

THE ROLE OF URBAN TOURISM IN THE STRATEGICAL DEVELOPMENT OF BRASOV AREA

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Abstract

The present work proposes to analyze the importance of tourism in the development of an urban area. Taking into consideration the areas with touring potential existing in Romania, we chose Brasov, whose variety of resources in this field, can offer countless possibilities of developing the area.

In the first part of the paper we presented some theoretical aspects regarding the urban tourism. The present tourism and traveling industry offers many opportunities, enthralling destinations, niche products, brands, offering for sale one of the most complex products on the planet. These elements impose the use of managerial and organizational abilities of a well prepared and enthusiast personnel.

The second part includes the general characteristics of the area, geographic, demographic aspects, existing resources, such as the touring potential and the way of improving it, pointing the types of tourism practiced in the area and the touring offer made available to those who see Brasov a possible holiday destination.

Finally we presented the touring development strategy of Brasov area, by marking the main objectives and the essential ways of fulfilling them: market evaluation, development vision, development plan and creating an area brand.

Keywords: urban tourism, development vision, urban brand, development plan.

1. THEORETICAL APPROACHES REGARDING THE URBAN TOURISM

In the contemporary society, the tourism represents through its content and role, a distinctive domain of activity, an essential component of the economical and social life for a growing number of world countries, countries that see in their own touring potential a real wealth generator.

The tourism is considered first of all a recreation form besides other activities and formulas of spending the leisure time (Holloway, 1994); it implies the temporary move of people through destinations situated outside the regular residence and activities deployed during the time spent at those destinations (Witt,

Brooke and Buckley, 1991). Also in most of the situations, it implies the performance of some expenses with impact upon the economies of the visited areas.

So, the tourism is presented as a complex activity, with a multitude of fronts, with significant economical loading, positioned at the intersection of more branches and sectors of economy; all these find their reflection in the variety of points of view regarding the content of tourism concept and the adjacent concepts (Holloway, 1994).

W. Hunziker (1940) defines the tourism through the assembly of relations and phenomena which result from the travel and abidance of people outside the residence place, as long as the abidance and travel are not motivated by a permanent settlement or a lucrative activity.

In the last period, the touring activity became a strategic factor of economical recovery of some regions and countries, even in the conditions of the economical crisis, in 2008 there were 924 million international tourists (representing an annual increase of 2%), being one of the economical activities which registered positive increases (Serrano Barquín, Hernández Moreno and Serrano Barquín, 2009).

1.1. Theoretical concepts regarding urban tourism

The urban tourism is one of the main factors of economical increase of European cities (Delitheou, Vinieratou and Touri, 2010). The urban tourism is an essential aspect of the correlation of internal and external demands. This is because the tourists are not only visitors, they are equally, parents and friends visiting the locals and of course there are the locals themselves.

So the tourism must be seen as a system which contains both offer factors, and demand factors. Within this system, the demand factors are: international touring markets, local touring markets, attractions, touring facilities and services offered by residents (World Tourism Organization, 1994).

In his book "Urban Tourism: what Attracts Visitors to Cities?", Judith Reutsche (2006) analyzes the relation between tourism and urban areas. She makes a difference between the primary, secondary and additional elements of the urban tourism. The primary elements represent the main reasons that attract tourists to visit the cities. They consider:

- a. Places for deploying the activities:
 - cultural facilities: museums and art galleries; theatres and movie houses; business centers; other attractions;
 - sport facilities: covered or outdoor;

- entertainment facilities: casinos and lotteries; organized events; festivals.
- b. Places for spending the leisure time: historical boulevards; buildings; old statues and monuments; parks and green areas; waters.

Secondary elements (adaptation; catering facilities; shopping; markets) along with the additional ones (accessibility; transport and car parks; touring information (maps, indicators, guides)) are also very important for the success of the urban tourism, but do not represent the main attractions for visitors (Popescu, 2008).

These elements have been developed in the cities for a multitude of reasons: attracting visitors, encourage the urban economy, forming a positive image).

1.2. Advantages of urban tourism

Urban tourism, if correctly planned, developed and managed, may create advantages and benefits both to urban communities and overall society (lordache and Cebuc, 2009). The tourism encourages the development of some new cultural and commercial facilities and improved that can be used both by the residents and the tourists. The tourism permits the collection of necessary funds to preserve the natural, archeological and historical monuments, art and cultural traditions and most of all, contributes to the improvement of environment quality (Stanciulescu, 2009).

Within an urban community, the tourism can bring significant benefits (Stanciulescu, 2009). These benefits refer at:

- Creating new work places;
- New perspectives for local tourism firms;
- New investment possibilities;
- Increase of incomes and implicit the improvement of life standards for local collectivity;
- Generating incomes from local taxes which can be used for restoration of infrastructure and improvement of the community facilities;
- Improvement of the infrastructure whose direct beneficiaries, besides the tourists from the area, will be the residents of that area;
- Assurance of the financial sources for conserving the natural areas, art, handicraft, archeological and historic areas, cultural traditions (European Commission, 1998);

- Improvement of the environment quality (World Tourism Organization, Earth Council, 1997).

Some specialists (Shaw and Williams, 1994) argue that the tourism sustains a low cost of the fund for creating new work places, quickens the economical development through powerful multiplying effects, improves the aesthetic ambience of the constructions from the city and intensifies the facility of spending the leisure time for residents. In the same time it offers support in default of alternatives for developing a solid economical base: if the cities do not compete for the financial resources of the tourists, are likely to lose in the increasing competitions which takes place globally.

1.3. Marketing and strategic development of the urban tourism

The leadership of the touring activity seen at micro or macroeconomic level must have as base a marketing vision upon this phenomenon, which represents an efficient condition of the strategic management. This approach implies a permanent knowledge and adaptation at the evolving demands and tendencies of the market, respectively of the segments of tourists .

Appeared as a consequence of the profound study and specialization of the marketing, the touring marketing can be defined as a policy promoted by an organization, which, constantly studying the touring input demands present and in evolution, desires through specific technical methods, the permanent adaptation of the own offer at the present demands, to optimally satisfy them and realize some profitable economical activities, in the given conditions of the market (Tigu, 2001).

In this conditions, the development of the urban tourism implies a horizontal and integrator co-ordination of more activities and scrolling the following stages (Profiroiu, 1998):

- Mobilization of all the actors to create a collective dynamics, to listen, inform and encourage their professionalism;
- Defining a strategy, which must have as bass the identity of the city, which must co-ordinate the actions from different sectors taken into consideration;
- The development of a coherent offer in every domain, considering first of all what already exists and correlating in the organization of this offer the external expectations with the city (Boniface, 1995);
- Fostering the use of the city by everybody (informing and signaling, transport and access);
- Initiating one or more urban events (equipments, holidays, festivals, congresses), which are an essential tool because they can conjugate the economy and culture, the local and exterior

actors, the townsmen and visitors, the economical contribution and resuscitation of the urban space;

- Promoting the city and the “useful counters”.

So we can say that the urban marketing is situated in the center of the development strategy adopted by the local elected. It assures the analysis, planning, put into practice and control of the programs conceived by the public authorities. These programs follow on one hand to answer as best as it can to the expectations of the citizens, and on the other hand to ameliorate the quality and competitiveness of the city in its competitive environment” (Profiroiu, 1998).

The competition between urban areas really exist and is emphasized by the tendencies through a common European market. The local authorities have increasing responsibilities, while the central governs require the cities to become financially independent. In the same time, the local authorities must maintain the equity in the distribution of the resources and to prove efficiency, not only in expenses or tax collection, but also in an activity which was not proper to them before – adopting an entrepreneurial initiative in generating supplementary incomes for the management and development of the city (Ave, 1992).

2. GENERAL CHARACTERISTICS OF BRASOV AREA

2.1. The importance of Brasov city at European, national and regional level

At European level, Brasov and its influence area are defined as being a functional urban area, participating as a key actor at the national and regional cohesion policy.

Through its geographic position, Brasov can play an important role in the territorial and economical cohesion, by developing along with other functional urban areas (like Constanta, Bucharest and Ploiesti) and can became an integrated part of an economical development axis at national level formed by Bucharest, Ploiesti and Brasov.

The forecasts regarding the economical, social and territorial cohesion made at European Union level indicate, in 2020, a major importance of the metropolitan areas from Romania, with accent on Brasov, Bucharest and Constanta.

Brasov is in the center of the country (Figure 1), at the intersection of the commercial roads that link the Balkans with the rest of Europe. At Brasov intersect all the communication ways through which the link between the regions from the north of the country with the ones from the south and from west ones to

east ones is realized. Because of this, Brasov has a well represented network of public roads, is crossed by the main European driveways (E81, E68, E60) and by the IV European corridor, and the density of the railway lines (67,7 km/1000 km² is above the medium of the country).

CFR European Corridors

Road map

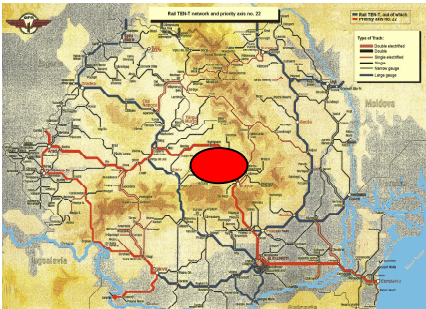


FIGURE 1 - THE IMPORTANCE AT NATIONAL LEVEL OF BRASOV AREA
Source: The Integrated Plan of Urban Development for Brasov Metropolitan Area

Brasov is one of the most developed industrial centers in Romania and geographically is on the most important development axis, Bucharest-Ploiesti-Iasi axis. This North-South axis, seen also from the perspective of the European Union and of some countries such as Ukraine (for example, as point of energy supply), will increase in importance in the following years, both economically and logistically. If we analyze the present existing situation at the entire country's level, we can state that Brasov is in the first line from the transport, mail and telecommunications system condition point of view.

In 2006, Brasov was situated nationally on the third place at the number of large commercial societies (with over 250 employees). At industrial productions, Brasov county situates on the first places in the following areas: lime (1st place), paper (2nd place), slashed meat in butcheries including organs (6th place), cement and fine sugar (7th place), shoes and meat preparations (8th place), cheese (9th place).

Brasov has a state university and five private universities. In 2009, "Transilvania" University of Brasov was placed on 3rd place in the Top of the best universities in Romania (Chisu, 2009)¹.

Brasov city and the 12 towns that surround it form together an urban agglomeration of 402.016 people, which extends on a surface of 131.801 ha. The Metropolitan Area (MBvA) (Figure 2) presents a special

¹ The study was realized by Capital Magazine in collaboration with specialists from consultancy German company Kienbaum (for more details consult <http://www.capital.ro/articol/exclusiv-topul-universitatilor-din-romania-125346.html>).

importance for the development of Romania and the 7 Development Region Center (Alba, Brasov, Covasna, Harghita, Mures and Sibiu counties).



FIGURE 2 - BRASOV METROPOLITAN AREA
Source: ro.wikipedia.org/wiki/Zona_metropolitană_Brașov

In the inter-regional development plan Brasov distinguishes from the rest of the cities in Center Region (Figure 3). Its attractiveness is due to the geographic position, transport infrastructure and network of developed utilities, the diversified and attractive relief, qualified labor force. The quality level of people's life from Brasov city is superior of the one from other cities.

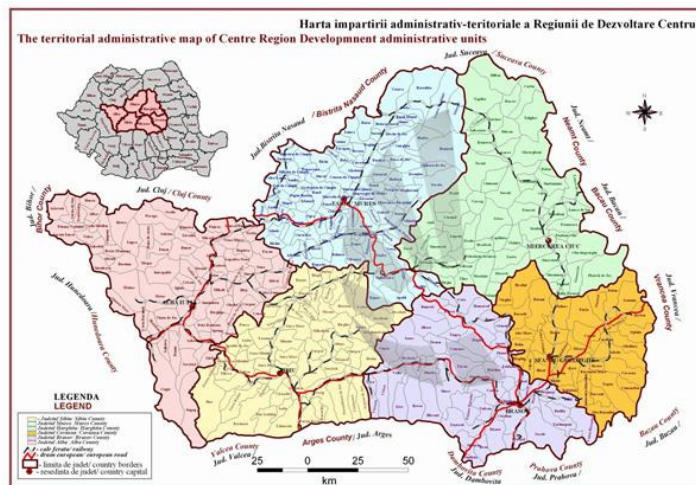


FIGURE 3 - FRAMING OF BRASOV AREA AT REGIONAL LEVEL
Source: The Integrated Plan of Urban Development for Brasov Metropolitan Area

The urban network in the region is very well outlined, with mature and well developed urban structures. The biggest cities, with over 100.000 habitants are developed diversified and correspond to some points of commercial and productive interest, on old roads of economical trade.

This explains the fact that Brasov has the biggest urbanization grade from Center Region (74,7%). Within the region, Brasov is the most competitive in terms of GDP/habitant and work productivity.

In the Center Region, Brasov is the space with the biggest dynamic, with the biggest absorption power and with the biggest people agglomeration. Brasov, according with the results obtained at the census from 2002, with 109,8 people/km², has the biggest density of population from Center Region, due to which Brasov is an attraction for investors and for diverse activities.

The life level in Brasov is superior to the one from other counties of the Center Region and Romania. Comparing with the medium at country level, the level of house endowment grade in Brasov is bigger.

2.2. Touring potential of Brasov area

Brasov area has a remarkable potential of touring development, due to its attractiveness elements: diversified topography, picturesque landscape, original cultural patrimony, significant accommodation capacity and diversification of the touring offer. Through the relief and environment factors, through the diversity and beauty of the landscape, through its industrial and cultural development, Brasov can present the tourists a multitude of offers (Figure 4).

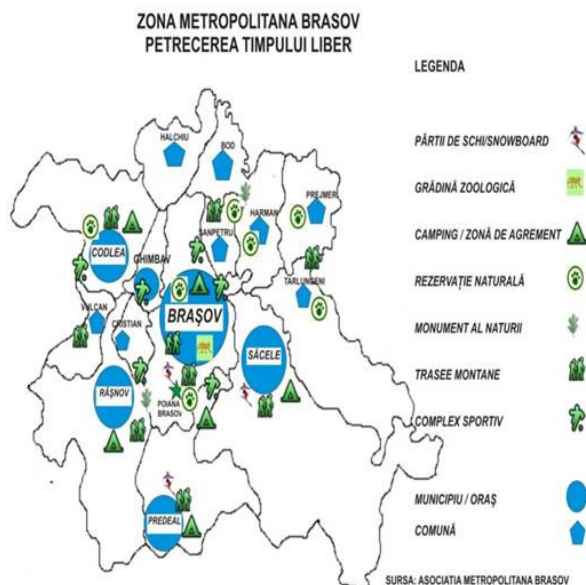


FIGURE 4 - WAYS OF SPENDING THE LEISURE TIME IN BRASOV METROPOLITAN AREA
Source: The Integrated Plan of Urban Development for Brasov Metropolitan Area

The geographical positioning of Brasov area in the mountains area from the center of the country favors the development of the tourism under diverse forms. The access is facilitated by the good road and railway infrastructure which relates with the capital, but also with Western Europe. Brasov Area attracts annually more than 400.000 visitors. The touring potential of the area collocates elements of natural frame with cultural and historic values.

The natural and anthropic potential is the “stream” of different tourism forms: from the mountainous tourism of hiking to different types of tourism dedicated, activities of recreation which can be practiced are among the preferences of all age categories.

3. STRATEGY OF TOURING DEVELOPMENT OF BRASOV AREA

3.1. *Mission and objectives of the strategy*

According with the data provided by the County Council Brasov (n.d.), the strategy proposes as **mission** the positioning and extension of Brasov area as a lasting tourism destination, competitive at national and international level, by developing a tourism pointed to market, led by industry, based on research and responsible of the environment protection.

The Objectives for the tourism development in the metropolitan area are structured on 3 levels: economical and social, environment, institutional and politic.

The economical objectives take into consideration:

- Increase of tourism. It is desired that:
 - Until 2010 the number of tourists to reach 692.000 (an increase of 24%);
 - Between 2011 and 2015, the number of tourists to reach one million (an increase of 7%).
- Extension of abidance period: Presently relevant statistic data regarding the abidance period of tourists in Brasov is not available, but the analysis for mountain and rural areas from Romania shows that there is the possibility of improving the economical impact of the tourism by extending the abidance period. The abidance period in the mountain regions is of 2.5 days, while in the rural mountain areas it just reaches 1.9 days. The new products and experiences should extend the abidance with 50% in the following 5 years. The continuous development of the agro touring boarding houses can help, because the medium abidance here is of 2.4 days, while in the guest houses of 2 days.
- Opportunities of creating new working places: on the basis of the projections regarding the increase of tourists number until 2010, and the forecasts from other countries (each 8th tourist which spends a week creates a permanent job) is possible to exist increases of the number of working places with full and part-time norm. The new 270.000 tourists which spend averagely 2 nights will generate approximately 9.000 permanent working places. If 1/3 are permanent and 2/3 are part-time then the following increases can be estimated:

- permanent working places: 3.000;
- part-time working places: 12.000;
- total number of working places: 15.000 until 2010;
- investments in constructions and units: there must be invested at least 2-3 million euro for project related to tourism development in each year in the following 5 years.
- Working places in constructions: the constructions activity will generate approximately 150 new working places with full time each year.

3.2. Evaluation of Brasov touring area's market

The market data are based on statistics realized by the National Statistic Institute. This data is limited, but it gives a clue about the market conditions which can be used in the recommendations contained in the strategy.

A. Official tourists volume. In 2004, in Brasov area there were housed approximately 422.000 tourists, from which approximately 22% (92.000) were foreigners. 2/3 from these came in trimesters 2 and 3 of the year. It is important to understand that a considerable number of tourist which stay in unregistered units exist. Of course their total number is not known, but a plus of some thousand tourists to this total can be estimated. If, for example, there is a plus of 33% Romanians which are not registered this means a number of 50.000 extra tourists, which means the total number of tourists from Brasov area can be near 500.000.

B. The distribution of tourists. Generally, one forth (25%) from tourists come during winter months, from January until April and more than 55% come during June-October. So, the nights of accommodation vary from a minimum of 53.000 in April and a maximum of 120.000 in August.

C. Increase of tourists number. To get into the international market some initiatives are needed such as:

- Preparation of new touring products, including mountainous tourism, easy adventure tourism (cycling and hiking) and ecotourism (observing the birds, observing the wild animals and interpreting the nature);
- Practicing an aggressive marketing for existing products and the one proposed in Western Europe (United Kingdom, Germany, Austria, Nordic countries etc.) and SUA;
- Introducing new MRC technologies (Management of Client Relationship);

- Training the local operators so that they can offer new products to extend the period of abidance and increase the number of tourists.

D. Market tendencies: today, the biggest and fastest tourism markets are represented by the wealthy, well educated ones and that want to travel. These persons look for new and reach experiences related to adventure, nature and culture. The present studies suggest that these want a longer abidance and an extension of holidays. They are prepared to spend money to obtain good quality experiences and demand personalized services. More and more they use the air transport, which contributes to the increase of trips number with short destination.

Moreover, the tourism tendencies show that there is a substantial growth of tourism outside the season and that tourists search more and more the sensational: an “authentic”, cultural and outdoor experience and, in some cases, a risk element. Traditional products of cultural tourism are of big interest within this group.

3.3. *Developing vision of Brasov area*

The integrated urban development plan for BvMA elaborated by the Brasov Metropolitan Agency (n.d.) shows that for a coherent evolution an assembly vision is needed:

- “yesterday’s” Brasov must be taken into consideration to be able to conserve its true values;
- “today’s” Brasov must be followed, to offer a clear image of the present development study;
- “tomorrow’s” Brasov must be explored to be able to cope with the existing tendencies at global level in the tourism area.

Brasov in its quality of young, dynamic and worth to live in metropolis, desires to become a standard from the environment protection’s point of view for the entire region. Brasov proposed to become the most attractive touring center in Romania, that will offer to all citizens from the metropolitan area a high life level. Brasov, as a metropolitan area, will be positioned on the direction economy and knowledge, research and innovation, communication and culture.

Now Brasov means: **B** – Welfare (in Romanian “Bunăstare”)

R – Fame (in Romanian “Renumere”)

A – Attractiveness (in Romanian “Atractivitate”)

S – Chances (in Romanian “Șanse”)

O – Occupation (in Romanian “Ocupație”)

V – Future (in Romanian “Viitor”)

The main **strategic objective** (settled by the County Council Brasov (n.d.) in The development strategy of Brasov county: horizons 2013-2020-2030) proposed is the transformation of Brasov area in the most important touring area of the country. Brasov is distinguished in Romania from the touring point of view (second place after Constanta) and holds the supremacy in Romanian mountainous tourism. To assure the development of the area, the diversification of the touring products, the improvement of the touring services and an adequate promotion are necessary. From this point of view Brasov will mean: **B** – Welcome (in Romanian “Bine ați venit”)

R – Representation (in Romanian “Reprezentare”)

A – Authenticity (in Romanian “Autenticitate”)

S – News (in Romanian “Știri”)

O – Hospitality (in Romanian “Ospitalitate”)

V – Age (in Romanian “Vechime”)

One of the important resources in the future development of Brasov, is the past of this city. Brasov is one of the oldest German locations from Transylvania. The German influence of centuries can be also observed today in the historic center annually attracting thousands of tourists, both from country and abroad. The architectonic particularities will determine in the next years too the charm and flair of this city. Brasov lives history, and the history lives Brasov. To win a future means to conserve a past. Brasov has an old historic center, documentary confirmed since 1211-1222, with a medieval architectonic specific and with cultural buildings that place it among the Medieval Strongholds of Transylvania, having inestimable historic monuments.

The attractive position of the city, in the center of Bucegi mountains, and its closure to the capital, are a guarantee for active holidays on winter and summer. For more than 100 years, the historic heritage of Brasov and its surrounding area holds the same attraction power for tourists. The historic and cultural value of these areas is appreciated at national and international level, in this context being imperative necessary the human interventions of rehabilitation and conservation, without which a source of economical development and a source of education, culture and civilization of the future generations would be lost. The cultural-historic tourism of Brasov must be seen as an economical sector with development perspective on long term period, the touring resources being practically inexhaustible. The touring industry developed in this way as a determinant economical factor.

To reach the strategic objective there can be formulated a series of derived objectives (formulated by the Agency of Lasting Development of Brasov County in the document, Lasting development of Brasov county concept):

- The development of the touring, cultural and sport infrastructure;
- The improvement of services (increase the number of touring offers, kindness, respect from the employees at all levels);
- Developing a marketing strategy (development, correlation and promotion of the cultural and touring offers).

First of all, to assure the attractiveness of Brasov and development of tourism, the conservation and restoration of the historic center is needed. It refers both to the infrastructure and the improvement of services and quality of offers. The tourism industry holds a major potential regarding the work force occupation and economy development. The economic expansion process reclaims the existence of a modern intermodal center (logistics and distribution centers of supplies), and of industrial, technological and scientific parks. Space planning will have to approach the increasing necessities of population, such as the one of living in the adjacent area of the city, but also to assure the necessary field surfaces and adequate conditions of living. Also, it must be taken into consideration the assurance of mobility for commuters, the use of cultural offers and spending the leisure time of the city, to significantly grow the quality level of life in the entire metropolitan area.

3.4. Development plan

The success of any strategy consists in its capacity to reach elaborate objectives in a coherent frame, which reflects the development potential of the region. For this exercise, the Brasov area will be structured in the following components (according with the Brasov Metropolitan Agency (n.d.)):

- Services area (existing and proposed touring services, including accommodation, restaurants, information and reception, tour operators and guides);
- Activity areas (existing and proposed attractions, special programs, parks and protected areas, historic and patrimony digs, interpretation centers);
- Protection area which requires a special historical, patrimony and nature protection consideration;
- Links and corridors between different development areas.

4. BRAND OF BRASOV

On the occasion of the International Tourism Fair from Berlin from March 2009, Brasov launched a touring brand of the area: "Brasov – Be.Live.It" (Figure 5). Continuing the tradition of over 100 years of

the local touring industry, Brasov proposed to develop itself through its new brand strategy a solid image as touring destination at international level.

The new image of Brasov comes to promote both the cultural diversity, and the dynamic of an alive and modern place. These things are found at the logotype level through the chosen chromatic and graphic style.



FIGURE 5 - BRASOV AREA LOGO
Source: www.brandingBrasov.ro

Verbal touring identity of the area – “BRASOV BE.LIVE IT” (Figure 6) is created in English, to be addressed to the international audience and transmits two major concepts. First of all it aims an existential attitude by using the verb “to be” (BE), completed by an interactive dimension of the collocation “to live” (LIVE IT). The collocation “BE.LIVE IT” can mean both “Be and live Brasov”, and the promise made to the tourist “Believe in Brasov”.



FIGURE 6 - VERBAL TOURING IDENTITY OF BRASOV AREA
Source: www.brandingBrasov.ro

The new touring brand of Brasov is developed and coordinated by the Promotion and Development Association of Tourism (APDT), in cooperation with the County Council Brasov (n.d.), Lasting Development Agency of Brasov County (n.d.) and the Communication Agency Firestarter. The promotion concept is based on a cooperation process with international experts in the area of ecotourism, cultural tourism, and on consultancies with historians, ethnographer, specialists in marketing and communication.

Through the network of Touring Informing Centers coordinated by this organization and on the basis of the tight cooperation with the local tourism industry, APDT proposed to increase and consolidate the quality and quantity of the offered touring services and products.

This initiative in the area of touring promotion completes the development projects of the touring infrastructure initiated in the area: restoration of the old Brasov Stronghold's walls, development of the skiing domain from Râsnov, Predeal and Poiana Brasov, rehabilitation of the historic strongholds Făgăraș, Râsnov and Rupea, reintroducing the old train with strait gauge on the track: Brasov – Cristian – Râsnov – Zărnești, development of the material leisure base.

5. CONCLUSIONS

In the contemporary society, the tourism represents one of the most dynamic economic sectors, which registers permanent exchanges and an ascendant evolution (Minciu, 2005). Nowadays, Romania is about to become an important touring destination, but first of all, it must diminish some minuses which do not offer it a competitive position on the international touring market. For developing the tourism a promotion strategy of tourism is needed which has lasting and secure effects.

Economically, the tourism can be seen as a main source of recovery of national economies of those countries that have touring resources and of course, which exploit them accordingly. Seen in correlation with the assembly of national economy, the tourism acts as a dynamic element of the global system (Holloway, 1994). The optimal deployment of the touring activities implies a specific demand of goods and services, demand which trains an increase in the sphere of their production. The touring demand determines an adaptation of the offer which materializes, among others, in the development of the technical-material basis development of this sector and, indirectly, in stimulating the production of the participating branches. Here it is about the multiplying effect of tourism: a touring developed area will always be an attraction point for investors from adjacent sectors.

Brasov has a remarkable potential of touring development, joining the elements of natural frame with cultural and historic values. Due to its attractiveness elements: landscape, protected areas, cultural and patrimony resources, Brasov is a touring destination irrespective of the season. As for the tourism services: accommodation, meal, information and touring orientation, there is some sort of diversity, these could be improved to grow the competitiveness grade.

From the desire of capitalizing the areas with special touring potential placed in Brasov (touring center of the city) and the adjacent touring resorts (Poiana Brasov, Predeal), Brasov Town Hall proposed to develop and promote the tourism from Brasov area (both in country and abroad) and the active support of implementing the development strategies of the Brasov tourism. So The touring development strategy aims the position and extension of Brasov area as a lasting tourism destination, competitive at national

and international level, by developing a tourism oriented towards market, based on research and responsible of the environment protection.

For this strategy there were made a series of surveys for identifying the target markets. Today the biggest tourism markets are represented by the wealthy, well educated ones and that want to travel. These persons search new and reach experiences related to adventure, nature and culture. Brasov area is well positioned so it can take advantage of the opportunities of these markets by the winter sports offer, unique natural landscapes and by the historic and cultural load of the place. But, the increase of tourists number can be realized by diversifying the touring attractions like: golf, kayak, canoe, nature observation, birds observation, amateur fishing, walking with the sledge pulled by dogs, airplane and helicopter tour, these being among the most popular activities outdoor for European tourists.

Local authorities proposed as main objective to transform Brasov in the most attractive touring center in Romania. As derived objectives there are: the development of infrastructure, rehabilitation of patrimony, development of a marketing strategy. To assure the development of the area, the diversification of the touring products, the improvement of the offered services and an adequate promotion is needed.

The success of any strategy consists in its capacity to reach the elaborated objectives in a coherent frame. Presently, the development plan concentrates on the two main policies: rehabilitation, restoration and conservation policy of the cultural patrimony, including the connected infrastructure from the towns of the metropolitan area and the development and modernization policy of the touring and sport infrastructure in the metropolitan area to capitalize the existing potential. These policies contain programs regarding the historic center of the city, metropolitan area and the leisure areas, cultural centers ,skiing domain and last but not least, promotion programs of the touring products from Brasov.

So, as a way of improving the urban image, the creation of an area brand was decided. This initiative in the area of touring promotion completes the development projects of the touring infrastructure initiated in Brasov. The new touring brand of Brasov is "Be.Livelt" and tries to promote both the cultural diversity and the dynamic of an alive and modern place.

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