DAMBOVITA SUBCARPATHIANS TOURISTIC EXPLOITATION
ACTUALITY AND PERSPECTIVES

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Abstract: Varied, complex and touristic potential of Dambovita Subcarpathians, position to major transport routes and to the important areas issuing of tourists, ask more attention to possibilities related to touristic exploitation possibilities. Now this potential has a disparate exploitation, unintegrated in a well articulated manner with adjacent regions. Elaboration and implementation of development programs related to those in surrounding areas, would open important perspectives of development, with beneficial effects on several levels for residents from here, on medium and long term.

Keywords: religious, touristic product, folk, touristic product, Dambovita Subcarpathians rural tourism, restaurants, conservation, promotion and development programs.

1. Touristic potential. General view

Dambovita Subcarpathians, located between Damboita and Ialomita valleys, takes place almost entirely in terms of administrative in Dambovita County, including the towns Fieni, Pucioasa and townships Barbuletu, Branesti, Buciumeni, Cetateni, Malu cu Flori, Moroieni, Motaeni, Pietrosita, Pucheni, Runcu, RAu Alb, Sotanga, Tatarani, VOinesti, Vulcana Bai, Vulcana Pandele. These administrative-territorial units totalize an area of 884,72 km³ and a population of 85,633 citizens (2009), resulting a medium density of 96,79 citizen/km², slightly higher than national average. It should be mentioned that these administrative boundaries exceed the limits of physical and geographical subcarpathic space. Located between the rivers Dambovita and Ialomita (Dambovita Subcarpathians); they develop partially, in contacta reas and on the territory of surrounding relief units. It is a región predominantly rural (urban population represents only 27,08%).

Dambovita Subcarpathians have valuable, touristic potential, natural and anthropogenic, but which is not fully exploited in accordance with its characteristics and is sustained by the necessary investments which createoptimal conditions for developing profitable touristic activities.

In a touristic regionalization realised by Dambovita Local Council, the most part of the area studied appears under name of touristic area Dambovita Valley, “rich in historical remains from commune and the period of creation of romanian people” and touristic area Ialomita Valley (in the north of Targoviste) “with spa Pucioasa, whose springs are known from antiquity”.

Natural touristic potential is remarked through high pathological value plus favorable climatic indicators and resources of mineral waters with special therapeutic properties. (Pucioasa and Vulcana Bai)

The touristic anthropogenic potential is better represented by numerous art monuments of civil and religious architecture, by traditional architecture and by cultural manifests, fairs and exhibitions.

1 The only township which belongs to another county, respectively Arges
2. Infrastructure and touristic traffic

Touristic infrastructure, represented by accomodation, treatment, recreation, food service and transport structures designed to the touristic demand, has a random character, not having a unitary concept. The best example in this respect is the discrepancy in the tourism placement and food service between east and west part of the area - on the right side of Ialomita Valley are found the most, while in Dambovita Basin the placement structures are almost missing. Use coefficient, on area level, of the capacity of placement was above the average registered nationally in the last years.

Regarding the number of tourists, the whole area is visited by 32.000 – 35.000 of tourists, the most part of them being in transit (approximately half of them). To mention here that rural tourism has only about 9% of tourists.

The medium duration of stay has medium values in the present, ranging between 3 days (in case of rural tourism) and 14 days (in case of spa).

An asset of Dambovita Subcarpathians which could be exploited more is the fact that it is formed from starting points for various touristic routes (hiking trails in the north or thematic if we consider the elements of anthropogenic potential).

The main types of tourism practiced are the following: balnear, cultural and itinerary, rural – in the order of share in generating touristic flows.

We can say that resort Pucioasa is the polarizing center of touristic activity in the area of Dambovita Subcarpathians - aspect highlighted by the touristic traffic indicators. Outside the recognized quality of balnear resources and the facilities of existing treatment, it can be also remarked also the very good image enjoyed by the tourists and their satisfaction. It should be noted the fact that the predominant age group is that of elder people, normal aspect taking into consideration the specific of natural treatment factors. Otherwise, this is the cause of the long duration of stay, a fact very beneficial in terms of tourism. Instead, at least in the short term, we see a significant reduction of the number of tourists because of economic crisis which determined a series of government measures that have had a negative effect in this case – it is about the reduction or suspension of subsidies given to the pensioners at the treatment tickets awarded through Ministry of Labor and Social Protection. They constituted the primary clientele of the resort.

Other negative aspects are related to:
- lack in some areas with touristic potential of infrastructure specific to touristic activities - both accomodation and food and entertainment structures;
- lack of specific design to create optimal conditions for sightseeing – from dedicated fleet to simple features (such as banks or belfries) which to permit the rest or admiring the landscape for short periods, the order of minutes or tens of minutes;
- the quality of general infrastructure is largely unsatisfactory, access to a number of meaningful targets being extremely difficult;
- there are not attracted sufficient investments for local economic development which can constitute also the base of implementation of touristic activity;
- in some places there are no economic agents who have as main activity the tourism, which conduct to an uncorresponding organization of some possible touristic actions;
- Also in terms of organizational aspects can be distinguished failure of common actions of local authorities from closer localities in order to enhance touristic traffic;
- Uncorresponding information of the tourists, especially in rural areas, manifested by the lack or inconsistency of signaling targets;
- lack of promotional activities leading to construction of tourist destination image - such an initiative would involve joint activities across multiple locations
- non-involvement of local people in touristic effective activities, lack of stimulation of private initiative in services;
- lack of promotional materials for a big number of objectives

From private perspective, also here the references are specifically related to accommodation and food, it may be added the public food problem in the case of rural tourism (dining possibilities are very low, either in case of stay and in transit), lack of supply of real recreational opportunities (outside to grill access – otherwise ever-present) and in some cases also an insufficient number of parking spaces.

3. Optimization perspectives of exploitation of touristic resources

Need to diversify the leisure offer is a national problem in terms of rural tourism. Another important aspect to remember, characteristic at national level in the rural tourism area is the one that the number of accommodation structures which can be inventorized on land, is actually slightly higher than the statistics.

Reporting the number of tourists to the total population resident in the area, we reach to a value of 0.37, comparable to the national one, in case of foreign tourists (0,36)

Area of origin of tourists overwhelming majority is represented by romanians, foreign tourists being only number hundreds. These are practicing itinerary tourism, balnear tourism, rarely business tourism and from profesional reasons participations to different conferences, symposia

The most used means of transport by the visitors are the road one (approximate 90%) and rail one (approximate 10%)

The most visited localities for tourism from this subcarpathic area, after the resort of national interest Pucioasa, are Pietrosita, Vulcana BAi, Moroieni, Vulcana Pandele, Runcu, Barbuletu.

The tourism can become here a viable alternative for development by multiplier effect that it has. In this way there can be encouraged the constructions which can use and exploit better the natural resources from construction materials domain. Also, it can be achieved a superior exploitation of specific agricultural products, going to the elements of craft and folk art.

Large development programs and the projects considered by local authorities, by the one from national level but also by the private entrepreneurs shape a positive outlook of development of tourism in this area.

Actions causes relatively muted so far can be connected, on one part by the fact that the residents of the area experienced more acute the need for alternative sources of income (one of the basic elements of development of rural tourism, according to international experience) being known the fact that it is a leading fruit growing area and on the other side, the position and access to main transport axis and from major cities (slightly marginal). But, this weak point at this momento can be easily transformed by a proper approach in a strength point, with increasing human pressure on the nearby touristic dedicated areas.
Conclusions

From the analysis done, there can be learned the following characteristics of the tourism from Dambovita Subcarpathians

a. Dambovita Subcarpathians represents and functions as an area of transition between “strong points of tourism” of Dambovita county, respectively Targoviste town and the mountain. Thus, touristic facilities should be adapted to a considerable extent to transit tourism. A duration of study with medium values is possible only in the townships: Pietrosita, Moroieni and in a lesser extent in Runcu, included in rural tourism. The rest of the localities do not have sufficient touristic potential to retain more the tourists more than a few hours; here
can be discussed also the idea of integration in a complex product – rural tourism of Dambovita Subcarpathians; idea also supported by local and county authorities.

b. Starting from the above ideas and taking into account also the complementarity in this regard with neighboring areas, achievement and inclusion in the scope of religious pilgrimage tours could represent a viable option of enhancing touristic, cultural, historic potential, very good evidenced here by the religious monuments (especially the churches). In other words, the shape of image of a religious touristic product of Subcarpathians in general. Duration of these circuits could be very well correlated and with a series of folk manifestations, which are also well correlated in subcarpathian area.

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