

**SWOT ANALYSIS OF THE TOURIST SERVICES DEVELOPMENT DEGREE
AND THE IMPACT OF THEIR DIVERSIFICATION ON LIFEQUALITY IN
DUDESTII NOI, TIMIS COUNTY**

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Abstract: *Tourism represents an important factor of economic progress, a fact due to the multiple resources it manages and trains in the process of providing tourism, but also through the relationships it establishes with other economic branches. A distinct element of the services branch, tourism has today become a priority sector of the national economy, a fact due to the major role it plays in economic, social and cultural terms. The SWOT analysis carried out at the level of the locality indicates the existing potential but, at the same time, allows the evaluation and capitalization of the existing opportunities at the local and regional level.*

Key words: *quality of life, tourist services, rural space, Dudeștii Noi*

INTRODUCTION

The tourist activity represents a combination of tangible and intangible elements which give it a series of specific features and a multitude of forms of manifestation. The specificity of tourist services is determined by the ability to adapt the offer to consumer preferences, going as far as individualizing the tourist product. [2,12]

Structurally, tourist services must be designed in such a way so as to create the necessary conditions for rest and recovery of the body's physical capacity, correlated with pleasant and instructive leisure time. [1,3,9,11] In the current conditions, written on the coordinates of a new development, the orientation of tourist services towards satisfying the social needs of the population, gives tourism an important role in increasing the quality of life. [5,8,10,13]

In conclusion, the importance of services in the creation of the tourist product consists in:

❖ enhancing the natural and entropic tourist potential of an area, making it accessible to tourists. Tourist resources take the form of the tourist product, only through the services specific for tourist activity: transport, accommodation, food, leisure. The existence of a high tourist potential does not ensure a proper development of tourism, the lack of specific services, determining their non-inclusion in the national and international tourist circuit;

❖ increasing the degree of tourist area attractiveness and even the individualization of tourist products, as a result of combining the originality and creativity of tourist services with each other and with the component elements of the tourist product. [2,3,5]

MATERIALS AND METHODS

In this paper, we have carried out a SWOT analysis of the main categories of existing resources, indicating the strengths and weaknesses of the locality in terms of developing the quality of life of the inhabitants through recreational activities. We also presented the main opportunities and limitations that could hinder the development of tourism in Dudeștii Noi.

RESEARCH RESULTS

Dudestii Noi area is located in the Western Plain of Banat, being a commune in Timis County, consisting only of the village of residence with the same name. The commune was re-established in 2004, when it separated from Becicherecul Mic. [4]



Figure 1. Positioning Dudestii Noi, at the level of Timis County

Located in the peri-urban area of the city of Timisoara, Dudestii Noi commune, is located at a distance of 13.5 km from it to the north-west, preserving the characteristics of rural life, especially in terms of construction and tending more and more to transform into a residential area. Many features specific to country life have faded, the most part of the population commuting to the city.

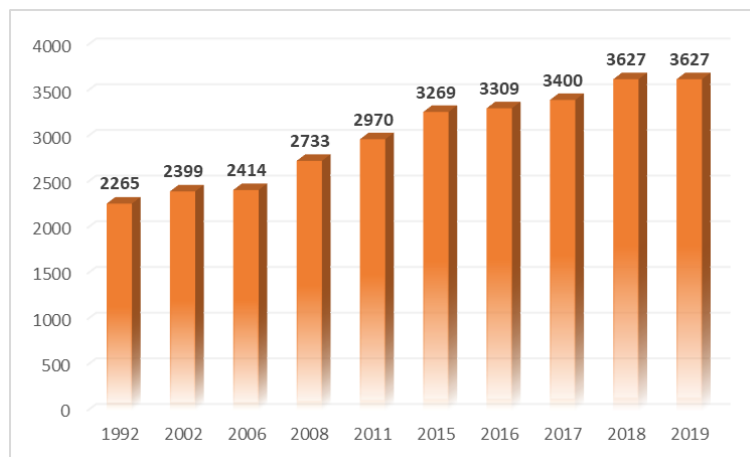


Figure 2. The evolution of the population in Dudestii Noi [16,17]

Figure 2 shows the evolution of the population in Dudestii Noi in the period 1992-2019. The year 2009 comes with an increase of approximately 100 inhabitants, compared to the previous year. In the analyzed period, the population is in a permanent increase, from 2265 inhabitants in 1992 to 3452 inhabitants in 2019, the increase not being a spectacular one (1187 inhabitants) in comparison with other localities from the peri-urban area of the Timisoara city: Dumbravita and Giroc where the increases are much higher (Dumbravita from 2413 inhabitants in 1992 to 9435 in 2019).

The population of the town is growing. In 2019, 3,627 people were registered at the locality level, of which 1,789 were men (49%) and 1,838 were women (51%).

The structure by age groups of the population, in 2019, is presented in figure 3.

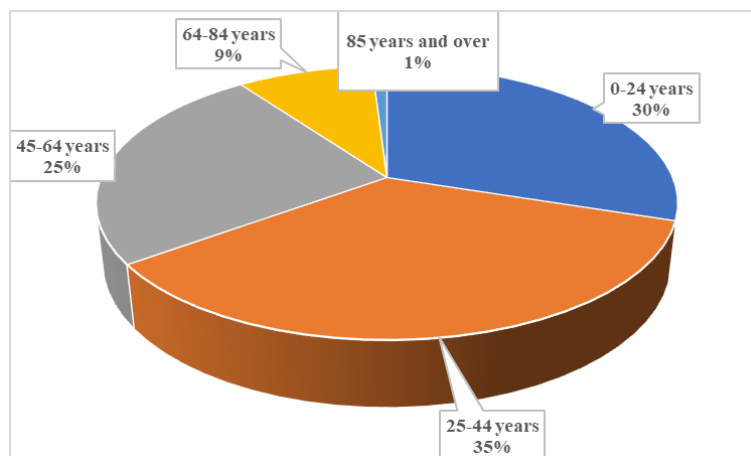


Figure 3. Population by age groups, Dudestii Noi, 2019 [16]

As can be seen in the figure 3, the predominant age group in the locality is between 25 and 44 years, followed by the age between 0 and 24 years, the population is not aging, so there is sufficient labor force in the locality for the coming years, also existing future development opportunities. [6,7]

The economic development of Dudestii Noi was achieved by increasing the number of companies from the commune, which led to an increase in jobs, investments and revenues to the local budget. The companies that carry out their activity in the locality, bring a substantial income to the local budget.

Compared to other localities near Timisoara, Dudestii Noi has developed the most from an economic point of view, attracting investors, compared to the other localities that focused more on residential development. [7,14]

Over the course of 14 years, 160 companies were registered in 2018 from 12 existing companies within the locality, which shows that during these years the commune has developed a lot from an economic and financial point of view.

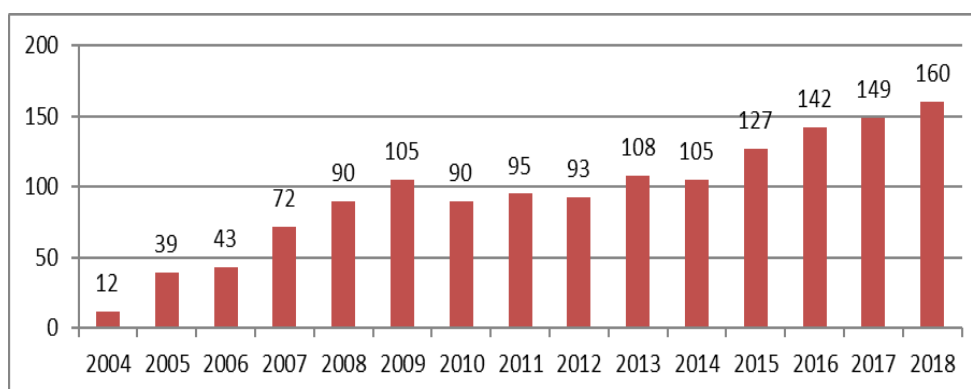


Figure 4. The evidence of companies from Dudestii Noi commune, 2004-2018 [16]

From the point of view of tourism, the area is only at an average level. Dudestii Noi had two guesthouses in the commune, but now only one is functional. The "Ranch Robert" boarding house is an equestrian center, located on Calea Sânandreiului, established in 2008 by an Austrian citizen. The purpose of establishing this business was to create a small paradise in the middle of nature for everyone, far from the agglomeration of the city.

In the area there are no tourist routes, although there are many important sights to visit (7 protected natural areas, 6 Natura 2000 sites, 5 archaeological parks, 16 monuments, buildings of historical and cultural importance) that are not promoted.

In order to highlight the need for the development of tourist services in Dudesti Noi, we carried out a SWOT analysis, indicating both the strengths and opportunities that the commune has in achieving this goal, as well as the weaknesses and potential critical situations that could prevent this. [15]

STRONG POINTS	WEAKNESSES
Investments in the development of the commune Strongly developed economic environment High rural tourism potential based on traditions, customs, heritage, and monuments Agreement activity development projects with a strong positive social impact on the lives of the inhabitants The infrastructure of the town is well developed Educational and cultural spaces Large number of SMEs, at the commune level Access to local development projects Labor available Construction of the sports arena and gym Rehabilitation of the Catholic Church of St. Vendelin, historical monument class A and setting up a historical museum Numerous cultural events The existence of a choir and a dance ensemble Low degree of pollution Good soil quality for agricultural development	Lack of gas network The existence of many persons included in the category of vulnerable groups Lack of facilities for investors Lack of a local market Education is limited to primary and secondary school only Few places to play Absence of spaces for outdoor entertainment activities (shows, concerts, etc.) Lack of a local visual identity Small number of accommodation units (one guesthouse) Low tourist potential Air pollution through the treatment plant
OPPORTUNITIES	THREATS
Non-refundable local development funds Support from the county administration Tourist exploitation of the natural resources and the cultural and historical heritage of the locality Use of renewable energy resources Funds for agriculture and the development of non-agricultural businesses in the countryside Promoting regional development policies based on innovation and encouraging the operation of SMEs Capitalizing on local gastronomy The possibility of creating partnerships in the field of tourism, with localities from other countries	Legislative instability Economic and financial instability at the national and local level Population migration Land degradation and soil erosion Competition at the local level regarding the development of agreement tourist services Limited tourism resources

Following the evaluation made, we propose the development of tourist activities, which will ensure an increase in the life quality of the residents from Dudesti Noi commune. Thus, the following aspects must be considered:

- ❖ the capitalization of existing tourist resources and their promotion;
- ❖ the development and enhancement of the public tourist infrastructure for the purpose of developing ecotourism;
- ❖ development of tourist infrastructure and related services from the area;
- ❖ support for the development of management plans in the development of tourist services from the locality;
- ❖ initial professional training and continuing professional training of the workforce in tourism. [15]

On the territory of the commune there are monuments and cultural factors that can represent tourist attractions. The start of the construction of an aqua park will make this locality more attractive for tourists. The overall development of the locality and more importantly, the improvement of its image, will have the effect of increasing the attractiveness of the locality.

Valuing the natural and anthropic touristic heritage, especially the one related to the traditions, celebrations and cultural events organized in Dudeștii Noi, are important actions that will support the development of the local community and ensure the increase of the income of the inhabitants of this town, all contributing in the end to increase the quality of life.

CONCLUSIONS

At the local level, remarkable efforts are being made in the overall development of the locality, but also in terms of the development of recreational activities for the inhabitants of the commune. The development of the economic environment allowed the creation of jobs and the development of the general infrastructure of the locality. All these will determine the increase in the number of investors who can develop and diversify tourist services in the locality of Dudeștii Noi, with a direct impact on the quality of life of the population.

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