

The potential of tourism in the Region of Southwest Oltenia

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Abstract. This study is based on cultural and historical importance of Southwest Oltenia. The region has an attractive potential for tourism development, turning to its advantage both the strategic geographic location and the natural wealth of the Carpathians and the Danube River. Identifying products and services that make up the composition of tourism as a brand is a priority to create an image that can capture the attention of potential investors, travelers and tourists. Analyzing the profile of Oltenia's tourism offer, we can say that the region provides the most varied forms of tourism.

JEL classification: M41, M42

Keywords: tourism, touristic region, infrastructure, destination, tourist accommodation establishment

1. INTRODUCTION

The tourist potential reunites the ensemble of all elements of tourist attraction, which are the bedrock of all processes of management and planning of programs and strategies employed for obtaining a long-term benefit by convincing potential consumers (visitors) to invest in the services and products offered. Tourism is not just a generating source of revenues, but it is also a major factor of stimulation regarding economic and social progress, it creates jobs, contributes to the increase in the cultural level and last but not least it changes mentalities and attitudes.

The attraction of investment and the stimulation of tourism can contribute to macroeconomic problem-solving such as financial and social disequilibrium.

The tourist destination is a complex unit, difficult to define, because it includes all sectors of the tourist industry such as: transportation services, accommodation and supply. These elements interact with consumers through actions of planning and organizing carried out through suppliers in collaboration with representatives of the local community. In order to answer the visitors' demands and pretensions, any destination must offer quality services, good conditions for serving meals and for rest as well as transportation means to other locations.

Besides the quality of services and products, publicity is the key factor which creates images and opinions in the mind of potential consumers. Choosing a tourist destination is based on motivational factors determined in general by the lure and diversity of leisure offers.

Natural resources can be considered one of the main factors in choosing a tourist destination. Other motivational elements in choosing a tourist destination can refer to traditions and customs, social events with international impact or legends and myths with special historical and emotional importance about which potential consumers must be informed. The culture and the past of a civilization is reflected into the architecture of places historical and archeological sites that can capture at any time the visitors' attention.

Maintaining a high competitiveness for a tourist destination in relation to a stiffer and stiffer competition at international level, points out the role played by travel agencies in attracting customers. In order to survive on the market, travel agencies must be well informed about the services they offer.

A publicity website could turn out to be more attractive through images and video content as well as through simple access to information. These are elements which generate interest and enthusiasm in choosing the perfect tourist destination.

2. OBJECTIVES

Oltenia is a region with a temperate-continental climate, with hard winters and scorching summers in the plane area but cooler summers in the mountain areas.

Situated in the Southwest part of Romania, the region is framed by the Carpathians in the Northwest and the Danube river which delimits the border between Romania and Serbia in the west and Bulgaria in the south. Throughout the territory of our country, the Danube's length is approximately 1100 km to the point it reaches the Black Sea, out of which 390 km cover the region of Oltenia¹.

The Carpathians are the biggest attraction of the region both due to the beauty and originality of places as well as due to the wealth of natural resources and mineral waters. The Carpathians are a mountain chain covering the territory of 7 states. Within the region of Oltenia, over a distance of approximately 200 km, we come across the Southern Carpathians whose zenith is 2400 meters². The most distinct mountain groups are as follows: Godeanu, Parâng, Șureanu and Cozia mountain (the southern prolongation of Făgăraș Mountains). The alpine landscapes of a rare beauty, the caves and the natural mountain passes can be considered true monuments of nature.

3. METHODOLOGY

The region is an area with a great tourism potential not only because of the various forms of landscape (mountains, plateaus, hills, planes) and the beauty of places, but also because of the wealth of historical sites and traditions which have not been altered by the passing of time. The popular costumes of Oltenia, the ceramic objects and the traditional culinary recipes are the most important cultural and historical elements of the region. Another example in this respect is pottery, both a profession and art, with a long history behind, whose archeological discoveries are a testimony of the neolithic period. The local traditions attract each year a plethora of domestic and foreign tourists who take part in the traditional events and festivals. In this respect, we can evoke the exposition of traditional art called „The Popular Craftsmen Fair” which takes place each year in Craiova, where craftsmen from all over the country gather around. Other traditional events in Oltenia are the following ones: The Traditional Folklore Fest, The Harvest Fest, The Ceramics Fest called „Cocoșul de Hurezi” which takes place in the city of Horezu, The Figs Fest in Șvinița (Mehedinți county).

4. ANALYSIS

The multitude of natural resources, which encompasses mountain chains, forests, rivers, lakes, national parks and natural reservations, completes the region's tourist offer. The biodiversity is characterized by species of flora and fauna which are unique in Europe. There is a great variety of birds and mammals of which some are protected by the Bern Convention because they are considered of international importance. The ecosystems include lakes and running waters along which aquatic vegetation was formed. In the region, people conduct activities such as commercial fishing as fish breeding is a traditional activity which helps the development of the economy in the rural environment. Recreational fishing can be done by getting a nominal permit. Jiu and Olt are the main rivers passing through the region and together with their tributaries they flow into the Danube. Forests cover 44% of the region's surface while bushes and the herbal vegetation complete Oltenia's ecological network.

¹ <http://ro.getamap.net>, Fluviul Dunarea, Harta și coordonatele GPS.

² Planul de Dezvoltare Regională Sud-Vest Oltenia 2014-2020, Versiune supusă consultării publice, iunie 2014, p.10.

In 2015, the administrative structure of the region formed of 5 counties (Dolj, Olt, Vâlcea, Gorj and Mehedinți) consisted of 40 cities (of which 11 towns), 408 communes and 2070 villages³. While rural settlements are tranquil and pollution-free areas, exposing their traditional hospitality based on wines and good quality food, in the city, visitors can admire numerous architectural monuments, museums and well preserved historical centers.

Both within the region and the country, people are welcoming and respectful, the tourist sector being comprised mainly by qualified and experienced operators. But there are issues that the tourism industry is confronted with, such as: lack of promotion in terms of a powerful and positive image of the Romanian tourism potential abroad, small wages and difficult working conditions which generate labor migration, too little tourist indicators, lack of investment for the modernization of tourist accommodation establishments, short season in some resorts, lack of parking or the poor quality of roads on some routes.

Components of the tourism industry

The tourism industry includes the basic infrastructure consisting of the road and transportation network, supply of goods and services as well as facilities offered by accommodation units. Tourism is functional when all essential elements are in place to guarantee a quality stay. Any destination must offer proper conditions for rest and eating.

Cleaning and medical assistance services are essential in any tourist area. Tourist objectives or other attractions are worthless without an access road. In order to capitalize on the flora and that particular landscape, you need to have an access road. The cooperation between service suppliers in the public and private environment is essential in order to keep the tourist area on a high level of standard. Also, safety and protection services are very important in case of unfriendly behavior on the part of the social and physical environment. The deterioration of both flora and fauna, water and noise pollution or tree cutting are all a negative part of more and more tourist activities carried out outdoor and which need to be reduced.

The transportation infrastructure includes the transportation network (streets, railroads, navigation canals and flight corridors) and terminals (railway station, bus terminals and international airport in the outskirts of Craiova). Also, Oltenia benefits from the existence of 5 important harbors placed in the cities of Orșova, Drobeta Turnu-Severin, Calafat, Bechet and Corabia.

The railroad network in Oltenia measures 988 km, but just only 51,31% of it is electrified. The main lines traversing the region are București-Craiova-Filiași-Timișoara-Stamora Moravița (533 km) and Craiova-Simeria (243 km), while the other important cities they all have train stations, the majority of them being characterized through simple and unelectrified rails.⁴

According to the data published on the website of Olt County Directorate for Statistics, by December 31st 2014, out of 11228 km of public roads in Oltenia, only 3902 km were modernized. The counties Gorj, Mehedinți and Vâlcea are traversed by county roads with medium and hard road metals while the counties Dolj and Olt have in general roads with light road metals.

Developing the road infrastructure is an important factor for the decongestion of traffic in terms of the carriage of goods and persons, but also in order to attract foreign investors. Although there are no motorways (project phase) or express roads, because of the rehabilitation and modernization of some county roads the number of car accidents has dropped over the last years.

Hence, Oltenia is ranked second (9,7% of the total of 13540 car accidents in the whole country) behind the West Region (8,6%) where it has been reported the lowest number of car accidents⁵.

For the tourists the most spectacular road in Romania is the national road 67C also known as Transalpina or the King's Road. Initially this alpine road connecting Transilvania with Oltenia was a path used by shepherds. The first making of the road was conducted in 1939 on king Carol the 2nd's initiative

³ Direcția Regională de Statistică Olt, Statistici regionale, Baza de date statistice online, 5.09.2016

⁴ Planul de Dezvoltare Regională Sud-Vest Oltenia 2014-2020, Infrastructura, p.139-140.

⁵ Institutul Național de Statistică, Vehicule înmatriculate și accidente de circulație rutieră, în anul 2015, Direcția de Editare a Publicațiilor Statistice, mai 2016, București, p.9.

Carol al II-lea⁶. At present, Transalpina is a modernized road with a length of 108 km whose itinerary starts in Bengești (Gorj county), crossing through the city of Novaci and Parâng mountain through the mountain resort Râncea, all along to the center of Sebeș city. Considered the highest road of Romania, Transalpina goes up to the altitude of 2145 meters, for which fact during wintertime certain portions of the road are shut down due to massive falls of snow.

Tourism's dynamics in the region is growing continuously after overcoming the financial crisis period when major oscillations were registered. Given the security problems and the dangers that many countries are confronted with, more and more Romanians prefer their country's destinations because of safety reasons and the improvement in the quality of services. Apart from this aspect, the beauty of places and the multitude of tourist attractions should be capitalized on through an efficient promotion so that they would capture the attention of other foreign tourists who might be interested in visiting Romania.

The units of tourist accommodation are formed of constructions or establishments which offer accommodation services and other tourism services such as: hotels, motels, camping sites, bed&breakfast, villas, tourist chalets, school camps, etc.

Accommodation units in the Southwest Oltenia Region on July 31st 2014

Table no.1

No.	Accommodation units	Southwest Oltenia Region	Dolj	Gorj	Mehedinți	Olt	Vâlcea
1	Hotels and motels	125	27	24	10	10	54
2	Hostels	22	6	4	6	1	5
3	Tourist chalets	14	1	7	-	-	6
4	Camping sites	8	-	-	1	-	7
5	Tourist villas	39	2	3	-	2	32
6	School camps	4	-	-	-	-	4
7	Board lodging	108	9	20	12	6	61
8	Agrotourist accommodation	108	7	28	16	-	57
9	Tourist halts	6	-	1	-	-	5
10	Total of units	434	52	87	45	19	231

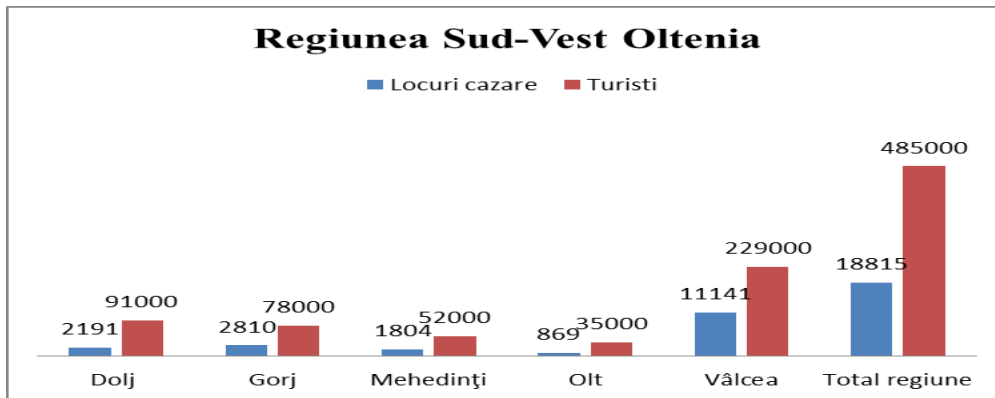
Source: Olt County Directorate for Statistics, Tourism of Romania, Statistical Book of Facts 2014

As it is shown in the following chart, Vâlcea owns the supremacy in terms of tourist accommodation establishments as it is also the county with the most resorts.

Accommodation capacity and the tourist activity in 2014

Graph no.1

⁶ <http://www.rancaonline.ro>, Pătrașcu Dumitru Valentin, Scurt istoric al Drumului Regal.



Source: Olt County Directorate for Statistics, Tourism in Southwest Oltenia Region

As it concerns the number of tourists, Vâlcea county keeps its number one position because of its spa resorts whose attractiveness is higher compared to the mountain resorts. The county of Dolj registers a large number of tourists not only due to the fact that it is a transit county but also because of its largest city Craiova which is a powerful, cultural, commercial and industrial hub.

The destination's attractions are the driving force that stimulates the tourist industry. Analyses in this field have pointed out the fact that any visitor prefers areas that have something to offer, thus avoiding halts in places less attractive.

Tourist attractions and tourist destinations in Oltenia

Due to the fertile soil, Oltenia region is mainly agrarian, is the ideal place where you can develop agritourism. Analyzing Deals (some contain visitors' comments), it appears that most rural locations are in Gorj and Valcea⁷.

Much of the vegetation region offers a clean environment to relax. Here we come across deciduous forests (oak, ash, hornbeam, lime, etc.) and coniferous forests (spruce, fir). The largest area of forests is in the plains and the Danube Valley. Mountain alpine forests predominate. Fauna has been driven by the rich vegetation of the region. So here they find shelter wildlife such as for example: bears, wild boars, deer, foxes, squirrels. Mehedinți milder climate in favor almond and fig trees, and Mediterranean fauna represented by snakes, turtles and various species of birds.

Mountain and plateau are the most important sources of drinking water. Also in the region meet and thermal mineral springs with therapeutic properties that have contributed to making certain localities in the famous tourist resorts.

The spa potential of Oltenia region is dominated by Valcea famous for tourist resorts⁸:

□ Govora is a place of national importance with mineral water rich in iodine, chlorine, sodium, sulfur, bromine that have therapeutic effects in treating certain respiratory disorders, rheumatic and neurological disorders. The resort a capacity of 1400 beds. The area has a spa (health through water), restaurants, bars, discos, auditorium and sports. Settlements land is done, the nearest airport is 100 km away (Sibiu and Craiova).

□ Baile Olanesti compared to other spas in the country, is the town with the most springs, here there are over 35 hydro sources with curative effects. Sights: Monastery ash Iezer⁹ Hermitage, Central Park in the resort driveway surrounded by springs, pools and parking. Positioned in a wonderful natural

⁷ <http://www.lapensiuni.ro/cazare>

⁸ <http://www.valceaturistica.ro>, Atracții turistice și activități.

⁹ Cea mai izolată sihăstrie din țară, ce are ctitori pe domnitorul Mircea cel Bătrân (1386 - 1418) și mai târziu pe domnitorul Mircea Ciobanu (care a domnit de trei ori în Țara Românească) împreună cu soția sa Doamna Chiajna fiica voievodului Petru Rareș care a fost domn al Moldovei. Acest locaș de rugăciune ocupat în prezent de maici poartă amprenta multor evenimente istorice, Sursa: <http://www.crestinortodox.ro>, Biserici și mănăstiri din România

setting for hiking, the town attracted him and former President Nicolae Ceausescu whose stately villa built in the middle of mountain forest is not accessible to visitors.

□ Ocnele village located 12 km from Ramnicu Valcea, has the most amazing salt that covers an area of 10,000 square meters to 225 meters above sea level deep. Both saline and salt water swimming pool which rises from the depths worth visiting due to therapeutic effects treating various respiratory conditions. Inside the mine, where it comes with a special minibus, there is a church, a park saline, playgrounds, museum, restaurant, souvenir shops and even a football field. Accommodation in guesthouses and villas are arranged by locals.

□ niches is near Ocnele required by the three swimming pools with saltwater and mud fully upgraded one.

□ Căciulata is a tourist area with mineral springs sulfur, chlorine, bromine, sodium, calcium and magnesium, which treat digestive and hepatobiliary diseases. The two localities forming resort offers enough beds at hotels and hostels. Leisure activities are Aqua Park tails (swimming pools with thermal waters), boat ride on the river Olt.

Valcea county is also famous because of the beautiful monasteries over which historical past has left its mark. Cozia Monastery (legend has it that the basement there is a tunnel hidden dating from the reign of the founder Mircea cel Batran), Horezu Monastery where the founder Constantin Brancoveanu set up a library which currently keeps manuscripts of past times, or monastery From a wood (history starts from the sixteenth century, from a shepherd who dreamed icon of the Virgin found later in an oak wood which built a church) are just a few significant examples.

Other attractions in Valcea would be: Village Museum Bujoreni collected Măldărești, Massive tails for hiking, but also museums, theaters, Anton Pann Memorial House (transformed lyrics revolutionary Andrei Muresanu the song that became the national anthem of Romania) or Zăvoi park in Ramnicu Valcea county seat is an important cultural and economic center of the country.

Mehedinti county is bordered to the south by Serbia and Bulgaria. Mehedinti is famous by the two hydroelectric Iron Gate I and Iron Gates II¹⁰ in collaboration with the former Federal Republic of Yugoslavia, a project that led to the demise of the legendary island Ada Kaleh, near Orsova considered „oriental paradise” or „seraiul lost” or „little Gibraltar” of the Danube and shipyard in Drobeta Turnu Severin. The county has an area of 174 897 ha which include protected natural parks (Park Iron Gates and Mehedinti Plateau Geopark), Domogled Cerna Valley and forests. Spa tourism resort is ensured that Bala has significant reserves of natural mineral water and mud therapeutic. În region are churches and monasteries that passed over hundreds of years such as the church Grecescu of Drobeta and monasteries Cerneți, Vodița, Topolnița, Strehăia and Motrului mouth.

Cultural and religious heritage of the county is extremely rich. Drobeta Turnu Severin history starts from the Roman period, as witness the ruins and archaeological finds which assigns different city title „outdoor museum”. Visitors can admire: the Roman camp Drobeta foot bridge built by Apolodor of Damascus at the order of Emperor Trajan, the Roman baths (public baths), a polygonal century fortification. XIII, Severin metropolitan church dating from 1370, and many objects and documents exhibited undeniable value in the Iron Gates Region Museum. Other tourist attractions are the Palace of Culture "Theodor Costescu" from Drobeta and cula Tudor Vladimirescu (leader of the Revolution of 1821) near the city. A cruise ship or boat among the slopes of the Carpathians, the fascinating mountain landscape of the Danube Gorge, the Boilers Danube, caves dug into the cliff bust of Decebal carved into rock, ruins of medieval Golumbac and millennial memorial plaque Tabula Traiana (monument built by Emperor Trajan in honor of the victory over the Dacian kingdom) positioned on the Serbian bank, water skiing and culinary Danube Mehedinti complete tourist offer.

Gorj also has significant favorable opportunities for socio-economic development of the county. Mountains, waters, forests and the natural landscape is ideal for relaxation. The fascinating world of the approximately 2,000 caves attract more and more tourists especially during hot summer. Cave Monastery

¹⁰ Strategia de dezvoltare a județului Mehedinți pentru perioada 2014-2020, Versiune supusă consultării publice, cap. 8 și 9, pg.79-92.

Tismana or Cave Treasure (there was hidden treasure Romania in World War II), cave woman near Baia de Fier which houses the largest colony of bats, cave Polovragi or cave Zamolxe (first name comes from healing plant of any POLOVRAGI ,, "and the second name refers to the Dacian god), are some of the most significant attractions caving. Also in the natural gorge Oltețului, where the cave Polovragi whose legend and currently attracts Dacian gold seekers, continuing the charming route lined steep cliffs on the road, water and forests meet numerous caves.¹¹

Protected area Keys Sohodorului which include Nature Reserve Gorge and Cave Pătrunsa Forest Tismana where we meet the most beautiful reserves of chestnut, Domogled Cerna Valley stretching and the county of Mehedinti, National Park Jiu Valley Parang Mountains, but and Mount Oslea accessible only on a path a large part of the natural heritage of Gorj.¹²

Cultural and historical heritage of the county is made up of customs and traditions, cultural and historical ensembles, archaeological sites and historical monuments. List of Historical Monuments 2015 presented by the Ministry of Culture includes 503 monuments considered national treasures, of which 87 are archaeological sites (eg. Roman settlements and medieval in Targu Jiu, the Neolithic settlement in Baia de Fier, Dacian settlements, fortifications, cemeteries) churches and houses with the rest being very old, works of art and works created in memory of certain events.¹³ Targu Jiu, Gorj county seat, is the main attraction Central Park, where visitors can admire valuable artworks Gate of the Kiss, Table of Silence and the Endless Column, creations of the great sculptor Constantin Brancusi.

Other sights are the Memorial House Ecaterina (military killed in action in World War I) and Gorj County Museum Alexander Ștefulescu (historical) in Targu Jiu, Constantin Brancusi memorial house in the village Hobița which is located close to ruin birth house and Museum of Folk Architecture Gorjenești of Bumbăști-Jiu. Pilgrimage is no longer just a destination to a holy place, it can be a form of leisure. Although there are many religious destinations, pilgrimage has become a business more profitable and spirituality they seek believers sometimes gets lost in the tenders secondary industries (hotels, restaurants, bars) around the pockets holy, whose scale begins to include leaders religious. The most attractive targets contained in the religious tourism circuit in Gorj are Polovragi Monastery, Monastery Tismana Monastery Lainici.

How health plays an important role in everyone's life, health resort SACEL, at a distance of 30 km from Targu Jiu, due to the thermal springs sulfur that feeds and refreshes the swimming pools of water and mud, is the best choice for relaxation, therapy and medical recovery. Therapeutic effects are known from Roman times, evidence of this are the ruins of Roman baths and archaeological discoveries camp consisting of Roman coins, stone sculptures or statues dedicated to the gods. The villas and guest houses in the area provides all modern conditions for spending time in therapy or tourism.

At a distance of about 20 km, paves the way for road Transalpina Ranca resort, located at the highest altitude in Romania, where tourists can practice both winter sports and summer.

Dolj County is an area where more predominant agriculture and industry. Being a border county, which facilitates the connection with resorts and urban centers of the country, Dolj is more a resting area for the approximately 91,000 tourists (see activity tourist accommodation) are in traffic by car or coach. The topography consists of hills and plains large areas generally provide conditions for practicing agritourism and ecotourism.

Craiova, Dolj residence, the biggest social and economic center of the region has a major influence upon the other counties. Road and railway axis linking with Bucharest and border crossings in the southwest and the existence of the only international airport in the region, allowed Craiova more economic development. Also municipality profile shows a high level of culture and education, here existing several faculties and institutions that support research and provide scientific basis for specialist training process. So we can say that the town attract more business tourism and cultural tourism and

¹¹ Cotidianul gorjean Domino, Gorjul, județul celor 2000 de peșteri, Mihaela Floroiu, Reportaj, 30 aprilie 2015.

¹² Studiu privind valorificarea patrimoniului natural, cultural și istoric, Proiect implementat de UAT județul Gorj prin Consiliul Județean Gorj, Manager proiect Boricean Laura Domnița, p. 27-33.

¹³ Site-ul Ministerului Culturii, Anexă la Ordinul ministrului culturii nr. 2.828/2015.

scientific. Art Museum based in Jean Mihail Palace (the richest man in the interwar period) where you can admire the building's ornate interior and precious works of art, including Oltenia Museum and monument building house money ,, Alexander County Library Aristia Aman "Oltenia Philharmonic, the National Theatre and University of Craiova are just some of the important objectives of Craiova showcasing the culture, art and history of the Romanian people.

Overlooking the city's booming presents a wide range of products and services for residents of neighboring villages shopping site is not only a necessity but also a pleasure to shop and visit Craiova. A walk through Romanescu Park (former mayor of Craiova), Youth Park or the Botanical Gardens is beneficial for any traveler. Local transport is performed by buses, trams and buses.

From information provided by the Ministry of Culture in Dolj County in 2015 there were 700 monuments representing archaeological sites, castles and settlements Daco-Roman, buildings, churches, monasteries and other items of cultural and historical. Where certain events happened remained a story that any passerby's good to know. For example, Maglavit Monastery was built by a shepherd with speech impairments named Petrache Lupu whom God was shown several times in the summer of 1935, urging him to bring the world on track. Through the power of speech received as a gift from God, the shepherd began to perform miracles, and thousands of people from all over the country Maglavit faith in church and was named ,, saint ". Stories related to this story are many, especially since some personalities of the times, including King Carol II, have tried to exploit the miracle in its own interest. It is interesting to visit this place and especially willow which was supported God, inside which water trickles healing¹⁴.

In addition to areas of protected nature reserves in Dolj there are still untapped tourism potential in the area Gighera, an old resort with thermal water and mud that investors are still waiting to become operational. Rural areas may become tourist destinations thanks to clean air and hospitality based on traditional dishes and wines of good quality.

Olt County has the lowest index tourist attraction. The biological resources of the county are rich and are very important ecological, economic and social.

Olt remark like other counties in archaeological remains, churches and monasteries, museums, traditional customs. Archeological collections such as pottery Neolithic or various objects and hoards belonging to the Middle Ages, collections of costumes, fabrics silk, works of art and artistic creations in wood are part of the cultural heritage of the Olt County Museum and also are a testimony to crafts and traditional occupations in the area. Even if the tourist interest is low, however, cultural and artistic events and traditional customs captivate any visitor. For example, gag, usually the most representative of the area, thought and ritual healing is a Romanian folk dance that was included in the UNESCO list of intangible masterpieces of mankind. Also Scornicești museum dedicated to former President Nicolae Ceausescu History Museum Caracal, or history museums in the ship a major contribution to the completion of the county's cultural background. Other attractions: Convent Clococirov near Slatina Monastery monks from Calu Monastery Hotarani built in 1588 on the ruins of a Roman settlement, the settlement Dacian from the ship which is worth visiting the fountain secret Fortress Sucidava built by Emperor Justinian, the ruins Royal Court from Caracal which was the residence of Prince Michael the Brave, Matei Basarab and Constantin Brancoveanu.

In general the roads in the county is good, the main priority is the modernization of transport.

5. CONCLUSIONS

Analyzing the profile of the tourist offer of Oltenia, we can say that the region offers the most varied forms of tourism¹⁵:

¹⁴ <http://manastireamaglavit.ro>, Petrache Lupu, omul lui Dumnezeu.

¹⁵ Strategia de dezvoltare a județului Olt pentru perioada 2014-2020, Consiliul Județean Olt, Proiect supus dezbaterii publice, P. 34-60.

- mountain tourism (hiking, climbing, cycling, leisure)
- sport tourism (skiing, snowboarding, sports events)
- cultural tourism (buildings, monuments, places of historical value)
- health tourism (spas)
- rural tourism (ecotourism)
- gastronomy (wine and food)
- shopping tourism
- Business Travel
- leisure tourism (parks, beaches)
- religious tourism
- scientific tourism (meetings, scientific, studying environmental elements, geological, historical, archaeological)

Scientific tourism like other forms of travel using the same infrastructure (hotels, catering establishments, transport) and the same methods of leisure, but the results and benefits of scientific research can be an alternative to the socio-economic development that could factors contribute to preventing pollution and improving conservation of fragile ecosystems options.

Although they are an effective method of relaxation and leisure, travel based on several goals, some having no connection with the visit of a particular tourist attraction, thus determining the choice of destination may be explained by the occurrence of several types of tourism .

The region has a potential tourist area that stands out for its natural beauty, the culture and customs of historical sites complemented by traditional hospitality Oltenia.

Extension of freeways or expressways until dots in important border with Serbia and Bulgaria, but also a more efficient promotion of tourism industry in Oltenia offer could attract more foreign investors and tourists to the region. Progress region generates a balanced and sustainable territorial development in the entire country, every state gets stronger when vulnerabilities are eliminated.

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