

INTEGRATION OF THE ROMANIAN TOURISM ENTREPRENEURSHIP ON THE EUROPEAN TOURISM MARKET

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Abstract:

Tourism entrepreneurship involves a specific demand for goods and services, a demand that stimulates the growth of their production, trains the economic role with the creation of new jobs and income generation for the population, capitalizes on the development of regions, which contributes to economic activity. as an economic activity it is based on a close cooperation of the tourism industry with the other economic sectors such as: infrastructure, agriculture, environmental management, etc. Romania's accession to the European Union led to visa liberalization, since then, the tourism industry has grown, travel agencies have been able to offer more destinations to tourists, who began to earn better and wanted to travel. Increased income, purchasing power, and Romanians have started to travel all over the world. Most researchers in the field claim that, as a consequence of the restructuring of our domestic and international tourism, integration into the European Union was the best opportunity to know the Romanian tourism potential and its inclusion in the international circuit. This study analyzes the determining factors in the promotion and development of Romanian tourism on the international market.

Keywords: tourism entrepreneurship, forms of manifestation of Romanian, international entrepreneurship, integration, European system, supply, demand

J.E.L Classification codes: M 21

INTRODUCTION

Entrepreneurship in tourism is a widely debated field worldwide, nationally, and even regionally, but much research in this field has a general theoretical character. Most research and publications refer mainly to the tourist region of the country, and those that refer to smaller regions within the country, are relatively few. The tourist activity is among the phenomena that have prevailed in the contemporary era. The desire of today's people to spend their time traveling, looking for quiet corners of nature, visiting cities and villages is boundless. Tourism, by its nature, involves an intense process of integration, on several levels, at the individual level, at the level of enterprise, at the level of regions and states, at the level of the world economy. The free movement of people is the basic premise of framing tourism in the economic and social existence of mankind. Entrepreneurship in tourism is influenced by a wide range of factors. Some of them continue to have an influence decade after decade, others have effect only for a certain period. Particularly relevant for tourism are the efforts aimed at eliminating barriers that impede the smooth running of international travel. This is possible through the liberalization of transport and other forms of regulation. In the past, they have played a key role, as national control over travel visas has gradually diminished as tourism has been recognized as an economic sector to be encouraged. This process continued in the 1990s by reducing travel to countries in the former Soviet communist bloc, and will continue into the 21st century. The implications are: first, very few countries will require a travel visa, and second, , passports could eventually be replaced by technological identity verification systems, such as palm geometry or retinal scanning.

The paper presents an increased interest, in order to identify ways of cooperation with international organizations, in the field of capitalizing on tourism entrepreneurship in Romania; elaboration of the strategy for the promotion of the Romanian tourist entrepreneurship on the European Union market and for the increase of Romania's image, on an international level.

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METHODOLOGY

Tourism entrepreneurship in Romania and worldwide, is a topic in a continuous research, substantiation, delimitation and organization, with theoretical concepts and methodological tools that require arguments and discussions. As tourism is a field with a wide combination in many other fields, the methodological aspects are natural to be taken from them. In order to carry out this paper, we conducted a study based on consulting the literature with information and statistical data related to the reality in the territory, sometimes with data contradictory to those found in bibliographic sources, which required filtering, and some kept for to be presented compared to reality. Tourism is analyzed and tracked in dynamics through a system of specific indicators, based on a calculation methodology recognized and used worldwide (accommodation capacity, tourist traffic, tourist demand, tourist offer, seasonality, income, expenditure indices , etc.). Tourism indicators provide information necessary for the adoption of tourism management actions, allowing the evaluation of the effects felt in the tourism phenomenon.

1. LITERATURE REVIEW

The development of the European tourism entrepreneurial industry is a process in progress, which aims to drive tourism, while protecting the environment and increasing the quality of services, opening the doors to foreign tourists.¹ In the case of Romania, this direction of action is limited to the broader process of general integration of the economy in the European Union. Tourism is influenced by a wide range of factors. Some of them continue to have an influence decade after decade, others have effect only for a certain period. The main influencing factors with effect on the development of tourism activity in the period up to 2020 were identified as: economy; the technology; facilitation; safety; demographics; globalization; location; care for the natural and social environment; living and working environment; marketing.²

As is well known, Romania's accession to the European Union is a fundamental strategic objective for Romanian society, which aims at the solid anchoring of the country in the European value system and its development on the principles of democracy and market economy. Accession must serve to promote the national interest and develop the economic, scientific and cultural potential at our disposal. Or, in the field of tourism, Romania has a special potential, superior to many countries in the European area.

According to the Association Agreement, (art. 90)³ ,

The main objectives and directions of the integration of Romanian tourism in the European structures, refer to:

- Harmonization of legislative regulations and systems specific to tourism;
- Integration of the Romanian tourist offer in the European tourist circuit;
- Elimination of obstacles to the free movement of Romanian citizens who want to travel abroad and of foreign citizens who want to visit Romania;
- Facilitating tourism trade and encouraging tourism exchanges between young people;
- Development and promotion of sustainable tourism, based on ecological principles, combating pollution in general and especially in highly attractive tourist areas;
- Increasing the flow of tourist information through the international network, databases, providing technical assistance for the development of infrastructure necessary for tourism;

Ensuring and maintaining an internal climate of security and safety of tourists; Romania's participation in appropriate European tourism organizations, intensifying the

¹ Ionciã, M., Stãnciulescu, G., *Economia Serviciilor*, Editura Uranus, București, 2006.

² Gruescu, R.C., *Turism Internațional. Aspecte economice și sociale*, Editura Sitech, Craiova, 2007.

³ Monitorul Oficial, partea I, nr. 73 din 12 aprilie 1993, accesat la data de 11.06.2020

contacts of Romanian entrepreneurs with agents from other countries, continuing to benefit from technical assistance programs for tourism.

In essence, the achievement of these objectives will lead to the connection of Romanian tourism to the international tourist circuit, ensuring its capacity to receive and satisfy a foreign demand that has very demanding tastes and habits of comfort, security, quality of equipment and services, which will be equivalent. with the recovery of important tourist markets in Europe and in the world.¹ At the same time, through Romania's accession to the European Union, our tourism enters an intense competition with positive consequences on multiple levels, visa liberalization has been admitted, the tourism industry has grown considerably in the last 10 years, charter flights have increased by 60% in previous years, business opportunities in Romania and the European Union have led to the growth of business tourism, which is the engine of many Romanian tourism companies, the growth being 70% generated by business travel, Romanians wanting to see something else of the Romanian coast, the main holiday destination in summer, choosing Bulgaria, Greece, but also Spain. purchasing power, Romanians began to travel all over the world.

The improvements on the promotion and the image of Romania, on its image within the European Union attracted in 2018 foreign tourists who gained confidence in the beauty of the landscapes and the Romanian hospitality. Confidence in the European Union has risen, reaching its highest levels since 2010, and the euro has enjoyed the highest level of support since 2004. Increased attractiveness and visibility of European destinations should have a significant positive economic impact by stimulating the arrival of non-European tourists, but also by stimulating Europeans' interest in traveling to their own continent.

2. STRATEGIES FOR THE DEVELOPMENT OF THE ROMANIAN TOURISM ENTREPRENEURSHIP ON THE EUROPEAN MARKET

The tourism entrepreneurial promotion goes through a process of improvement and adaptation, preceded by a set of advertising and communication approaches, which permanently send information messages for current, potential clients aimed at the permanent transmission, in various ways, of messages intended to inform both customers. of the products and services offered to the market, in order to determine them to change their mentality and buying habits².

The Romanian tourist product must know an improvement and modernization,, so that the tourist offer to know a competitive growth on the national and international market and elaborated a series of strategic objectives at national level. ³:

adopting quality improvements that can be perceived by business tourism customers, who are generally very demanding in terms of the quality of tourism services and products, improving quality in areas known and frequented by foreign tourists, and increasing capacity tourist arrangements;

□ offering tourist services in accordance with the category of the tourist unit and the tariff used;

□ elaboration of foldable tourist programs on each category of tourists, with high, medium, low incomes, finalization and promotion of a limited number of well-made tourist products for the external market;

¹ Tohid Ardahaey, F., (2011), Economic Impacts of Tourism Industry, International Journal of Business and Management, Vol. 6, No. 8, pp. 206-215

² Hiitt, M. A., Ireland, R.D, Hoskisson, R.E., (2009), Strategic Management: Competitiveness and Globalization: Concepts and Cases, 8th edition, USA: South -Western Cengage Learning

³ Tohid Ardahaey, F., (2011), Economic Impacts of Tourism Industry, International Journal of Business and Management, Vol. 6, No. 8, pp. 206-215

- solving nature conservation problems in a general and global way within each country, region, area or locality. Although the whole nature should be preserved, there are also some areas where unique or rare species of flora and fauna live, with special value, and which must receive additional attention;

- ensuring the security and the level of protection of the tourists, during the consumption of the tourist offer;

addressing a strategy for achieving unique original services, which should be strongly promoted domestically and internationally, which should meet international standards and which should attract a significant number of customers;

- promoting a marketing strategy, based on forms of communication, to make known the offers of the intensively visited regions, and to collaborate with as many travel agencies as possible in the country and abroad;

- development of penetration strategies, starting from the existing services and the market, formulating a set of actions that would amplify the percentage of the owned market, fact that can be achieved through the own production of services that eliminates the competition;

- adopting service development strategies by promoting and increasing the quality of services, which must happen constantly;

- the permanent use of the service diversification strategy, very necessary in the relations with the competition and for obtaining a high profitability of the activity, a strategy that must include the provision of quality services, which can be perceived by customers, including requirements and needs to them, that is, safety, tranquility, kindness of tour operators, cleanliness, entertainment;

- the organizers of tourist products (tour operators) to be good connoisseurs of their tourist routes, of the objectives that can attract visitors from the country and abroad in order to capitalize on the entire tourist, natural and anthropic area of Romania;

- reinventing all natural and anthropic tourist sources, aiming at arranging, restoring, developing and modernizing holiday destinations as well as expanding and diversifying services on new coordinates.

The internal promotion of the Romanian tourism entrepreneurial product will aim at highlighting its two great advantages over the tourism market as a whole:

1. Coverage by the tourism company of all forms of tourism, summer, spa, winter sports, cultural and rural tourism through the diversity and complexity of the Romanian tourism product targeting different customer segments, of different ages, with modest incomes or raised, etc. ;

2. The inviting offers of the travel agency through the price-quality ratio advantageous for the majority of the population compared to the external destinations, more expensive, in many cases for a similar offer. The marketing policies that have as object the Romanian tourist entrepreneurship must take into account the assurance of the optimal conditions of accommodation in the hotel. Here the range of services to be offered must be very wide. The qualitative criteria of the hotel services aim at:

- exemplary cleanliness, starting from the outside of the hotel (parking lots, sidewalks, etc.) and ending with the last room inside;

- Western tourists are very sensitive about this issue, which can become decisive for a possible return in the future;

- adapting the kitchen to the tastes of tourists. Thus, there are tourists who prefer to be served, but there are also some who prefer to choose their own food (self-service). The kitchen will have to be adapted to the requirements, to the clients' preferences;

providing recreation, rest options such as: sauna, pool, park or garden;

□ providing maximum efficiency of other hotel services (ticket reservations, car rentals, regular services: washing, ironing, etc.).

3. OTHER ACTIONS AIMED AT THE DEVELOPMENT OF THE ROMANIAN TOURIST ENTREPRENEURSHIP

In order to gain a positive image of the Romanian tourist entrepreneurship in the international environment, the increase of the number of foreign tourists, the development of the traditional issuing markets or of other non-traditional markets, the projects are carried out¹:

□ promoting the offer of tourism entrepreneurship specific to Romania (Danube Delta, agrotourism and ecotourism, spa tourism, cultural and religious tourism), on the main foreign markets, by participating in Tourism Fairs, making catalogs, brochures, advertising spots, by organizing events large-scale on the topic of tourism;

□ inclusion of Romanian tourist products in the catalogs of large tour operators in Germany, France, Italy, Scandinavian peninsula, Canada, USA, China, etc., broadcasting commercials with specific tourist products in Romania, on the most important TV stations in the world, Fox News, ABC, CBS, NBC, BBC, Bloomberg, which give breaking news first-hand exclusives;

□ the existence of a system of marketing programs, with an improved activity, based on market studies conducted by specialized institutions using data from tourist offices abroad;

□ improving the technology, the computerized reservation system, the computerized marketing system of the destination, and their widespread use;

□ development at national level of the territorial network of centers / information points and tourist promotion in tourist centers and resorts, tourist villages, protected areas, on tourist routes, in airports, railway stations and ports, fairs and exhibitions, congress centers and meetings Business;

• elaboration of advertising materials for the promotion of ecotourism areas (Danube Delta, natural parks, agrotourism);

The integration of Romanian tourism in European and world trends is necessary in terms of²:

▪ promoting sustainable tourism in cross-border areas and in the country by initiating cross-border tourism programs with Hungary, Serbia, Bulgaria, Moldova and Ukraine, by creating cross-border tourist areas and common tourism programs with all countries in the Black Sea basin ;

▪ the legislative and cooperation framework, by harmonizing the Romanian legislation with the legislation of the EU countries, the alignment to the ecological and professional training standards in the field, the active participation within the international bodies and the elaboration of the necessary documents for the European integration tourism, the use of statistical indicators for tourism, ensuring the protection, safety and security of tourists against risks, regarding their health and safety; regulating the protection of tourists' interests and the availability of economic agents for their compensation in the event of damages;

▪ stimulating the forms of tourism, agrotourism, hiking, investment in seasonal tourist resorts especially in "special" tourist areas (Danube Delta, spas, tourist parks), tax exemption for reinvested profit, ensures a timely financial-fiscal environment for a prosperous future;

▪ granting loans with preferential interest for a maximum period of 10 years for the development and modernization of mountain cottages and related facilities;

▪ subsidizing by 50% the level of the loan interest from the Budget of the Ministry of Transports, Constructions and Tourism.

¹ Păcurar, A., Turism Internațional, Editura Presa Universitară Clujeană, Cluj-Napoca, 2009.

² Fitzgerland, L., Johnstone, R., Brignall, S., Silvestro, R., Voss, C., Performance measurement in service business, CIMA, London, 1991.

Types of impact on the integration of Romanian tourism in the European space!

Economic Impact Job creation Income from taxes Salaries in foreign currency Promoting entrepreneurial and economic diversification Transfer of wealth, technology and skills	Social Impact It revives cultural identity and encourages traditions Heritage conservation Promotes peace and understanding Encourages gender equality.
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sectors ¹

Direct Transport restaurants Accommodation Travel agencies	Indirect Agriculture Trade output	induced Paths Services Utilities
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Source:Gerd Hesselmann-Efecte economice și sociale ale turismului,adaptat după Chașovschi C.,C. Hessemann g., Chiriță C.Managementul Strategic al destinației,Editura USV,Suceava 2010.

4. Marketing the offer of tourism entrepreneurs on the international market

In the development of the tourist act, the interference between the tourist offer is felt, materialized through the tourist production and the tourist demand, manifested through the tourist consumption. In economic terms, this sphere of interference of supply with demand is called the sad market. At the center of the tourism entrepreneurship market is the tourist, as a potential consumer, the one for whom the tourist products are intended and the one who selects from the multitude of offers those products that he likes and that are accessible to him financially or from the point of view of time. free of which it deposits.

The action of commercialization and intermediation of the tourist entrepreneurship offer² is fulfilled by tourism companies that inform the public about the products for sale and at the same time promote them. In the works of many specialists ³, two main categories of intermediaries are presented: tour operators (wholesalers) and outgoing travel agencies (retailers).

Traders on the tourism market, under the specific conditions of tourism, sell only the "image" of a product and not the product itself, because between the time of purchase of the product and the time of its actual consumption there is a considerable gap of space and time. This fact complicates things somewhat, a tourism company differing from a commercial company itself.). The notion of travel agency finds its correspondent in several languages of international circulation as follows: travel agency - English, agence de voyages – French, Reisebüro - German, travel agency - Italian, travel agenda - Spanish⁴.

The travel agency fulfills the commercial function, ensures the provision of services with a well-established program or at the client's request, regarding the organization of individual or group trips, transports, accommodation, food function at a global price. In Romania, the travel agency has been replaced with the term travel agency, in order not to

¹ Gerd Hesselmann-Efecte economice și sociale ale turismului,adaptat după Chașovschi C.,C. Hessemann g., Chiriță C.Managementul Strategic al destinației,Editura USV,Suceava 2010.

² Bowen, M., Keeping score using the right matrix to drive world class performance, Quality performance, New York, 1996.

³ Gee, C.Y., Makens, J.C. and Choy, D.J.L. 1997, 'The Travel Industry', Van Holloway, C.J.'The Business of Tourism',1998.

⁴ Kaplan, R.S., Norton, D.P., Using Balance Scorecard as a strategic management system, Harvard Business review, 1996, 74 (1), pag. 61-66.

create confusion with the name "travel agency CFR, which designs, organizes, and sells tourist products, domestic or foreign. These indispensable units in the travel and tourism industry, coordinate the tourist activity, distribution of tourist products on the market it follows a somewhat similar path to that of consumer goods, namely from producer - through intermediary - to beneficiary. The two functions - manufacturing and selling to the public - are often distinct and provided by different companies, which do not maintain each other. than trade relations. The major tourist concerns, by the share they occupy In the organized tourism of sending and receiving on the international tourist market of the respective countries, they have become monopolistic organizations. Under these conditions, many small tourism companies were forced to cease operations or merge with stronger tourism organizations, acting as their subagents.

Travel agencies were created as a result of the development and intensification of tourist traffic, being in the form of "economic units that have adequate means of production and working capital to design and provide services to meet tourist demand.

CONCLUSIONS

Entrepreneurship must do a field of research in the tourism sector in terms of the phenomenon of our creation, to strengthen operations.

The tourism entrepreneurship industry, acquires various forms and aspects that add up, beyond figures, statistics, strategies, social values and economic impact, is a globalized phenomenon that influences and transforms systems and people, whether they are hosts or visitors. Tourism is a way of knowledge, exploration, discovery, fulfillment that involves the expression of generosity, kindness, professionalism, openness and hospitality being beyond numbers, beyond statistics, tourism makes the world better and more beautiful. Tourism is not only one of the most dynamic areas of civilization, it has a spiritual quality, brings together people "from overseas and countries", and is also the most important business card of a country, the image of that country, beautiful places visited, leaving traces in memories, which determines the return of tourists. Given that globalization has led to fierce competition between countries with emerging economies, there have been systematic demographic changes that have changed the tourism market, constant support in order to be able to develop, grow and become a strategic sector of the national economy. Currently, as well as in the future, Romanian Tourism has the potential to attract new customers and retain existing ones with products / modern and attractive services, through the intensive promotion of national regions, in terms of cultural diversity, natural heritage, rural charm, places of legend, relying on authentic experiences that define

Romania as an exotic destination. In Europe, the characteristics of Romania are seen as unique, our country enjoying the miracle of the Carpathians, the natural beauty of the Danube Delta, as well as other natural and cultural treasures. People value this natural treasure through the traditions preserved for hundreds of years, but also through their warm personality. The cultural objectives, some included in the UNESCO World Heritage, are testimonies of a millennial history in which the elements of Latin origin have been enriched with legacies of other peoples, building a harmonious space and a unique spirit. Any trip to Romania can be transformed into experiences unique with authentic diversity and values in competitive advantages, by promoting tourist experiences.

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