

THE EVOLUTION ACCOMMODATION AND TREATMENT FACILITIES IN VÂLCEA SUBCARPATHIANS' SPAS IN ANTICIPATION OF THE EU'S SINGLE MARKET

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Abstract

The economic importance of international level tourism has captured the attention of all responsible institutions. A series of measures aiming for the development of this sector were taken, and member countries were encouraged to do the same. In terms of SPA tourism, the recommended decisions to be made at European level are: involvement of the insurance companies for the development of SPA tourism, the use of SPA resorts, as well as using thermal treatments for the general public.

The presence in the Vâlcea Subcarpathians of a considerable number of hydrothermal sources has facilitated the emergence of SPA resorts on one hand, and on the other hand the development of this important segment of the regional economy.

This paper aims to highlight the importance and the potential of SPA tourism in this region, as well as the role of the above mentioned sources in the emergence and development of resorts. The author outlined, in the same time, the main shortcomings and opportunities of the capitalization of SPA tourism from Vâlcea Subcarpathians.

Keywords: SPAS, European market, tourism programs, spa treatment, Vâlcea Subcarpathians

1. Introduction

The Vâlci Subcarpathians are located in the southern part of Romania, on both sides of the Olt River. At the same time, they are a subdivision of the Getici Subcarpathians, representing about 1/3 of their area. Lucian Badea (2008), a known researched of the chosen study area, establishes as the west and east limits the Oltețului Valey and the Topolog Valley, also specifying that "Vâlci Subcarpathians represent 28.8% of the area of the Getici Subcarpathians or the 8,24% of the overall Subcarpathians unit."

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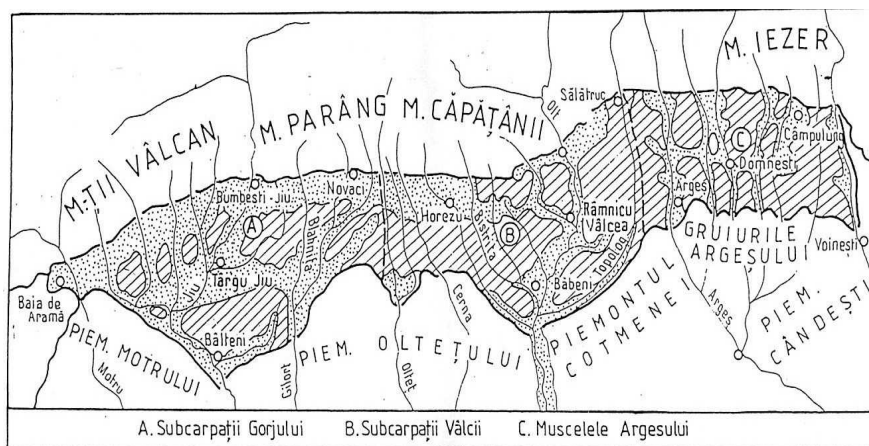


Fig. 1. Delimitation of the Vâlcea Subcarpathians, subdivision of the Getici Subcarpathians

Source: Badea L., 2008

The highest Subcarpathians formations are located in the north eastern part, where the Horez –Olănești – Muereasca – Călimănești – Berislăvești - Sălătrucu depressions mark the delineation of the two existing areas, the mountain area and the Subcarpathians. Thus, the southern boundary is formed by the hills (monoclinal structure) consisting of sandstone, marl, clay. Encountered at an altitude of about 650-800m, the monoclinal structured hills come into contact with the mountain peaks to the north, and towards the south a folded structure characterised by the development of the small depressions in soft rocks (such depression as: Govora, Ocnele Mari) is encountered. These depressions have important water resources, provided by a dense network, as well as various discontinuous groundwater waters, with various mineral qualities imposed by the petrographic composition. Last but not least, we mustn't forget about the lakes, most of them artificial, situated on the Olt River.

The position of the Vâlcea Subcarpathians, the geological substrates, the rich relief, as well as the favourable climate make for reference points in the appearance of hydro-mineral resources.

2. The balnear and climatic tourism - economic activity of strategic national and international importance

Tourism is one of the most important components of international trade. Through its multiplying effect, it gives rise to other economic sectors

(construction, transport, food industry, services, etc.) whose development depends on this activity.

The specialized literature frequently uses various terminologies and concepts concerning tourism. A clear definition of the concept is given by Leville - Nizerolle in 1938: "Tourism is an assembly from non lucrative human activities, outside the area of residence" (Câdea Melinda, Simon Tamara, 2006).

The European Union attaches a great importance to tourism, because it contributes substantially to the achievement of its economic and social objectives.

2.1.SPA tourism - important element within the European services market

At European level, tourism is considered to be a very important branch, contributing to the achievement of its economic and social objectives. In a speech given at the Economic and Social Committee, the direction of Tourism of the Eu1 (also known as the Directorate-General XXIII), the members of the EU, argued that tourism constitutes, together with all its components, an opportunity to create new jobs. Thus, it was proposed the improvement of the quality of services offered by tourism, its sustainable development, and better protection of tourists' interests.

Given the importance of tourism for the EU countries, a series of resolutions, as well as documents and directives relating to this activity were adopted. There were provided a range of measures that take into account a series of structured aspects in different domains. Some of these measures relate to quality standards in the field of hospitality services in Europe, medical tourism, tourism development, etc.

In terms of medical tourism and its promotion, at European level one aim is to revive this sector through: the use of all available community programmes (including the second programme of Community action in the field of health); involving the insurance firms in order to sustain this sector; adopting specific community directives aimed at optimizing the use of SPA resorts, as well as improving and the role of medical tourism and thermal treatments, relating to the existing tourism resources (Clift S., Pag J., 1996).

Analysis of the international tourism phenomenon was carried out by a multiple countries attracting the attention of authorities. This is because SPAS from Europe face a number of patients who are willing to pay fabulous amounts of money, for proper treatment for the disease they suffer.

The spa products (known in modern terms as balneomedical) have numerous natural cure factors, and are used for a diversified range of procedures or treatments, carried out in SPA resorts (Rouzade G., 1998).

Also for spa tourism a wide variety of concepts are used. French specialists use the notion of balneotherapy "representing the use of water, for

therapeutic purposes (not of mineral, thermal or seawater)" (Rouzade G., 1998). The term health tourism is also used. The meaning of the concept, is diversified, and ranges from "the insurance of health, using the country's natural resources, in particularly mineral waters and climate" (IUOTO, 1983) to "spending the free time, away from home, and one of the objectives is to improve one's state of health" (Clift S., Pag J., 1996)

2.2.Considerations on national SPA and climatic tourism

As far as the terms of climatic and SPA tourism go, opinions are divided. Nationally, the SPA-thermal cures didn't have a tourism purposes, instead this represented particular therapy done under medical control. In time, the locations with thermal and mineral resources were located either within the city or in its surroundings. There have included part of the population that practiced this type of tourism, thus becoming a resort treatment.

The first forms of using the therapeutic properties of the natural cure factors are related to the baths in thermal waters. In the Greco-Roman period, some learned and healing people have used thermo-mineral waters in treating diseases. Also, the first who praised the qualities of bathing in thermal waters was Homer. Then, Hippocrates, considered to be the founder of natural therapy, has proved to be a big user of thermo-mineral waters in healing various diseases. Due to this fact, the Greeks believed that the gods have given therapeutic powers of these waters. Near the hot water springs a temple was built in Greece. The same thing happened in Northern Italy. Thus, some gods have received names such as Burbo - mineral springs or Eshlibious - God of health (Routh, 1996).

In 1999, Erdeli G. and colleagues argued that tourism is "a type of tourism practiced in SPA resort, for health related purposes, specialized for the using hidromineral resources, mofetes etc. and having as an ultimate goal the prevention or amelioration or treatment of some diseases".

Nicolae Teleki, Laviniu Munteanu and Sorin Bibicioiu (2004) were also of the opinion that, a cure of health "covers a number of other titles used in our country and in other countries - spa tourism, health tourism, primary prophylactic treatment". The result is that in order for spa tourism to exist, there must first be mineral waters, and then a suitable material base must exist.

The forming of mineral waters has been the object of many studies, since the 18th century. The Institute of Physical Medicine, Rehabilitation, and SPA undertook a detailed study about each resource of mineral water and sludge in Romania. The results were collected in four volumes entitled "The Mineral Waters and sapropelic mud of Romania" (Apele minerale...1961-1973).

The most comprehensive term, is, the SPA therapy, which means "the use of the natural complex factors: climate, SPA factors (mineral waters, salt lakes, saline, sapropelic mud, therapeutic gases, beaches), belonging to a resort or spa

towns, with a prophylactic, curative or medical rehabilitation purpose" (Berlescu Elena, 1982).

2.3. The Vâlcea Subcarpathians hydromineral potential

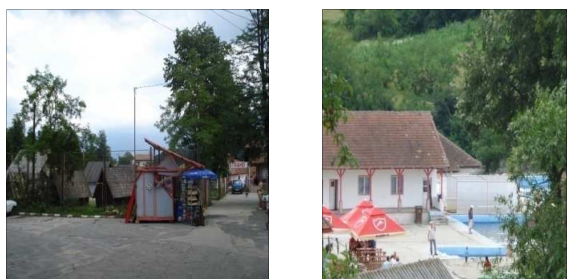
It is known about mineral waters in the studied region, that, a few manuscripts from ancient times have been found, according to which these sources have been known and considered healing (among localities include Călimănești). However, the period of certification is the dacian-roman period, when roman soldiers came here, in order to receive treatment along with the local population, when the first health settlements appeared. Epigraphic materials discovered at Călimănești talk about the building of a Fort in Poiana Bivolari, although researchers have reason to assert that, the Romans had special facilities for the use of mineral waters on both sides of the Valley. The entire development and planning from Cozia and Olănești, is linked to the early nineteenth century, respectively 1887 (for Călimănești) and 1830 (in Olănești the residents used the waters for healing some diseases such as scabies), and in 1833 the first entries related to Ocnele Mari appear when it talks about the benefits of salt lakes.

About Băile Govora, it is known that it began to impose itself only in the last decades of the 19th century, when the sulphurous waters of Hința Valley, began to be exploited and transported to the Govora Monastery of the entrepreneur Gheorghe Ciurea (1876). When he dug a well, the so called "burning water" (the name given to oil), and "salt water" came out of the earth, which at first could not be used. The works done after that for oil exploitation, brought to light the qualities of the salted water, such as sludge and the mud, which military doctor I. Zorileanu recommended for treating rheumatism. In 1878 the chlorine iodine waters are discovered. The first establishment for treatment appeared in the year 1887 and it had 29 cabins for warm baths.

8 km from the city of Râmnicu Vâlcea, the Ocnele Mari resort is found, known since the Neolithic period and mentioned in documented in the year 1408, restated as city in 1960, after the year 1948 when it had been transformed into a municipality. Like many other resorts in our country, Ocnele Mari - Ocnița meets all conditions, being recognized the first time as the resort in 11 June 1948.



a. Thermal pools of Ocnele Mari



b. Ocnița – Camping and entrance to the thermal pools

Fig. 2. Ocnele Mari – Ocnița resort (Foto: Roangheș Ana)

"In the decades at the turn of the eighteenth century and nineteenth century salt water from the salt massifs of Oltenia was also used by the locals. Water accumulated in abandoned mining pits practiced in ancient times in Ocnele Mari as well as in the mines ... that were collapsed ... served not only cooking but also for healing." (Pricăjan, 1999, p.22). Due to the chlorine and iodine waters, supplemented by sapropelic mud that represented a source of health through their therapeutic properties, around the year 1812, the first establishment of treatment was opened, using salt water from the mouth of deep Balta Roșie of 120m deep. Salt from Ocnele Mari is capitalized industrially, at the soda plant from Govora, located in the immediate vicinity, and receiving saline solution through a saleduct from Ocnița.

Towards Pietreni, one may find the SPAs from Costești, a spa resort of seasonal local interest, which is situated at 5 km from Horezu village and enjoys a climate of the hills sedative-indifferent. Mineral waters are rich in sulphur and iodine. Here a summer stationary is located, with a capacity of 50 seats. Nationalized in the early '50s, the Costești baths received thousands of people, for about 30 years, mostly peasants from neighbouring villages. The base was made up of three mineral springs; considered by specialists as being some of the

best in the country for the treatment of some disorders relating to urinary disorders, hepatobiliary and rheumatic. The mineral bath from Costești belongs to the Sacerdoțeanu family who in the past controlled a swarm - like organism for those seeking treatment. Currently, the mineral sources are no longer operated, with only three sulphurous mineral water springs (they are arranged) being functional. For their reinstatement in the local SPA circuit, it is necessary to rebuild the abstraction, rearrange the two buvetes for internal cure and build a database of treatment with minimal facilities.

3. Accommodation in spas of the Vâlcea Subcarpathians

3.1. The accommodation structures in the spa resorts of the Vâlcea Subcarpathians

In analyzing the share covered by *accommodation units* in SPA tourism in Vâlcea Subcarpathians, one can notice a significant increase in values, after the year 2000, from 54 units (13.5%), to 89 units (23.3%), in the year 2012. The evolution of these types of accommodation in SPAs resorts from Vâlcea Subcarpathians, during the 2000 - 2011 periods highlights the detachment of Călimănești - Căciulata and Băile Olănești resorts, compared to Băile Govora. The least accommodation units are in Ocnele Mari and especially the village Costești, where there have been made investments in recent years.

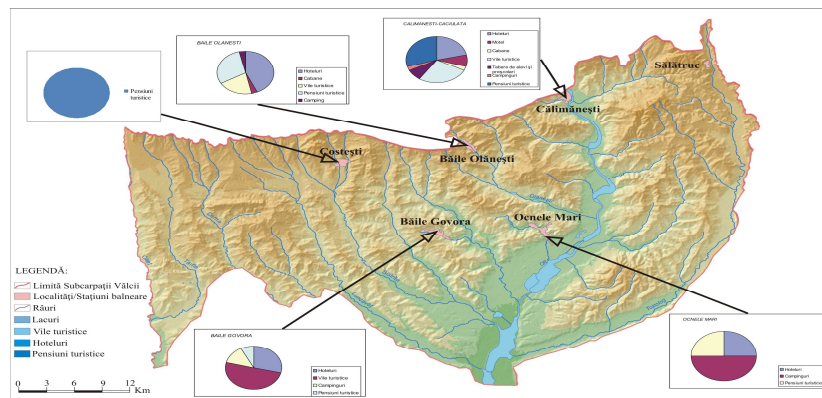


Fig.3. The accommodation units in Vâlcea Subcarpathians (2011)

Source: Ana Roangheș, 2012

In 2008, the curve registers a growth, in the case of all types of tourism accommodation structures, except for tourist huts, where a slight drop can be noticed. In terms of percentages, for each type of

accommodation, the highest values are held by hotels and hostels, with 28.1% 30.3%, respectively (see Fig. 4.).

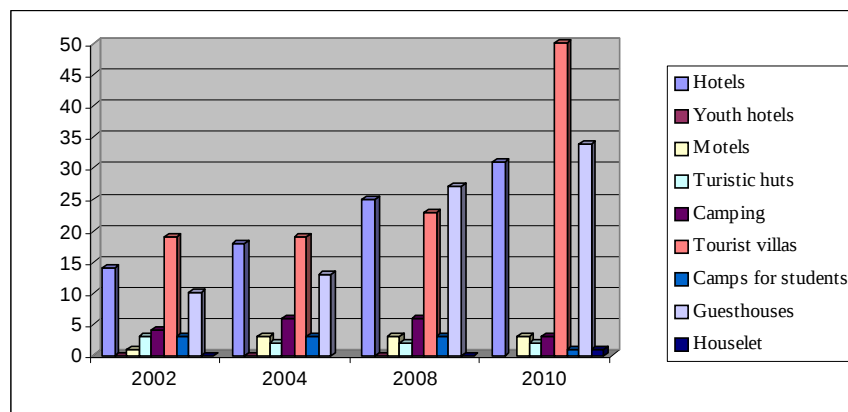


Fig.4. The main types of accommodation structures in the Vâlcea Subcarpathians

Source: data processed from DJSV

Also frequented are the tourism villas that hold approximately 25.8% of the total number of units at the level of the SPA resorts. The lowest shares are recorded by tourism chalets (2.3%), and motels, inns and camps for students (with 3.4%), and last, but not least, camping units with 6.7% (see Fig. 5.).

The analysis of the structures accommodations of the Subcarpathians Vâlci highlights the diversity of existing types in the region (most types in Calimanesti-Caciulata, and the fewest in Ocnele Mari). The village Costești differentiates for the lack of accommodation units, in 2008 one rural guesthouse existed here.

The most requested form of accommodation, resulting from the analysis the figures recorded in the statistics, are the farmhouses. In the year 2008 and with a share of 30.1% urban tourism pensions ranks 1 in the classification of type structures. In the analyzed region, the values of these types of structures (guesthouses) increased considerably in 2011 (34 units) compared to the year 2000 when there were only 22 units. Exceptionally, the village Costești recorded an increase in 2010, regarding the number of accommodation structures like guesthouses to 4 units, compared to a single unit during the period 2006-2008.

The lowest shares are recorded by rural guesthouse, motels, tourist cabins, camps, school camps and mobile home, all of these representing together only 14.1 percent of the total housing units.

There is a slight tendency for investment in the area. Already in the year 2011 3 urban pensions were opened. And the Ocnele Mari-Ocnița resort has an important number of structures (here 2 camping sites and 2 hostels functioned in 2008, and in 2011 1 villa, 1 campsite and 2 Hostels).

The analysis of the types of structures shows a particularly high importance, but occupying only a second place from this region, is the accommodation represented by hotels. The 2000-2011 period, marks an upward curve of hotel type structures for this region, with values increasing from 11 units in the year 2000 to 32 units in the year 2011. In addition to accommodation, function whose importance is reflected in its facilities and services, the hotels in the area adapted to the types of tourism practiced in their sphere of influence.

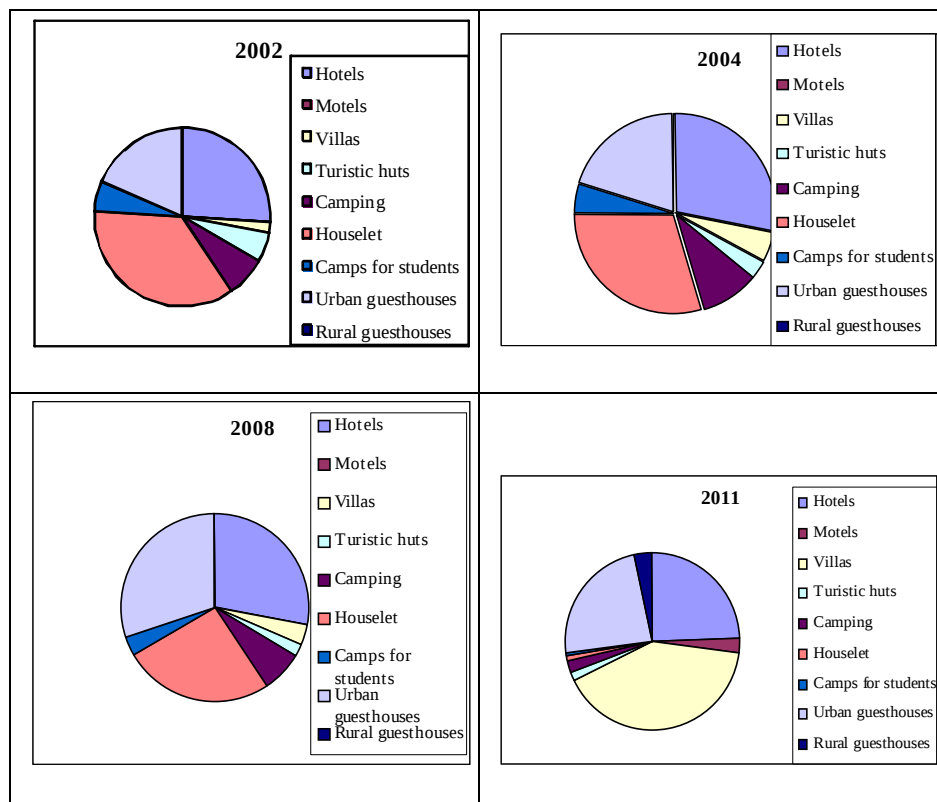


Fig. 5. The dynamic evolution of the Vâlcea Subcarpathians accommodation (2002, 2004, 2008, 2011)
Source: data processed from DJSV

For example, in the case of business tourism and cultural assets in the case of Vâlcea Subcarpathians, these bases are equipped with conference and projections rooms and exhibition spaces or for scientific meetings. In the spas

resorts (Calimănești, Băile Olănești and Băile Govora), almost all hotels offer entertainment services by developing specific infrastructures (swimming pools, tennis courts, bowling alleys, discos, bars). In the case of the large hotels, there are auxiliary facilities including services such as postal and telecommunications, foreign exchange, trade in traditional products etc.

Tourist hotel-type structures are present in four of the five SPAs and their evolution is differentiated at a territorial level in the sense that most of the accommodation units are broken down as follows: Băile Olănești (58%), Călimănești - Căciulata (29%), Băile Govora (13%), except for Ocnele Mari, where starting from the year 2008 there is no longer such a structure. As a whole, in the year 2010, the number of hotel units is 31 units (representing 24.8% of total accommodation units at the level of the whole area), compared to the year 2008 with 26.8% (25 units).

The detailed analysis carried out in the studied area, for 2011, highlights the excessively increasing high number of tourist villas for the region (50 units), which makes for villas occupy the first place in tourists preference that came to spend their holidays in this region. They add to 24.7% of the total accommodation units in the region in 2008, and representing approximately 23 units, that reach 50 units in 2011 (40%).

The high percentage of tourism villas and guesthouses, in the SPA area, is due to the low investment costs and expenditure, and on the other hand low costs compared to hotels. The fewest units are represented by the tourism camps for students and service areas, with 1 unit located in Călimănești, chalets - 2 units - one in each of the towns of Băile Olănești, Călimănești and motels - 3 units are encountered in the perimeter of Călimănești city, and rural tourism accommodation with 4 units, 2 on the territory of Călimănești, 1 unit in Băile Olănești and 1 unit in Costești.

3.2. Accommodation capacity (seats) from the SPA resort in Vâlci Subcarpathians

Accommodation capacity (number of seats) is also an important element in determining the tourist flows in SPAs. The statistics highlight the positive evolution, with fluctuations from year to year, the highest values registering in 2003, when the number of seats in accommodation unit was 7271. The largest number of accommodations in the region under study, is offered in Călimănești - Căciulata, with 3299 accommodation places, while the lowest values are found in the Ocnele Mari and Costești resorts, with 257 seats, 20 seats (see Fig.6.).

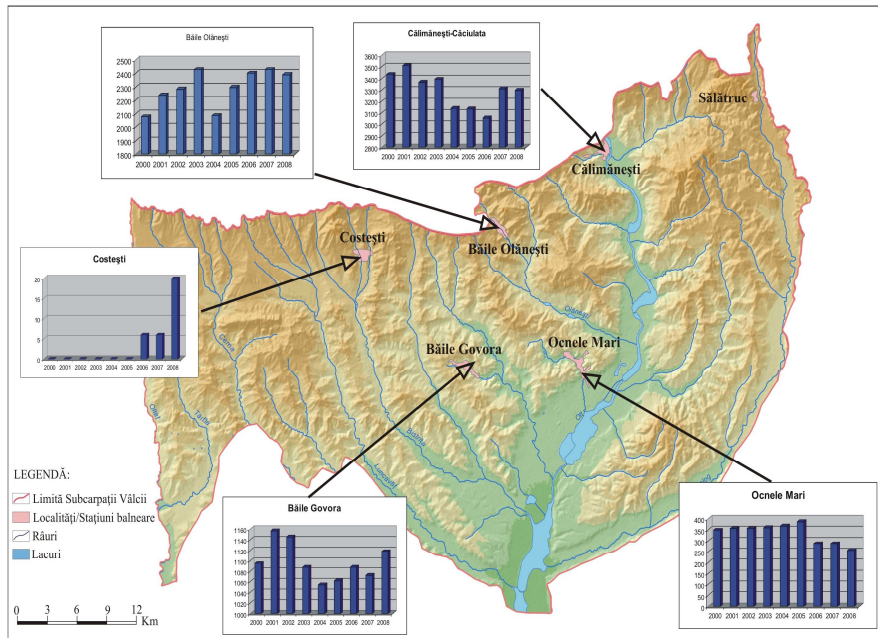


Fig. 6. Evolution of the accommodation capacity (number of seats) in spas in Subcarpathians Vâlcii (2000-2008)

Source: Roangheș Ana, 2012

Analysis of the accommodation capacity (number of seats) for each type of structures for each resort highlights predominance of hotels in most of the resorts. In order to enhance the tourism activity, in 2008 in this region, an analysis was made, which shows that the number of accommodation places from hotels, prevails. Thus, the largest number of seats in hotels recorded in Călimănești - Căciulata (with 2445), although the number of hotels is lower than in Băile Olănești (13 hotels with a capacity amounting to 1871). Băile Govora resort holds 1118 places from which 814 seats shall be distributed in the five existing hotel units. They serve, as a priority, business travellers, as well as tourists staying for other events. From this point of view, the seasonally curve is increasingly diminished and the accommodation places from the Vâlcea Subcarpathians are occupied almost all year round.

The evolution of the existing *accommodation capacity* (number to seats) for each locality, shows a profile similar to the region. Most resorts (Băile Olănești, Călimănești-Căciulata and Băile Govora) have a slightly rising profile; Ocnele Mari has constant values and a pronounced decline registers in the Ocnița and Costești case. In order to be able to determine this evolution, the *variation index for the total accommodation capacity* was calculated, on the

basis of the annual values from each resort. When the value of this indicator is lower, the seasonality is stronger, and the tourism resort of that activity is less developed.

The values of this index, for the studied area, are very expressive. If we relate it for the year 2008 compared to the year 2000, it is surprising a positioning at the upper pole of Băile Olănești resorts (with an 115,12), Băile Govora (102,1) Călimănești Căciulata-and (95,98) and at the lowest pole the Costești with an index of 0. This is due both to the low development of existing mineral waters, as well as the lack of information regarding their usefulness.

Comparing the number of accommodation structures to existing accommodation capacity, at the level of Vâlcea Subcarpathians, in the period 2003-2008, it also has a variable evolution. If in the year 2003, the number of accommodation units was of 65, the curve is dropping, at the level of 2004 (with values of 64 units), followed by a significant increase of this indicator until 2008, when it comes to 86 units (increase due to the constant developments, of the number of accommodation units, from small guesthouses and tourist villas type).

4. The potential productivity of the hydro-mineral treatment of the Vâlcea Subcarpathians

Thus, in the analyzed area, there can be found 2 localities and 4 resorts that have a hydro-mineral potential. They are national interest tourist resorts, Băile Olănești, Băile Govora and Călimănești-Căciulata, and the tourist resorts of local interest Ocnele Mari-Ocnița, Costești and Sălătruc.

The hydro-mineral productivity potential of the bases from Vâlcii Subcarpathians

In SPA resorts of the Vâlcea Subcarpathians, use complex methods of treatment in treatment centers with facilities for balneotherapy, buvetes for crenotherapy, arrangements for climatic, hydro- and thermo installation, etc. according to each resort. It also provides facilities for hydro- and thermotherapy, etc., according to each resort separately. The research conducted in this region, can construct a map with their distribution in the Subcarpathians, both based on location, and types of mineral waters.

The bases of treatment play an important role alongside other tourism structures. Organised either within the accommodation structures, either separately in their own building, the bases of treatment offers a wide range of procedures. An important feature for tourism is travel motivation. The action area of SPA tourism is very wide, and it aims at: *prophylactic treatment* (is

designed for healthy and seemingly healthy people, with predisposal to sickness, from internal or external environment agents); *therapeutic treatment* used to treat a wide range of diseases with the help of natural factors; *healing recovery* used in the case of some forms of disease that causes the inability of the people to work.

The SPA treatment has developed and diversified in the past 20 years. Thus, the bases of treatment were equipped and upgraded with a new technique, and treatment takes place on scientific grounds, under the leadership and guidance of specialist medical staff. In the same time the accommodation services and food services increased. Also, it is expected that in the next few years tourism will take an increasingly higher amplitude.

The value of the mineral waters used for treating a wide range of diseases is well known, from cardiovascular, respiratory, digestive, and kidney metabolism, ENT, and up to the gynaecological diseases of the locomotive system. Harnessing the waters would not be complete if there would not be a number of facilities and installations, without which treatments could not be done, namely: installations for hot or cold baths (Băile Olănești, Băile Govora); installations for mud applications (Ocnele Mari); installations for electro and hydro therapy (Băile Olănești); facilities for physical therapy (Călimănești, Căciulata, Băile Govora); rooms of physical medical culture (Călimănești, Căciulata, Băile Olănești); open swimming pools with underground thermal mineral water for asthma, and swimming pools in salt pans (Ocnele Mari).

Sulphurous waters occupy smaller areas and are distributed on a wider variety of formations. They can be found in sedimentary deposits of different ages. With regard to sulphurous mineral waters, the ones from Băile Olănești and Călimănești - Căciulata have a distinctive character. These waters are accompanied by free gas, constituting of methane and its senior counterparts (approx. 70-97%) that present the characteristic of some oil gas, that rise to the surface. Also, the various degrees of dilution as well as their hydrochemical diversification are caused by mixing in different proportions, with other features from seeping water. In the Călimănești - Căciulata resort there are a large number of natural sources in exploitation. Izvorul Călimănești is situated at an altitude of 300 m, and its mineral water is chlorinated, weakly carbonated, sodium, calcium and magnesium.

The spas resorts have a variety of hydro-mineral sources, that are capitalized through a series of treatments applied, depending on the type of source (mineral or mud). Also they should have facilities for conducting investigations, medical analysis and diagnosis. The qualities of the mineral waters are used in internal straps, external cure, cures through aerosol inhalations, mineral water injections, and vaginal irrigation with mineral water (see fig. no.7.).

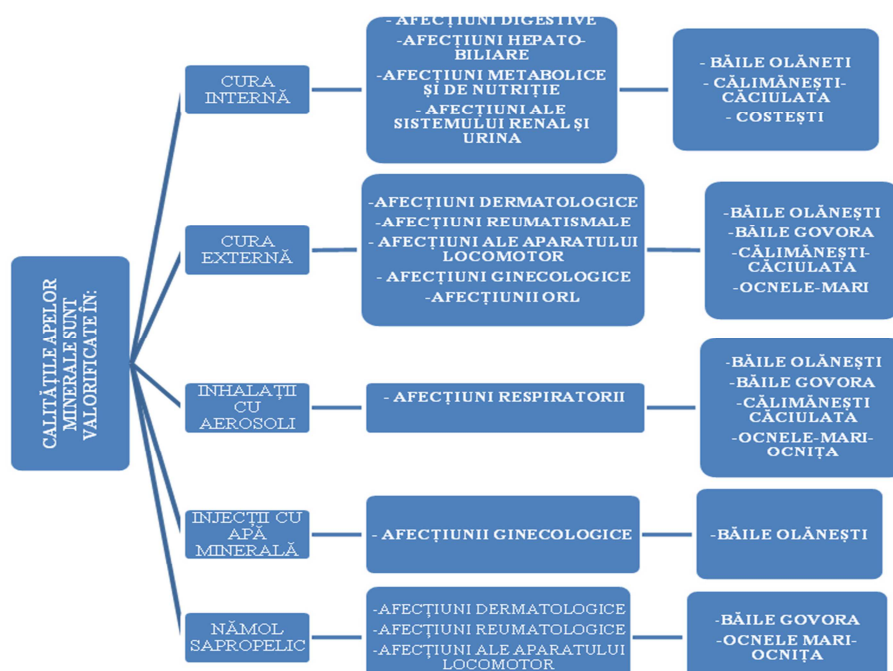


Fig. 7. The main categories of hydromineral sources and diseases treated in Vâlcea Subcarpathians

The illnesses what can be treated within the resorts are also diversified, and each condition can use some of mineral waters. The mineral waters from Vâlcea Subcarpathians, are of several types, and are spread across the territory of all spa resorts. Prof. Oncescu N. (1951) believes that hydrogen sulphide from sulphur waters from Getic Depression (Băile Olănești and Călimănești) arises thus: “pyrites andmarcasyte identified in crystalline blocks, reworked in the conglomerates and marl formations, alters in the oxidation zone, and passes into sulphates. They are reduced in the hydrocarbons (CH₄) which liberates slowly in bituminous marns”. We also need to recount the salt lakes, sulphurous waters, mineral waters, and thermo-sultanate waters.

5. Coordinates of the development of SPA tourism in Vâlcea Subcarpathians

For a good sustainable development, Vâlcea County Council undertakes certain programs, and develops strategies to help develop SPA tourism. Some

programs are funded with local money, and also by accessing European funds, which can lead to a sustained and steady development of this type of tourism, at regional level.

The tourism programmes in the SPA resorts of this region consist in offers intended on one hand to the tourists groups, and on the other side to individuals. The offer submitted by the hotels to tourist groups, is represented by a number of facilities, such as reduced prices to the number of persons, breakfast included, for certain events, gala dinner, and on request, they can assure a traditional music band dinners (for a negotiated price). Also, on request, excursions can be arranged or the hotel can arrange free access to meeting rooms with included sound system. The accommodation structures offer discounts for a range of events such as banquets, camps, conferences, tours, etc.

There are also offers in terms of health cures, offers that address a wide range of tourists. SPA offers includes programs such as: *Decada balneară* (SPA Decade), *Hai la băi* (Visit the SPAs), *Oferte pensionari* (Offer for the retirees), *Oferte salariați* (Offers for Employees), *Oferte sindicat* (Union Offers), etc. All these programs are designed to offer tourists a wide range of possibilities, and each can choose depending on the period in the year, the price and the services they want to receive.

These programs are carried out in almost all SPAs from Vâlci Subcarpathians, except the Costești locality. Thus, the offers include full accommodation and board, to prices differentiating according to each tourist resort. The most expensive period, is summer, between June 15th and September 15th.

6. Conclusions

The form of tourism is an important component of the Romanian tourism offer, with some features comparable to similar forms practiced in Europe or worldwide. SPA tourism can develop and can expand in the future, with increased interest of the tourists, Romanians and foreigners, for SPA tourism products. These perspectives will multiply with the development of new resorts and increased efforts to promote tourism.

Tourism SPAs became particularly important, even more so because spas in the Subcarpathians region analyzed, have a large variety of hydro-mineral sources, whose shape and composition is beneficial to a wide range of treatments. The advantages of the development of this branch are numerous, from the economic advantages (SPA tourism facilitating the emergence of new jobs and potentially an economic growth in the region), to the healing advantages (and there, are many tourists who wish to benefit from the treatment, but also, others which combine the job with the treatment-by arranging various events at the resort).

Enriched by a material which has gained momentum, but also upon the completion of SPA facilities, the resorts have been recognized both abroad and nationally. In order for the industry to develop to the standards imposed by the European resorts, it is necessary to bear in mind the regional plans, achieving a SWOT analysis. Thus, we will be able to assess the situation of all existing problems in the analyzed geographical area. On the other hand it mustn't be forgotten the importance of the infrastructure development and development of recreational services, which would favour the access to ski resorts, but also capturing a higher number of tourists.

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