DEVELOPMENT STRATEGIES FOR GEOAGIU BAI RESORT

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Abstract: *The paper presents development strategies for the Geoagiu Băi resort and it's potential highlighted by the beauty and the variety of the natural anthropic framework. Located in the western area of Romania, Geoagiu Bai is situated at the foot of the Metaliferi Mountains, near the Mures river. We chose this resort because we consider that it has remarkable tourist potential, due to the existing tourist objectives, the mountain areas, and the health resort, as well as the variety of architectural elements and folklore art.*

Key words*: potential tourism, development strategies, SWOT analysis, tourist circulation, Geoagiu*

INTRODUCTION

The development strategy is a short, medium-and long-term planning tool, assuming a realistic and achievable development vision by reaching the established objectives following the analysis of the current situation. [6]

The purpose of this strategy is to increase the quality of life and emerge new jobs by implementing rehabilitation measures like developing public utilities and road networks, developing spa tourism, but also other forms of tourism that suits the studied area as development of civil society, development of social services, development of culture and the support of popular traditions, the support of business environment.

The first step for elaborating this paper was the evaluation of the current situation of the Geoagiu Băi resort, which allowed us to analyze in detail all the positive and negative aspects of its evolution. [1,2,3]

MATERIAL AND METHODS

To accomplish this scientific paper, I analyzed different bibliographic sources, as well as data I have obtained from the City Hall of Hunedoara County, as well as from the National Authority for Tourism.

With the obtained data, we have been able to highlight the tourism potential of Geoagiu Băi resort and we can propose some strategies for the tourist development. Another method that I have used it's the SWOT Analysis, though we highlighted the strengths and the opportunities of the resort.

RESEARCH RESULTS

Geoagiu city is situated in the northeastern part of Hunedoara county, in the southern part of the Metaliferi Mountains, 42 km apart from the county residence, Deva.[7]

Geoagiu city has the following locallities: Geoagiu as the administrative residence, Geoagiu Băi as spa resort, Aurel Vlaicu, Gelmar, Homorod, Renghet, Valeni, Bozes, Bacaia, Cigmau, Mermesu. [16]

Figure 1. Map of Geoagiu-Băi

Geoagiu Băi it is a spa resort located on the valley of the Clocota stream, 18 km North of Orastie and 46 km North-East of Deva, in a hilly area, at an altitude of 350 m, located in the eponymous depression at the foot of South-east of the Metaliferi Mountains, at the confluence of the Geoagiu river with the Mures. [14]

Geoagiu Băi is located in a depressed basin carved in the south-east part of the Sacarâmb Mountains. On one side of the resort there is a branch of wooded peaks with beech, gorunet and fir. [9]

In the north side of Geoagiu – Băi, the hill that dominates is Ceretul peak (550 m) and in the southwest is Cigmaului Corner with the peaks of Piscul and Pleşul, which did not exceed 500 m in height. [9]

The town of Geoagiu Băi was certified as a Tourist Resort of National Interest by H.G. 1122 of 10.10.2002 and Balneoclimatic resort through H.G. no.367 of 12.06.2013. [9]

Geoagiu Băi resort is rich in thermal, mesothermal, bicarbonate, calcium and magnesium waters with traces of iron and hydrogen sulphide, carbonaceous and with a slight radioactivity, with a temperature of 33ºC. There is a comforting climate, tonic, with slight variations in temperature, mild winters, pleasant summers with an average temperature of 20 ° C, every year there are over 100 sunny days. [13]

The resort has four treatment bases that can accommodate up to 1500 tourists per series. In the resort there are three thermal water pools, one of them is Olympic size. The resort offers food, massage, disco and so on. [13]

The mineral mesothermal waters of Geoagiu Băi resort are used in internal and external treatments. Internal treatments are recommended in different cases like chronic gastritis, chronic hepatobiliary disorders and diabetes, allergies, anemia and convalescent after infectious diseases. In the external treatment are indicated in diseases of the locomotors system, of the peripheral nervous system, in circulatory disorders and gynecological conditions. [13]

Near Geoagiu Băi resort, in the limestone slopes of Măgura Hill, there were carved interesting karst as Grotto Haiducilor at about 200 m upstream of the cold-water lake.

Tourism infrastructure ensures the tourist consumption, the most expressive indicator of economic efficiency and utilization of tourism potential. Its main function is to meet the demand in specific facilities and services in line with the increasing number of tourists in the resort. [11]

Therefore, the table below we present the existing tourist accommodation capacity by type of tourist accommodation in Geoagiu Bai. [4]

Table 1

Touristic accommodation capacity by type of establishment, during 2000-2018

-places-

Nr.crt	Types of tourist accommodation	2005	2010	2015	2016	2017	2018
1.	**Total**	**636**	**1018**	**1177**	**1307**	**1475**	**1566**
2.	Hotels	453	737	997	1127	1129	1129
3.	hostels	-	-	-	-	57	57
4.	Motels	-	-	-	-	38	38
5.	villas	183	281	-	-	37	128
6.	bungalows	-	-	-	-	16	16
7.	campgrounds	-	-	180	180	180	180
8.	boarding houses	-	-	-	-	18	18

Source: National Institute of Statistics, online tempo, 2019 [15, 4]

From Table 1 we can observe the evolution of existing tourist accommodation capacity by type of establishment, in the period 2005-2018, which is an upward trend from year to year. Also, in recent years, we can note in the study area, the occurrence of the following types of tourist structures: hostels, motels, boarding houses and bungalows. [5]

If in the above table have analyzed the evolution of existing tourist accommodation capacity in the following table, we present the evolution of tourists arriving in Geoagiu. [15]

Table 2

Tourist arrivals in accommodation structures

- numbers-

Nr. Crt.	Specification	2005	2010	2015	2016	2017	2018
1.	**Total**	**12660**	**18505**	**32 155**	**35 709**	**44 218**	**53140**
2.	Hotels	10906	16132	32 155	35 684	44182	50 714
3.	Hostels	:	:	:	:	:	952
4.	Villas	1754	2373	:	25	36	1474

Source: National Institute of Statistics, online tempo, 2019 [15, 4]

Analysis of the number of tourists accommodated in tourist reception in the resort, show increases in the period under review. If villas are seeing a very interesting development in the period 2005-2010, the number of tourists recorded a significant rise in 2015 never checked any tourist, and from 2016 until 2018, gradually the number of tourists has increased quite much, especially in 2018.The specific structure is the element basic to such treatment, characteristic of supply of the spa. [12]

Even if the main reason is the treatment, leisure is an important part of the spa offer, which can play a key role in defining a tourism product brand, to differentiate similar products in increasing attraction for similar objective, resort or tourist area. Unfortunately, both of the spa resorts and localities with spa facilities, leisure facilities, entertainment, regardless of their sports and cultural character, fun or therapeutic, mostly not appropriate. Entertainment tourists an important place in the surroundings organized trips resorts. Not always, however, these trips are interesting or programs judiciously prepared, often being very busy and tiring. [8]

Geoagiu area has many natural and artificial attractions that could be promoted and thus to develop other forms of tourism. Such attractions are within Bojeş, where we find the church historic "Archangels" in Cigmău is an important Roman fort "Fortress Giant" and the berry could be also created a great holiday resort that could bring many tourists with Geoagiu Bai. So, in addition to curative tourism, it might develop cultural tourism and leisure tourism with *special landscape quality, air and water.* [11]

Key issues were identified based on preliminary evaluation findings and presented in a matrix form about weaknesses, strengths, opportunities and threats regarding tourism in Geoagiu Bai. [12]

SWOT ANALYSIS

STRONG POINTS	**WEAKNESSES**
▪ existence Geoagiu resort - resort and resort balneary national interest; ▪ obtaining European Destination of Excellence Title in Romania by EDEN - European Destinations of Excellence, 2010; ▪ existence accommodation facilities (hotels and pensions) and public catering premises; ▪ existence leisure area - outdoor swimming pool - Daco-Roman baths; ▪ existence of sightseeing; ▪ The existence of the promenade; ▪ existence sulfur water springs, bicarbonate, calcium, magnesian, hypotonic, hypothermia to treat various gastroduodenal and renal oligo used in internal cures for chronic gastritis, chronic hepatobiliary diseases, allergies, anemia, convalescence after infectious diseases and external cures	▪ seasonal activity (May to September); ▪ lack of signs DN / A; ▪ lack of a program to promote the resort; ▪ lack promote healing benefits among family medicine cabinets; ▪ lack of signs for tourist attractions, historical, hiking, protected areas; ▪ lack of a local transport service to and from the station nearest resort, Orastie, Deva etc; ▪ lack of recreational areas and recreation for youth and children; ▪ lack toilets ecological resort, sights; ▪ lack premises with local traditional handicrafts; ▪ lack of organization during the summer season;
OPPORTUNITIES	**THREATS**
▪ modernization of treatment; ▪ growing popularity of the resort Geoagiu its promotion among family doctors, local and national newspapers, internet, etc .; ▪ participation in national and international tourism fairs; ▪ developing tourist information center; ▪ landscaping of the resort; ▪ creating recreational areas, walk areas, sports; ▪ creating local transport service to facilitate access to the resort; ▪ promoting local sightseeing; ▪ initiate local trails, day trips; ▪ promote traditional cuisine specific to the region; ▪ promotion of traditional crafts;	▪ labor migration from tourism in other areas and / or areas known; ▪ migration of tourists to other areas more attractive, with more features; ▪ political instability, legal and economic; ▪ promote legislation that encourages investment in tourism; ▪ insufficient support for tourism development, especially in rural areas; ▪ low involvement and understanding by the public authorities for proper operation of the environment and territory, the benefit of tourism.

Source: Geoagiu Town Hall

Following SWOT analysis, we have identified three priority principles that should underpin the development of the strategy for sustainable development, namely: [11]

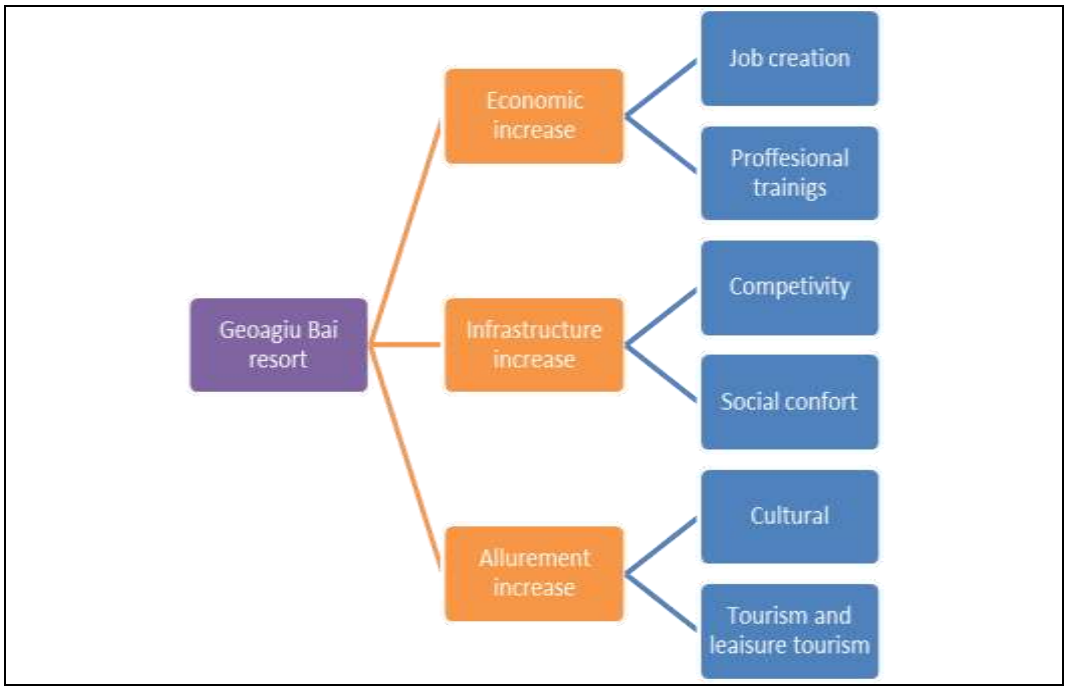

Figure 2. Directions of tourism development

After analyzing the tourism resources of the Geoagiu and assessment of the state and the current recovery mode, it is considered as the best tourism development following directions:

- *infrastructure development* ensuring access to tourism resources and various services offered;
- *promoting traditional values of the region*, Customs, folklore shows, etc.;
- *encouraging and promoting the development of rural tourism* by increasing the number of rural locations;
- *development and diversification of leisure by promoting new forms of tourism:* adventure tourism (rafting, paraglider, canyoning, free climbing), recreational boating on the reservoirs which are sources of drinking water, etc .;
- *encouraging active promotional policies,* internally and externally in the next step, editing a promotional catalog;
- *a web promotion Geoagoi Bai resort.* A well-designed website immediately captures the attention and interest of visitors, the design quality is to visit a sign of professionalism. Another advantage of the internet is to enable users to keep in touch with business partners or even to collect the latest legislative, geographical constraints disappear also can be accessed pages competitors to know at any time where the company is located compared with competitors

CONCLUSIONS

Geoagiu spa development is not just a problem of the local authority, but endures and will and capacity of the community to be actively involved in achieving strategic goals and have a positive attitude to everything is new.

Local authorities must play really a leading role in the transformation process, building upon the opportunities which benefits compared to other competitors, namely: tourism development and intensive promotion of its quality travel services, entertainment, traditions, culture, historical identity and, not least, tourism related services.

Modernization of tourist accommodation and the modernization and diversification of the services they offer.

Upgrading and rehabilitation of local traffic routes so that they meet current traffic demands.

To attract tourists, in addition to existing health tourism, but not very well promoted, and diversification should consider other forms of tourism.

Achieving goals is closely related to sources of grant that can be attracted because the local budget is not able to support their implementation, but can benefit from the financial opportunities offered by the European Union.

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