

# ANALYSIS OF THE PRESENT SITUATION IN TOURISM IN TWO EUROPEAN REGIONS: PARDUBICE AND BRASOV

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**Abstract:** *This paper is aimed at analysing the tendencies in tourism over the past ten years in Pardubice and Brasov Regions, observing the differences and similarities and finding some viable solutions for these two Regions to become successful tourism destinations in the future.*

**Keywords:** *Tourism Trends, Tourism Indicators, Regional Tourism, Marketing of Tourism.*

**JEL Classification:** *O12.*

## Introduction

Tourism, as an important element of the tertiary sector and industry with huge potential, has an increasingly role in the economy of a country, being a factor which the economic growth is based on. The tourism industry finds itself in times of uncertainty. In the past two years, the tourism industry registered a powerful regression, due to the world wide economic crisis. This is clearly reflected in the decline of tourism figures of the period 2008-2010.

This paper has the purpose to asses the tourism trends of the past ten years in two European Regions: Pardubice and Brasov. As Czech Republic and Romania have in common the fact that were both ex-communist countries liberated by communist occupation in 1989, the authors consider a very interesting study to observe the disparities and similarities of the evolution of two tourism areas belonging to these countries over the last ten years, and also to exchange win-win approaches.

## 1 The Current Situation of Tourism in Pardubice Region

The Czech economy gets a substantial income from tourism. In 2009, the total earnings from tourism reached 104,293 million CZK, representing 2.9% of the country's GDP.

With an area of 4,519 km<sup>2</sup>, Pardubice is the fifth smallest region among the regions of Czech Republic and is located in the East of Bohemia. [8]

Pardubice Region has potential for the development of tourism. There are many places fit for bathing, water sports, hiking, cycling and winter sports. Agrotourism is becoming more popular throughout the Region, especially the estates devoted to traditional horse breeding. Cultural establishments and activities in the Region are concentrated mostly in towns. Among the most important, there can be mentioned: the Puppet Museum in the Chrudim District; state chateau in Slatiňany with its horse museum and the open-air folk museum and adjacent localities of Hlinsko area. In the Pardubice District, the main attractions are: the Castle of Pardubice; the late-Gothic

castle at Kunětická hora mountain and the Museum of Africa in the town of Holic. In the Svitavy District, the main attraction is the Svojanov castle. The National Stud Farm in Kladruby nad Labem attracts more tourists every year because it organizes regular sightseeing tours and also various actions for horse lovers too. [8]

Regarding sports activities, beside the famous ice hockey matches, here is also organized Czech Republic's Tennis Championship for young competitors, which opens professional careers for the talented youth. Regarding cultural events, Pardubice Region is host of many festivals such as classical music or comedy. [8]

In order to have a current overview on tourism in Pardubice Region, the authors decided to analyse the evolution of the following indicators for the period 2000-2009: the occupancy rate, the number of guests and the number of overnight stays in collective accommodation establishments. The occupancy rate is an economic indicator that shows the balance between the offer and the demand in the tourism sector. It is calculated by dividing the number of overnight stays at the number of beds multiplied with the number of days in a year. The sintagm "number of guests" refers to the persons which used the services of an accomodation establishment for their temporary stay. Number of overnight stays refers to the the number of overnight stays of guest at an accommodation establishment in an observed period.[2]

Also, the capacity of collective accomodation establishments will be analyzed by comparing it to the other regions of Czech Republic. A collective accomodation establishment is an establishment with at least five rooms or ten beds used for the purpose of tourism that is offering temporary accommodation to guests.[2]

## **2 Methodology**

The statistical data used for the analysis is collected from the official statistical web-sites corresponding to the two Regions.

For Pardubice Region, according to the Czech Statistical Office, data on guests at collective tourist accommodation establishments are based on the regular sample survey organized by the CZSO. Until 2002 the collective accommodation establishments were included in the survey on the basis of a random 30% selection from the Register of accommodation establishments. A monthly obligation to report was set for the respondents and results were published quarterly. Since 2003 the survey covers all collective establishments on the basis of area sampling. The survey is divided into a monthly survey, which covers selected units and quarterly survey covering the rest of the collective accommodation establishments. Data on guests is the total of processed data from submitted reports and imputed data of accommodation establishments that failed to report. Data on the capacity of accommodation establishments were obtained from the annual statistical survey in collective accommodation establishments serving tourism to 2007. The survey was based on the use of the Register of accommodation establishments; results are then retrospectively used for its actualisation. The survey covered all collective establishments on the basis of area sampling and reported state to 31 December or to the last day they offered accommodation in the given year. Until 2002 the units reported the state to 31 December. Published data is the total of processed data from submitted reports and

data for those accommodation establishments that failed to report. In these cases, information on capacity was taken from the register of accommodation establishments, which is continually updated using the results of the survey and administrative sources available. Since 2008 the sources of information are questionnaires on Guests at collective accommodation establishments.[8]

For Brasov Region, according to the National Institute of Statistics, the statistical research regarding the usage of the accommodation establishments has been done on a monthly basis, starting with January 2002, since that date being developed on a trimestrial basis. Each trimester are realized statistical researches regarding the activity of tourism agencies and all other tourism operators. The methods of collecting the data are the same as presented above for Pardubice Region, and are similar in all the countries of the European Union.[9]

### Indicators used in statistics in economy

The authors considered the following two indicators to be used in the analysis.

The average growth rhythm ( R ) indicates the average level of increase or decrease of the analysed phenomena from one period to another, during the considered time series. [3] The average growth rhythm (R) is calculated with the following formula:

$$R = I - 1$$

The dynamics index (I) indicates how many times the level of the analysed phenomena did modify, from one term to another, during the considered time series.[3]

I= the dynamics index calculated after the formula:  $I = n - 1 \sqrt[n]{y_n / y_1}$

n= number of terms within the time series

y1= the first term of the time series

yn= the last term of the time series

The average growth ( $\Delta$ ) shows the number of units with which an analysed indicator has decrease or increased in a period of time.[3]

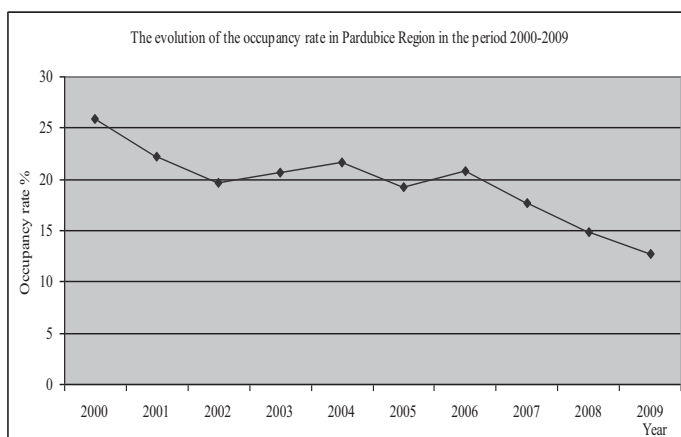
**Tab. 1: The occupancy rate in collective accommodation establishments in Pardubice Region between 2000 and 2009**

Year	Occupancy rate
2000	25,9
2001	22,2
2002	19,6
2003	20,6
2004	21,6
2005	19,3
2006	20,8
2007	17,7
2008	14,8
2009	12,7
R(%)	-0,076

Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

In the period 2000-2009, the occupancy rate in collective accommodation establishments in Pardubice Region has decreased, in average, with 0.07%.

**Fig. 1: The evolution of the occupancy rate in collective accommodation establishments in Pardubice Region, between 2000 and 2009**



Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

Analysing the tendencies in tourism regarding the occupancy rate, we can notice an overall descending trend between 2000 and 2009 in Pardubice Region, although there were some small oscillations. The line's gradient is small proving that the decreasing rhythm is slow. Comparing the initial value- corresponding to year 2000, with the last value-corresponding to year 2009 of the analysed period, we can observe that the occupancy rate in collective accommodation establishments has decreased.

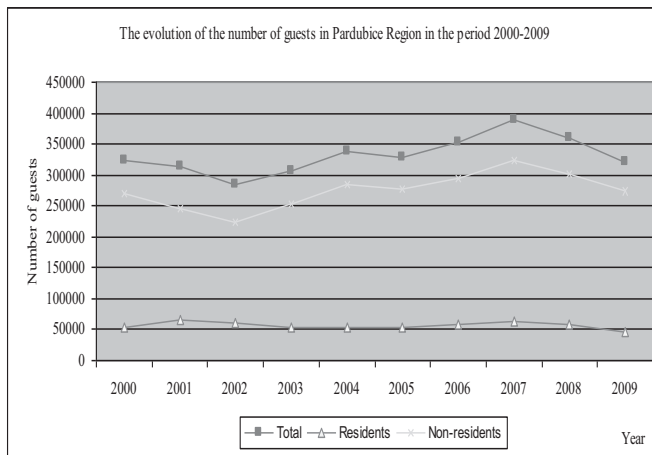
**Tab. 2: Number of guests in Pardubice Region between 2000 and 2009**

Year	Total	Residents	Non-residents
2000	322987	53060	269927
2001	312970	66544	246426
2002	284249	61308	222941
2003	307180	53535	253645
2004	338289	53012	285277
2005	329395	52749	276646
2006	353089	58586	294503
2007	388240	63724	324516
2008	360903	58742	302161
2009	320972	46503	274469
R (%)	-0,0007	-0,0145	0,0019
$\Delta$ (units)	-2015	-6557	4542

Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

In the period 2000-2009, the total number of guests has decreased on average with 0.007% per year, representing 2015 guests per year. The number of resident guests has decreased on average with 0.0145% per year representing 6557 guests per year, while the number of non-resident guests has increased with 0.0019% per year representing 4542 guests per year.

**Fig. 2: The evolution of the number of guests in Pardubice Region, between 2000 and 2009**



Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

Analysing the tendencies in tourism regarding the number of guests, we can observe that the trends of the total number of guests and of non-resident guests are very similar. The trends are oscillating, being characterised by both decreases and increases: between 2000 and 2002 the trends are slightly descending, between 2002 and 2007 the trends are overall ascending, and between 2007 and 2009 the trends are descending. All the lines' gradients are small representing, by case, a slow rhythm of decrease or increase. Comparing the first value (year 2000) with the last value of the analysed period (year 2009) we can observe that the number of total guests is at almost the same values and the number of non-resident guests has slightly increased. The trend of the resident guests is almost constant. Comparing the first value corresponding to year 2000 with the last value, corresponding to year 2009, of the analysed period, we can notice that the number of resident guests has slightly decreased.

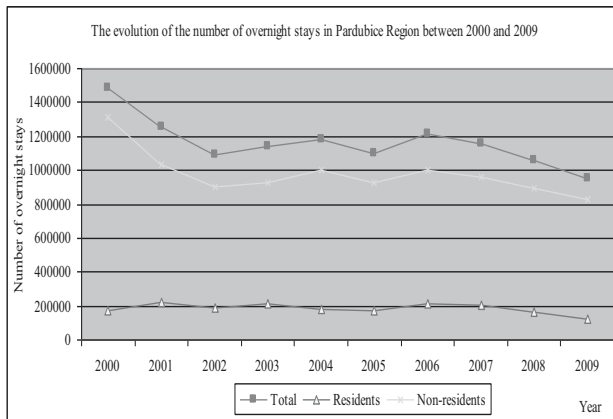
**Tab. 3: Number of overnight stays in Pardubice Region between 2000 and 2009**

Year	Total	Residents	Non-residents
2000	1482810	169290	1313520
2001	1254794	222919	1031875
2002	1093076	189157	903919
2003	1141537	211343	930194
2004	1183881	183911	999970
2005	1097031	173258	923773
2006	1212023	209987	1002036
2007	1159879	202476	957403
2008	1059064	166844	892220
2009	954211	122057	832154
R (%)	-0,0478	-0,0357	-0,0495
Δ (units)	-528599	-47233	-481366

Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

In the period 2000-2009, the total number of overnight stays has decreased on average with 0.047% per year, representing 528599 fewer nights spent per year. The number of overnight stays spent by resident tourists has decreased on average with 0.0357, while the number of overnight stays spent by non-resident tourists has decreased with 0.0495% per year.

**Fig. 3: Evolution of overnight stays in Pardubice Region between 2000 and 2009**



Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

Analysing the tendencies in tourism regarding the evolution of overnight stays, we can observe that although they have different values, the evolutions of the total number of tourists, and of non-resident tourists have very similar evolutions. The trends are oscillating: between 2000 and 2002 the trends are descending, between 2002 and 2006 the trends are slightly increasing, while the period 2006-2009 is characterised by a decrease. All the lines' gradients are small representing, by case, a slow rhythm of decrease or increase.

Comparing the value corresponding to year 2000 with the value corresponding to year 2009 we can observe that the total number of overnight stays and of the number of non-resident tourists' overnight stays has decreased.

The trend of the resident guests is almost constant. Comparing the first value corresponding to year 2000 with the last value, corresponding to year 2009, of the analysed period, we can notice that the number of resident guests has slightly decreased.

Observing the evolution of the three analysed tourism indicators in the period 2000-2009, we can conclude the following:

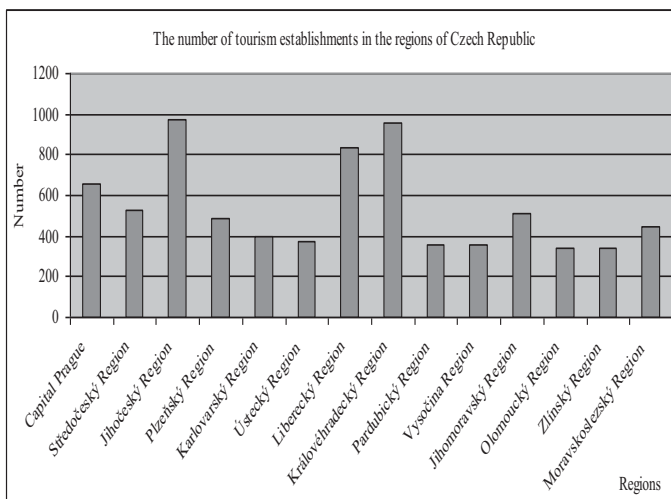
- The occupancy rate in collective accommodation establishments in Pardubice Region has decreased.
- Although having oscillating trends, the total number of guests has reached in 2009 almost the same value as in 2000 and the number of non-resident guests has slightly decreased. The number of non-resident guests had an almost constant trend and it has slightly decreased.

- The number of total overnight stays and the number of non-resident's overnight stays had also oscillating trends, but overall they have decreased. The number of non-resident's overnight stays had an almost constant trend and overall it has slightly decreased.

From the figures presented in the tables above we can notice that the number of tourists that visited Pardubice Region is quite modest. Although Pardubice Region has potential for tourism, the fact that even these modest numbers have decreased is a preoccupying issue. In 2008, the first signs of the worldwide economic crisis began which had devastating effects over the tourism industry, this explaining the decrease from 2008-2009 period. But what about the modest increases and even decreases of tourist numbers from previous years?

One of the facts that explain this region's low attendance is that it has a very low number of accommodation facilities. Figure 4 shows the position of Pardubice Region among the other regions of Czech Republic, regarding the number of tourism establishments.

**Fig. 4: The number of tourism establishments in the regions of Czech Republic, in 2009**



Source of data: one's own according, data from [http://www.czso.cz/eng/redakce.nsf/i/cru\\_ts](http://www.czso.cz/eng/redakce.nsf/i/cru_ts)

In Figure 4, we can see that number of tourism establishments in Pardubice Region is very low. Pardubice occupies place number 3 in the regions with the lowest number of establishments.

Other reasons for which Pardubice Region has a low number of tourists are that the development of the infrastructure is incomplete, the tourism services have a doubtful quality, promotional materials, although existing, do not have the expected impact and promotional initiatives are missing. The persons working in tourism are not as well prepared as they should be; tourism operators are not very involved nor interested in cooperating to develop the area. Also the Officials are not interested to invest in this area's tourism.

Although belonging to another European country- Romania, in a very similar situation of Pardubice Region find itself Brasov Region. For the following, the authors propose an assessment of tourism in Brasov Region in order to observe differences and similarities, to exchange experience and find some viable solutions.

### 3 The Current Situation of Tourism in Brasov Region

Romania is a country located at the crossroads of Central and South-eastern Europe, north of the Balkan Peninsula, on the Lower Danube, within and outside the Carpathian arch, bordering on the Black Sea. [1]

Braşov Region is a county of Romania, with the capital city at Braşov. The county has a total area of 5,363 km<sup>2</sup>. Being situated in the centre of the country, in the famous Transylvanian area, Brasov County is one of the most visited Regions of Romania. The multitude of influences that had an impact on the Region’s development and culture make of it a very interesting destination for tourists. In Braşov Region, tourists can find some of the most attractive tourist destinations in Romania such as: the city of Braşov- a very beautiful medieval city, probably the most beautiful city of Romania, with a lot of points of interest; Poiana Braşov and Predeal mountain resorts; Bran village with its castle often referred to as Dracula's castle; the Făgăraş Mountains- the highest mountains from Romania; the medieval fortresses of Făgăraş and Râşnov; the Fortified Churches from the Saxon villages and the National Park “Piatra Craiului” which is one of Romania’s protected natural reservations. From hiking, walking, animal watching, cycling, playing tennis, swimming, to extreme sports like bungee-jumping, skydiving, paragliding during summer and skiing, snowboarding, ice-skating in winter, Brasov Region is the place for sports activities. Regarding cultural events, Brasov Region is host of many manifestations such as modern music, classical music, opera, theatre, art galleries, and concerts.[1]

In order to assess tourism in Brasov Region and to be able to make a comparison with Pardubice Region, the same indicators will be analysed: occupancy rate, number of guests and number of overnight stays.

**Tab. 4: The occupancy rate in collective accommodation establishments in Brasov Region in the period 2000-2009**

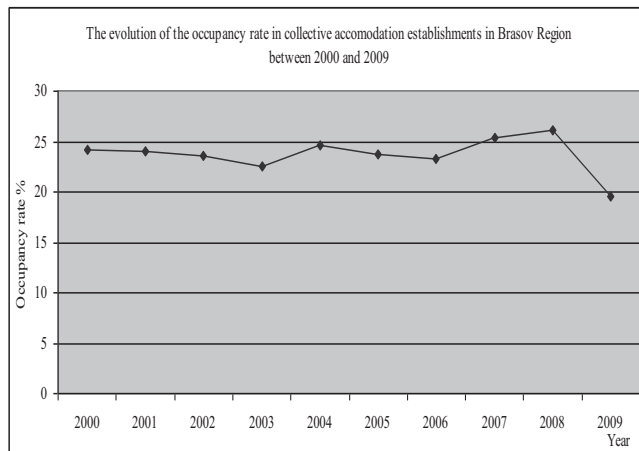
Year	Occupancy rate %
2000	24,2
2001	24,1
2002	23,6
2003	22,6
2004	24,6
2005	23,7
2006	23,3
2007	25,3
2008	26,1
2009	19,6
R (%)	-0.023

Source of data: one’s own according, data from <http://www.brasov.insse.ro/main.php?id=439>



In the period 2000-2009, the occupancy rate in collective accommodation establishments in Brasov Region has decreased on average with 0.023% per year.

**Fig. 5: The evolution of the occupancy rate in collective accommodation establishments in Brasov Region, between 2000 and 2009**



Source: one's own according, data from <http://www.brasov.insse.ro/main.php?id=43>

Analysing the tendencies in tourism regarding the occupancy rate, we can notice that the trend is oscillating: between 2000 and 2008 the trend is almost constant overall, only with minor modifications, while in the period 2008-2009 the trend is descending. The line's gradient corresponding to the period 2008-2009 is big representing an accelerating decreasing rhythm. Comparing the value corresponding to year 2000 with the value corresponding to year 2009, we can observe that the occupancy rate has decreased.

**Tab. 5: Number of guests in Brasov Region between 2000 and 2009**

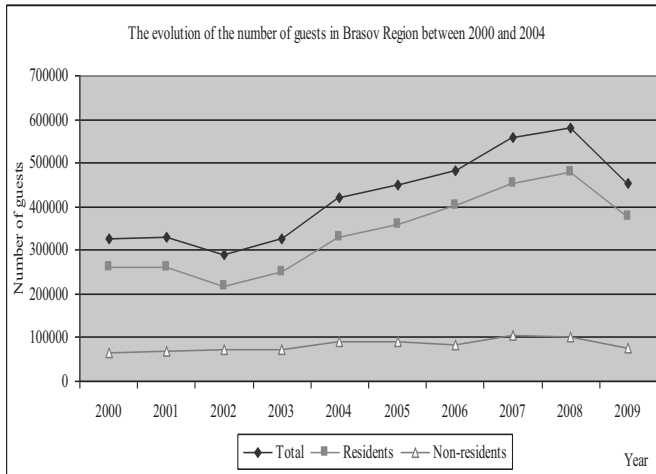
Year	Total	Residents	Non-residents
2000	326400	260038	66328
2001	328300	260014	68289
2002	290300	219145	71175
2003	324800	251070	73746
2004	421800	329511	92254
2005	448100	359259	88888
2006	484000	401307	82737
2007	556800	452586	104230
2008	582000	480422	101561
2009	451700	376716	74967
R (%)	0.0368	0.0420	0.0137
Δ (units)	125300	116678	8639

Source of data: one's own according, data from <http://www.brasov.insse.ro/main.php?id=439>

The total number of guests has increased on average with 0.036% per year representing 125300 guests per year. Both the number of resident and non-resident

guests have increased, with 0.042%, respectively with 0.013% per year, representing 116678 resident guests per year and 8639 non-resident guests per year.

**Fig. 6: The evolution of the number of guests in Brasov Region in the period 2000-2009**



Source of data: one's own according, data from <http://www.brasov.insse.ro/main.php?id=439>

Analysing the graph above, we can observe that although having different values, the total number of guests and the number of residents guests, had very similar evolutions. The trends are oscillating being characterised by both increases and decreases as it follows: between 2000 and 2002 the trends are descending, between 2002 and 2008 the trends are ascending and between 2008 and 2009 the trends are again descending.

The lines' gradients corresponding to the periods 2000-2002 and 2008-2009 are relatively small representing slow decreasing rhythms. The line's gradient corresponding to the period 2002-2008 is big representing an accelerate increasing rhythm.

Comparing the value corresponding to year 2000 with the value corresponding to year 2009, we can observe an increase in the number of total guests and also of resident ones.

The number of non-resident guests had an almost constant evolution during the analysed period. Comparing the value of year 2000 with the value of year 2009, we can observe a slight increase.

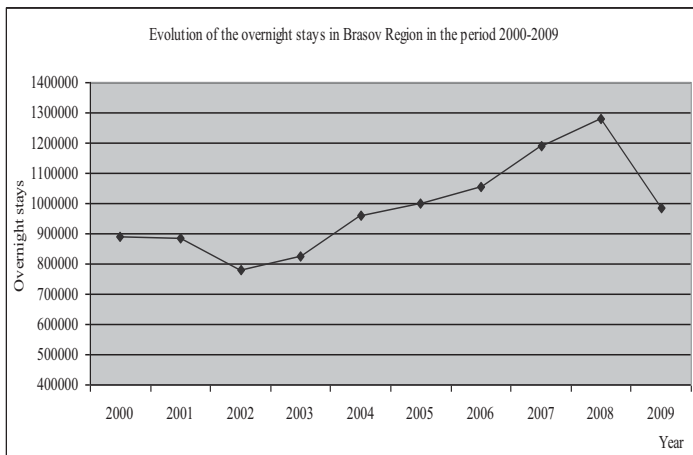
**Tab. 6: Number of overnight stays in Brasov Region in the period 2000-2009**

Year	Total
2000	890700
2001	884600
2002	779300
2003	823300
2004	960800
2005	1000300
2006	1054900
2007	1191500
2008	1279600
2009	985000
R (%)	0.0112
$\Delta$ (units)	94300

Source of data: one's own according, data from <http://www.brasov.insse.ro/main.php?id=439>

The number of overnight stays has increased in the analysed period, on average with 0.011% per year representing 94300 overnight stays per year.

**Fig. 7: Evolution of the number of overnights stays in Brasov Region in the period 2000-2009**



Source of data: one's own according, data from <http://www.brasov.insse.ro/main.php?id=439>

From the above graph, we can observe that the number of overnight stays had an oscillating evolution: between 2000 and 2002 the trend is descending, between 2002 and 2008 the trend is ascending, between 2008 and 2009 the trend is descending.

The line's gradient corresponding to the period 2000-2002 it is small representing a low decrease rhythm, while the lines' gradients corresponding to the periods 2002-2008 and 2008-2009 they are big representing accelerated rhythms of increase, respectively decrease.

From the analysis of the three indicators for the period 2000-2009 for Brasov Region, we can conclude the following:

- The occupancy rate in collective accommodation establishments has decreased.
- Although having oscillating trends, overall the total number of guests has increased and both the number of resident and non-resident guests have increased.
- The number of overnight stays had also an oscillating trend but overall it has increased.

From the above analysis we can observe that the period 2008-2009 was a bad period for tourism, which is due to the worldwide economic crisis.

In the period 2000-2008 we can observe a significant growth in the number of both guests and overnight stays. That is because of the fact that Brasov Region has considerably developed over the past years as a tourism destination. The reconstruction of old buildings, the improvement of the infrastructure within the city, the new indicators for tourism objectives, the parks with lots of flowers, all these contributed to the development of tourism. The presence of the worldwide known Dracula's castle in the Region attracted a lot of tourists. The last tendencies towards nature tourism, rural tourism and agro-tourism made Brasov Region a very popular one. Also the fact that Romania entered the European Union in 2007 was a great opportunity to develop tourism. Many people had access to European funds with the opportunity to develop their own businesses in tourism industry.

Although Brasov Region has a remarkable potential, it is not valued properly. In the past years lots of things were improved but there still is a lot to do. The lacks at the country's infrastructure (the national road from the country's border to Brasov county is awful, the trains are extremely slow and very old, the busses are also very old and uncomfortable), the lack of qualified people working in tourism, the inexistence of a proper promotional campaign and of promotional materials, the very expensive services and their doubtful quality, all these still existing problems keep many tourists away.

#### **4 Similarities and differences between Pardubice Region and Brasov Region**

Pardubice Region and Brasov Region are two European Regions with high perspectives for development in the tourism industry. If comparing the figures during the last ten years, we can observe that the occupancy rate, the number of guests and of overnight stays are quite close for the two Regions, maybe Brasov Region has, overall, higher figures.

Brasov Region has a bigger potential, from the tourism perspective, because it has a diversified landscape and it offers the possibility of practicing many forms of tourism. For example, agro tourism and rural tourism are yet unexploited forms of tourism which can have a high success and attract many tourists. Pardubice doesn't have such a potential for developing rural tourism, maybe just at the border of the Region.

Analysing the tendencies in tourism of both Regions over the past ten years we can notice that in Pardubice the figures are decreasing while in Brasov the figures have increased considerably (beside the economic crisis period when in both Regions the figures have decreased). The explanation would be that Brasov Region has developed as a tourism destination in the past years and that is reflected in the increasing figures. Both Regions have yet a lot to improve: the infrastructure, the quality of services, offering value for money, encouraging only trained personnel, motivating operators in tourism to cooperate and participate at the improvement of the Regions, investing in promotion. Brasov Regions has a lot of lacks at promotion. Beside the total lack of promotional materials, promotional initiatives are missing. There have been one or two promotional campaigns which no one heard about, although the ideas were quite good. Pardubice Region has a lot of promotional materials. The problem is that the impact of these promotional materials is not as expected maybe because there are distributed only locally and do not cover a bigger area. In Pardubice Region promotional initiatives are also missing.

Regarding the occupancy rate in collective accommodation establishments, we can notice that in Brasov Region, it has decreased on average with 0.023% per year, with approximately 0.05% less than the occupancy rate in Pardubice Region; comparing the trends we can conclude that the trend corresponding to the occupancy rate for Brasov Region is relatively constant by the level of year 2007 and then it becomes descending, while in Pardubice Region the trend is overall descending.

While in Brasov Region the total number of guests, and both resident and non-resident guest numbers have increased, in medium per year, but with a very modest percent (0.036%), in Pardubice Region the number of total guests and resident guests has decreased, while the number of non-resident guests has very modestly increased.

Comparing the tendencies in tourism regarding the evolution of the total number of overnight stays, in Brasov Region the number of overnight stays has slightly increased on average, while in Pardubice Region it has slightly decreased. Having this overview over the situation in tourism in these two Regions, the authors propose some solutions with the purpose of developing the Regions as tourism destinations.

## **Conclusion**

The existence of a valuable tourism patrimony doesn't automatically lead to a profitable tourism, unless it is accompanied by proper services, in order to make it accessible to tourists and highlight it.

In order to make Pardubice Region and Brasov Region more successful tourism destinations in the future, it should be developed a qualitative destination management. Managers from the main categories of stakeholders (suppliers, public sector, tour operators, investors, and travel agents) should work together towards a qualitative destination management.

In the authors' opinion, this can be achieved first of all with the help of local authorities which could do more in supporting tourism. Investments in infrastructure and helping the small operators (for example pension owners) in order to overcome phenomena such as seasonality is required. We can consider the example of Austria

where the authorities support seasonality in ski resorts by reducing the taxes during summer so the pension owners aren't obliged to practice very high prices during the peak season in order to cover their expenses over the year. Also, the authorities should invest and encourage other investments in promotional materials, in order to be offered for free.

Tourism suppliers, in these particular cases the small business owners, should concentrate in offering high quality services, in understanding each client's needs and in emphasizing on that, in having long term goals. A satisfied client is very valuable both on short and long term because he will surely come back whenever the occasion will arise and also he will "promote" the destination to his relatives and friends.

Tour operators and travel agents should emphasize more in promoting and selling local tourism packages. They also possess a lot of information about what tourists like and dislike at the area so they can work together in order to come out with some solutions for promotional materials and even campaigns.

Investors should be interested not only in their own benefit but also in helping the durable development of the area. All operators in tourism should work together towards durable tourism, friendly-environment tourism in order to preserve the natural patrimony and the cultural and religious inheritance.

Regarding the marketing mix, tourism suppliers and tour operators should offer value for money, keeping the balance between quality and price. Also they should make sure that the tourism product is as promised. The distribution of the local tourism products should be extended nationally and internationally for both Regions- a good opportunity is represented by tourism fairs. Proper promotion campaigns and materials should be developed. These materials should contain information about the area (access, what to visit, places to stay and eat, a map with the main attractions), about the leisure activities such as sports and about different kinds of events. Also, both Regions should have specialized web-sites where the tourists can find all the information that they need.

Both Pardubice and Brasov Regions have a rich history and culture. A good idea would be to highlight what they have special and unique such as traditions, habits, to find alternative forms of tourism. For example, in Brasov Region agro-tourism and rural tourism are unexploited forms of tourism with high perspectives to develop. Taking into account the last tendencies towards nature tourism, active tourism and discovering new places, Brasov Region has real chances to develop much more in the years to come. Pardubice Region has a tradition in horses and horse races, why not to exploit that? Or the hockey matches? Event tourism! And once tourists come to Pardubice they have the opportunity to discover many other beauties!

## **Acknowledgment**

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