessary equipments for a management in efficient and competitiveness conditions. Among the methods of evaluation and ranking of tourism zones can be mentioned the method of graphs and the method of partial ranks. In the tourism regionalization of territory, the uniqueness of tourism zone is ensured by specificity, while the specific of tourism region is the unity in diversity (Cocean, Vlasceanu and Negoescu, 2002).

Method of graphs is a system of analysis on more levels, based on criteria and sub-criteria specific for each level and depending on the level is assessed through a certain number of points. The basic criteria which can be used are: natural potential (sub-criteria: heritage values, landscape-natural conditions, balneal resources), cultural and historical potential (sub-criteria: historical values, urban values, ethnographic values, memorial values, museums and collections), tourism structures (sub-criteria: accommodation and food, balneal treatment, leisure structures), communications routes (sub-criteria: roads, railways, airways). The method was used by the specialists of Institute URBANPROIECT for the realization of spatial tourism development plans and allowed the highlighting of main tourism zones and sub-zones of Romania. So, using as criteria the tourism potential, the tourism equipment and the network of communications routes were identified two major categories of tourism zones namely: zones having a high tourism potential, with equipment and infrastructure partially satisfactory, with well outlined tourism functions, namely: Brasov-Bucegi-Prahova Valley, Portile de Fier-Cerna Valey, Valcea and Campulung-Muscel, Bucovina, tourism equipped littoral, Bistrita-Calimani-Dorna Depression, Bihor-Motilor Country, Danube Delta- North Dobrogea, Neamt-Bicaz, Superior Valley of Olt, Gorj, Maramures-Oas, Retezat-Hateg Depression-Dacian Fortresses and Marginimea Sibiului, Sibiu, Olt Country and zones with high potential, with real possibilities of amplification and consolidation the tourism function, namely: Rodna Mountains-Borsa, Semenic Mountains-Caras Depression-Nera Keys, Bucharest Municipality, Oradea Municipality, Timisoara, Superior Valley of Mures, Vrancea, Cluj-Dej and surroundings, Iasi Municipality and surroundings, Targu-Mures and surroundings, Tarnava Mare Valley, Lower Danube lands, Parang Mountains-Lotru, Fagaras Mountains-Iezer, Danube Meadow, Superior and Middle Valley of Teleajen, Valley and lands of Buzau.

Method of partial ranks was used for the districts ranking on the tourism potential, the tourism infrastructure and the mode of recovery, aim in which were selected two groups of indicators namely: a first group which refers to the quality and concentration of tourism potential and the technical infrastructure level (natural and cultural potential, accommodation capacity, weight of urban population, density of modernized roads and railways) and a second group, which includes the indicators which give the measure of the degree of tourism valorisation (total number of tourists, number of foreign tourists, total number of overnights, average length of stay, volume of revenue realized on the main tourism forms). To each indicator has been assigned a coefficient of importance (between 0,5 and 1) and it was determined an *unique partial rank*, as an arithmetic average of the products between ranks and the coefficients of importance at the district levels, on each group of indicators. Districts that occupy the best positions, by the method of ranks, are: Constanta, Bucharest Municipality, Brasov, Prahova, Bihor, Sibiu, Timis, Cluj, Caras-Severin, Mures, Suceava. From the analysis of occupied positions by districts results some discrepancies between districts on the tourism potential, general and tourism infrastructure, in the sense that there are districts with a valuable tourism potential but without an adequate tourism equipment.

Tourism regionalization of the country by administrative and territorial criteria, especially allows *the spatial planning of tourism*, which aims the anticipation and preventing the occurrence and manifestation of some negative effects and situations of risk inherent in an uncontrolled tourism development, as an instrument of conscious intervention of human society on the causes and factors that determined imbalance, regional disparities in tourism development. The concept of tourism planning groups a complex of activities and uses designed to provide the action corroboration of an assembly of factors (political, social, economic, business, ecological) having in view the adoption

of some common objectives on attracting financial resources and methods of implementation of some specific objectives, in the context of complex conjunctures of economic, political and social environment specific to the territory for arranging (region, zone, resort a.s.o.). Norms recommended by the World Tourism Organization (WTO) distinguish several types of tourism planning namely: *interregional tourism planning*, which considers an unitary projection extended on more countries in the same region (alpine, Mediterranean a.s.o.); *national tourism planning*, which includes a national plan of tourism promotion and commercialization; *regional tourism planning*, which considered one or more provinces, regions a.s.o., belonging to the same country; *local tourism planning*, which aims to develop a territorial segment limited from the spatial point of view (for example, one or more villages, cantons a.s.o.); *vectorial tourism planning*, which aims objectives on problems and categories (for example, the social or for youth tourism development, recreational navigation, tourism circuits, valorisation of tourism heritage a.s.o.) (Dezsi, 2006).

TOURISM REGIONAL DEVELOPMENT PLANNING IN ROMANIA

Romania focuses its regional development policy on its own objectives and on the European Union recommendations. Mission of the European regional development policy is oriented in two directions: *to ensures* the economic, social and territorial cohesion by the reducing of disparities between the level of regions development and the Member States and *to promote* the investments in key-sectors for improving competitiveness in regions and countries through restructuring, adaptation and innovation.

Main financial instruments, such result from the *Annual Management Plan 2008* are Structural and Cohesion Funds:

- European Regional Development Fund-ERDF, which is applied in all the Member States and which co-financing the basic investment objectives. Financing is oriented to the poorest regions in terms of GDP/capita.
- Cohesion Fund, which co-finances mainly the transport and environment projects in the Member States whose gross national product is lower than 90% of the EU average.

Programming documents of the implementation of Structural and Cohesion Funds are: Operational Programmes (OPs), National Development Plan (NDP) 2007-2013 and National Strategic Reference Framework (NSRF) 2007-2013. In Romania, these documents contain also the regional development planning, including the tourism growth planning.

So, NDP 2007-2013 identifies for Romania tourism a set of key-issues among which are included:

- instability of the institutional governmental framework with role and responsibilities in the elaboration of policy and strategy in tourism as well as the lack of cooperation among tourism operators;
- reduced contribution of the tourism sector to the GDP formation (about 2% in recent years);
- defective general infrastructure, particularly in the transport and communications system, but also tourism services;
- high weight of the old accommodations and an average index of the utilization the accommodation capacity in function constantly low.

Solving these problems would come with the implementation of national development priorities contained in the NDP and the sources of financing are structural funds provided in the NSRF. Strategic Framework establishes the Structural and Cohesion Funds allocation for Romania, the total sum allocated being 19.668 billion €. In percent, the allocation of Structural Funds on OPs, according to NSRF is: Competitiveness: 13.3%, Transport infrastructure: 23.7%, Environment: 23.5%, Regional: 19.4%, Technical Assistance: 0.9%, Human resources development: 18.1%, Administrative capacity: 1.1%.

OPs which include also the tourism sector development are: *the Operational Programme "Increase of Economic Competitiveness"*, which has as an objective the improving of Romania

image as a tourism destination, in order to increase its attractiveness, both touristic and business and the creation of an integrated tourism offers system and *the Regional Operational Programme*, which follows the regional and local tourism development, for the creation of additional sources of income at regional/local level, the creation of new jobs through the development the historical, cultural and natural heritage of regions (and within the regions, in isolated areas with tourism potential, which can contribute to their economic development and to the reduction of the degree of isolation). In ROP 2007-2013 the tourism is addressed in the chapter of *Comparative analyses and disparities among regions*, where they are analyzed some of the assets of tourism development in Romania, mainly, *the natural and anthropic tourism resources, the evolution of the main tourism indicators* (accommodation capacity, number of overnights, tourism arrivals, international tourism revenues, tourism contribution to GDP creation a.s.o.) in recent years. In the same capitol are presented the conclusions of specialised studies of WTO in which were identified the main megatendencies recorded in the world tourism, which will amplify for the years 2020, related to the supply and the demand in tourism. In the analysis of competitiveness in tourism, based on the development indicators elaborated by the World Bank and on UNO and WTTC reports, 8 countries were considered Romania competitors countries in the tourism domain: Bulgaria, Croatia, Serbia and Montenegro, Hungary, Czech Republic, Slovakia, Poland and Ukraine. In comparison with these countries, Romania has an average index of competitiveness in tourism of 58.91, less than the recorded values in Hungary (78.44), Czech Republic (74.47) and other countries, but bigger than Ukraine and Serbia and Montenegro. Also, Romania is more competitive in pricing, environment, openness to the international commerce and tourism, social services domains.

The analysis of competitiveness has realized by the comparison of 8 indices calculated for the studied countries, presented in the Table no 1.

Table no 1. Indices of competitiveness analysis in tourism in year 2004 for the calculation of global index*

Countries	Index of price competitiveness	Index of human tourism	Index of infrastructure	Index of environment	Index of technology	Index of human resources	Index of openness	Social index
Bulgaria	58,46	80,04	64,05	67,86	69,23	71,60	76,42	60,89
Croatia	68,99	na	na	69,60	87,98	68,62	55,62	57,43
Serbia and Montenegro	na**	na	na	na	66,65	na	29,59	na
Romania	66,28	24,61	42,77	71,22	58,8	63,01	72,79	71,79
Hungary	50,02	92,91	77,26	76,06	92,34	84,7	79,4	74,81
Slovakia	47,05	38,09	73,28	70,77	78,72	71,6	65,73	57,47
Czech Republic	48,71	72,69	na	75,24	94,15	74,68	79,25	76,59
Poland	49,1	43,47	na	72,03	77,4	88,3	70,82	61,1
Ukraine	68,25	73,73	na	23,12	41,35	81,23	58,02	52,88

*competitiveness global index is calculated as an arithmetic average of indices for which exist available information.

** data are not available.

In ROP 2007-2013 of Romania the tourism is also found in the chapter *Strategy, Priority Axis 5: Sustainable development and tourism promotion*. This priority axis aims mainly the valorisation and sustainable promotion of the cultural heritage and the natural resources as tourism potential, the improving the tourist accommodation and recreational infrastructure quality in order to increase attractiveness of regions, development of local economies and creation of new jobs.

The main domains of intervention proposed in ROP 2007-2013 for tourism are:

- restoration and sustainable valorisation of cultural heritage and the creation/modernization of related infrastructures;

- creation / development / modernization of specific infrastructures for the sustainable valorisation of natural resources and for the increase of tourism services quality;
- promotion of tourism potential and creation of necessary infrastructure for the increasing of Romania attractiveness as a tourism destination.

As guidance operations to perform in these intervention domains are proposed:

- *restoration, protection and conservation of world cultural heritage* (the churches with mural paintings from the north of Moldova, Monastery of Hurezi, the villages with fortified churches from Transylvania, Dacian fortified fortresses, Historical Center of Sighisoara, assembly of wood churches from Maramures, Danube Delta Biosphere Reservation) and the modernization of related infrastructure.

- *valorisation of mountain tourism potential* by the construction of necessary infrastructure: arrangement of access routes to the natural objectives, marking of tourism routes, information boards a.s.o.;

- *development of balneal tourism* by the improving, modernization and equipping of treatment bases, the arrangement for exploitation of mineral springs a.s.o.

- *diversification of domestic and foreign tourism promotion methods*;

- *creation of information and tourism promotion national centers*, which ensure the realization of a unitary system of tourism information and tourism statistics, with public on-line access (complementary action to those from the National Rural Development Program).

As quantifiable in indicators objectives, ROP proposes until 2015 the increasing of tourists number with 15%, the increasing of number of overnights with 5%, the creation of 10 national centers of tourism information and promotion and it estimates at 1 million the number of tourists who visit them and to 1.5 million the number of website visitors.

Another instrument of sectorial development planning in Romania is *the National Rural Development Programme 2007-2013*, elaborated by the Ministry of Agriculture and Rural Development, in which are analysed the resources and the development perspectives of rural tourism in Romania. The document shows that in 2005 the number of accommodation places in tourism pensions has reached 22,061, among which 50.5% in rural space and the rural tourism development depends on the existence and quality of tourist guesthouses, the presence of some various types of activities, the elements of folklore, the ethnographic regions and the practicing of agriculture and viticulture favourable to agro-tourism. Even the agro-tourism and rural tourism, forms of tourism related to the farm activities, generate alternative revenues and provide opportunities for rural development, in Romania is necessary a process of modernization, development and innovation of this form of tourism, the creation of modern and competitive services. The tourism in rural spaces is affected by the lack of organization, the insufficient promotion and limited dissemination of information in tourist centers, but also the limited number of these centers which activate at national and international level, the existence of an infrastructure that does not satisfy the tourism requirements in terms of accommodation and recreational structures as well as the general access infrastructure.

From this point of view, *the Master Plan for National Tourism Development 2007-2026*, elaborated by a team of WTO experts together with Romanian homologues, for Romania Government, has proved to be a very useful instrument to identify the weaknesses of tourism industry in Romania and to draw the strategic directions related to the mode in which it can be restructured, with what resources, how to become competitive on the world market. For the specialists in domain, the Master Plan answered to some key-questions namely: what offers Romania at present? what are the strengths and weaknesses of Romania, as a tourism destination? what objectives proposes Romania, as tourism country? what directions and initiatives are opportune and actual for Romania? If the recommendations on the structure, products, services and marketing provided in the Master Plan are implemented, it is estimated that the arrivals of foreign visitors will increase by two and a half times until 2026, reaching up to 15,485 thousand tourists. The estimates included in the Master Plan related to the arrivals of foreign visitors by sources between 2006-2026 in Romania are presented in the Table no 2. The significant increase of foreign

tourism arrivals number in Romania will determine the increase of visitor expenditures and the increase of tourism contributions to the gross domestic product creation. So, if in 2005 this was 3.5%, in 2011 in Master Plan is estimated that will be 4.3%, in 2016 4.9%, in 2021 5.9% and in 2026 6.9%.

Table no 2. Target concerning the arrivals of foreign visitors, Source/Country, between 2006-2026 in Romania

- thousand tourists -

Origin	2006	2011	2016	2021	2026
EU	2.803	3.777	4.990	6.569	8.642
Non-Member States of EU from Europe	2.886	3.428	4.022	4.663	5.340
North America	164	235	337	484	695
Israel	62	89	128	184	263
Japan	14	23	37	60	86
Rest of the world	108	155	222	319	459
Total	6.037	7.707	9.736	12.279	15.485

Source: estimations in Master Plan concerning the arrivals of foreign visitors.

Master Plan for National Tourism Development 2007-2026 in Romania proposes as directions/initiatives, among others, the revision of role and responsibilities of administrative structures (Government, Ministry, districts councils and local administrations), the tourism development planning correlated with the modernization of infrastructure in tourism within the National Territory Arrangement Plan, where there is a detailed section on tourism, human resources development, improvement of tourism products (on components: accommodation, attractions, development of some specific forms of tourism namely: business tourism, balneal tourism, rural tourism, littoral tourism, cultural tourism, active tourism: excursions and skiing, cycling and other, city breaks in Bucharest, Danube cruise facilities a.s.o.).

In the Romania international tourism were identified two market segments namely: *business in nature and related to the local community, holiday villages a.s.o.* (generically called ecotourism and geotourism), such as: operations at small to medium scale in different parts of country (especially in Carpathians and the Danube Delta) and organized as individual attractions and as a part of ecotourism circuits and *young tourists*, having in view that no country has thought to identify as main destination for young tourists (Romania provides an appropriate range of outdoor activities, both in summer and in winter, it has a diverse programme of musical, sportive and other events in Bucharest and in other places in country, offered at relatively low costs, attributes that attract young tourists).

Objectives included in the Master Plan are concretized in a *Plan of Action*, which operability can be: immediate, on short term (initiated before the end of 2008), on medium term (initiated before 2013), on long term (initiated before 2020).

These instruments of the regional development planning of Romanian tourism have already entered into the implementation stage. Financial support of the tourism development in Romania is constituted from the European Union contribution through the Structural and Cohesion Funds, from the direct external financial assistance, from the direct or indirect budgetary allocations (expenditures for culture, recreation, religion, environmental costs, transport, communications a.s.o.) or from the public and private investments.

CONCLUSIONS

Researching on regional economic growth theory led to the conclusion of existence, in the speciality literature, of some attempts of typology the regional economic growth, using especially

macroeconomic indicators of results, mainly the gross domestic product at regional and national levels and their rates of evolution, but also other criteria of economic, geographical, social nature a.s.o. Study of specialized bibliography concluded that the realization of a typology of regions is also linked and particularly useful for the regional development planning, in the sense that a good knowledge of resources within a region, but also of imbalances in its development allows the finding of the best solutions for the allocation of resources and its development, within a plan/programme of regional development. Approaching the typology of regional tourism development can be seen that there are numerous studies of tourism regionalization (zoning) of the country by which the authors concerned with this issue have identified tourism regions which have specific categories of tourism resources and which require certain types of tourism territorial planning. Activity of tourism regional development planning is reflected in a series of plans and programmes elaborated at national, regional, for the entire tourism sector and for certain forms of tourism such as: National Development Plan 2007-2013, Regional Operational Programme 2007-2013, National Rural Development Programme 2007-2013, Master Plan for National Tourism Development 2007-2026. These instruments, inspired by the regional development policy and that of European Union, capable to highlight, on one hand, the tourism potential of regions and on the other, to achieve an optimal allocation of material, financial and human resources in this sector of activity, are in various stages of implementation, allowing the orientation of budget allocations, public and private investments and allocations from Structural and Cohesion Funds towards the most recommended regions and tourism activities.

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