

Tourism Developing Tendencies within Moldavia

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Abstract

This article presents, beside general considerations about nowadays tourism and its economic importance at a global level, the essential aspects concerning the actual situation of the tourism in Moldavia. The author underlines both the key-elements regarding the process of assessing the tourism potential of Moldavia, and the necessity of extending the forms of tourism and the adaptation of the offer to the internal and international exigencies.

Key words: *Moldavia tourism, new tourism forms, tourist potential*

At a global level, the year 2003 is characterized by a number of 691 billion visitors within the international tourism. According to the Tourism World Organization experts' estimations in 2010 the respective indicator shall constitute 1 thousand millions 47 billions of arrivals.

The tourism represents an integrant part of the world economy, being considered by the specialists the most complex industry of the world.

The economic importance of the international tourism is reflected through the determination of this sector share within the world net domestic product and in the world exports structure. According to the data supplied by World Travel & Tourism Council (WTTC), the travels and the tourism in 2004 had a share of 10,4 % from the world net domestic product and 12,2 % from the world exports total.

It is to be mentioned that the tourism is an important generator of jobs. Therefore, the jobs number within the tourism economy in 2004 constituted 214,7 billion, which represents 8,1 % from the world economy total of jobs.

Are to be remarked the factors that influenced the world tourism development after the 90' :

- the increase of the population's incomes on the globe;
- spare time increase;
- information technologies and transports development;
- urbanization;
- the change of priorities within the spiritual values structures of the human society.

The specialists' researches in this domain demonstrate that the tourism represents a vital sector of the world economy and also has a tendency of increasing at an international level.

Within the international tourism structure, presents itself very modest, being an issuing destination with a constant negative touristic balance.

The actual situation of the tourism in Moldavia is due to the touristic activity neglecting and to the absence of a policy regarding the touristic infrastructure problems and touristic spaces rearrangement. One of the problems representing a priority for the tourism development within Moldavia is represented by the capacity and degree of the touristic resources valorization.

The touristic potential valorization and development must be organically correlate with the general provisions of the territorial complex systematization, which ensures an equilibrate development of all economic sectors.

Moldavia Tourism law foresees concrete regulations regarding the evidence, certification and determination of the development directions by the touristic potential (art. 7).

The identification of the tourism natural potential represents the first stage of the tourism potential efficiency. At the next stage a comparative evaluation is made of all tourism objectives, their territorial delimitation provided that certain correspondent arrangements and endowments can be promoted within different touristic forms. The evaluation and efficiency process of the tourism potential involves the following components:

- evaluation and identification of the natural tourism potential objectives which represent a real interest for the tourism activity;
- the territorial analysis of all tourism resources of the country;
- the territorial tourism zoning of the country;
- classification of the tourism zones and delimitation of the prior ones for the tourism development;
- determination of the prior tourism zones for each tourism area;
- identification of the tourism zones;
- elaboration of a national tourism arrangements terms of the country touristic zoning;
- elaboration of the territorial arrangements plans.

A special importance for the elaboration of the tourism development strategy and the correspondent arrangements is to be given to the territorial tourism zoning.

From the other countries experience, it turns out that within Moldavia tourism development, the following elements must be taken into account:

- the volume, structure and value of the tourism potential as well as the distribution within the territory and the use of resources for the tourism;
- the country actual and perspective economic and socio-demographic development;
- the potential tourism request, at a local national and international level;
- the morbidity index (sicknesses for an affection per 1000 locals) for different affections of the local population, which can be balneary treated within the future balneary resorts around the country;
- the general and tourism infrastructure;
- protection and preservation of the tourism resources and the environment etc.

A new conception within the tourism development supposes the optimal efficiency of the natural and anthropic tourism resources within the country and the tourism activity must be oriented to the tourists' requests satisfaction.

The extension of the tourism forms and the adaptation of the offer to the internal and international request exigencies shall contribute to the Moldavian tourism transformation within a complex economic and social activity. The efficiency of the zones with touristic potential within Moldavia shall offer development and promotion possibilities for different tourism forms.

The Wine-Growing Tourism

The Moldavian tourism promotion within the international tourism may be successfully accomplished by developing the win-growing tourism. At the time being, only several of the win-growing enterprises dispose of the necessary infrastructure for receiving the visitors (Cricova, Mileștii Mici, Ialoveni, Cojuna, Brănești, Stăuceni), but anyhow the carried out services need a substantial improvement in order to correspond to certain international criteria. In this sense, certain territorial arrangements are necessary:

- arrangement of the access ways to the win-growing enterprises (roads revamping, endowment with indicators, parking);
- the buildings external revamping;
- arrangement of certain modern kitchens;
- arrangement of certain restaurants for visitors;
- arrangement of the taste rooms in a modern and attractive style;
- arrangement and the adequate endowment of the bathrooms;
- another issue is referring to the professional training of guides (the ones tasting the wine) who will work with the visitors.

It is important that at the initial stage to be performed the necessary calculation regarding the visitors' receiving capacity with the extension perspectives for the future. The planning and accomplishment of these actions must be performed on the basis of partnership with the scientific and technical support of the interested wine-growing enterprises, of the Ministry of Culture and Tourism and the Moldavian wine department.

The Religious Tourism

The large amount of monasteries and churches located within the country represents an important potential for the religious development. The cult objectives valorization must be clarified on the partnership basis. Including the churches and monasteries within the tourism circuit shall involve important actions of territorial arrangements: access ways, indicators, parking, bathrooms, commercial sections, accommodation structures etc.

The Rural Tourism

A special attention must be paid to Moldavian rural tourism development. Seen as an overview, the rural tourism includes a variable offer of accommodation facilities, activities, events, festivals, sports. The Moldavian rural environment is characterized by values of the popular culture and may respond to certain national and foreign tourists' touristic motivations and exigencies.

The Balnear Tourism

The balneary tourism development is based on the territorial location, touristic arrangement and technical endowment, realized in a systematic vision of certain balneary resorts, micro-resorts and touristic centers. Firstly it is recommended the arrangement and development of those balneary resorts presenting an international interest (Hariauca, Cahul) and national interest (Camenca). In these cases are necessary certain revamping works of the mineral waters sources, in order to make their exploitation optimal, to extend the treatment resorts, to endow the accommodation places.

The Holiday Tourism

By means of the numerous water accumulations, Nistru and Prut rivers, the mineral water sources and woods, Moldavia offers favorable conditions for the holiday tourism development. The arrangements and technical endowments shall support either certain holidays lasting more than 6 days or the weekend tourism within the per-urban areas.

For the future, in case the country social-economic development, the population's requests for the holiday tourism will also increase. With this scope, as a necessity rises the arrangement and technical endowment of certain resorts, especially for the local population.

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Tendențele dezvoltării turismului în Republica Moldova

Rezumat

Acest articol prezintă, pe lângă o serie de considerații generale asupra turismului actual și asupra importanței sale economice la nivel global, aspectele esențiale privind situația turismului în Moldova. Autoarea subliniază atât elementele-cheie ale procesului de evaluare a potențialului turistic al Moldovei, cât și necesitatea extinderii formelor de turism și a adaptării ofertei la exigențele interne și internaționale.