SWOT ANALYSIS OF THE RETEZAT RESERVATION

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SUMMARY

SWOT analysis of the economic environment – propositions

Advantages /Disadvantages

* Rich fauna and flora with species and ecosystems which are unique in Europe, lost species from the European countries which can be find only in some areas from Romania;
* Natural elements and mineral resources recommended for complex balneary treatments;
* Traditional cooking and regional specialties;
* Inexistent pollution or very low in most of the rural regions;
* Tourism natural and anthropic resources diversity, accessible and harmoniously distributed all over the country;
* The variety of folklore and of inherited traditions, well kept and practiced every day
* The cultural - historic and architectural patrimony is included in the UNESCO patrimony as international and European attractive tourism destinations;
* Tourism legislation in conformity with the European requirements and standards;
* The low perception of a "lasting development" of the tourism and implicitly of the protection of environment and cultural-historic and architectural patrimony;
* The incipient degradation of the environment and the absence of an adequate system for collecting the wastes from the rural environment;
* The absence of a national network of local tourism information and promotion centers;
* Uncovered, insufficient and under dimensioned founds allocates for rural tourism promotion;
* Tourism services offer not very diversified and not in accordance with the price and quality of the tourism services;
* Gain level not motivating the rural population to be attracted or to remain in the county side and in the country;
* A regional and local institutional environment for the development of the rural tourism;
OPORTUNITIES

* Quick and lasting re-launch of the tourism by paying attention to the place of the tourism in the national economy development;
  * To realize project which are evidencing the tourism value of patrimony elements
  * National cultural-historic and rural type architecture;
  * Support for projects that are evidencing the tourism value of the objectives and cultural-spiritual and traditional events;
  * Promoting and introducing the eco-tourism circuits and natural reservations;
  * Development of rural tourism by creating tourism and agro-tourism boarding houses by reintroducing/expendung subventions and support;
* Faster improvement of the quality standards of the tourism offers from the neighboring countries, direct competitors of Romania and the alignment of the prices level with the quality of the services;
  * Re-orientate a part of the internal tourism demand toward external destinations;
  * The existence of a divided Romanian market in contradiction with the excessive concentration of the international tourism market on small number of markets and tourism companies;
* Consolidation, in the tourism world, of the perception of cheap damaging the quality;
* The lack of minimum knowledge of tourism management;