



OUTLINING THE MAIN DEVELOPMENT OBJECTIVES FOR SPA TOURISM IN MONEASA AREA

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Abstract: *The mesothermal springs at Moneasa were highlighted long ago and their curative effect has been enjoyed by entire generations of locals and tourists from further afield. Moneasa, nicknamed the "Pearl of the Apuseni", is a resort that does not have the notoriety of Felix or Herculaneum, but that does not mean that there, in the shelter of the Moma Forest, the beauties and pleasures offered to the tourist are less beneficial. On the contrary, the relative isolation additionally offers the necessary peace and quiet for contemplation after the tumult of the city. The purpose of the article is to propose solutions for capitalizing on the resources in the area through a development.*

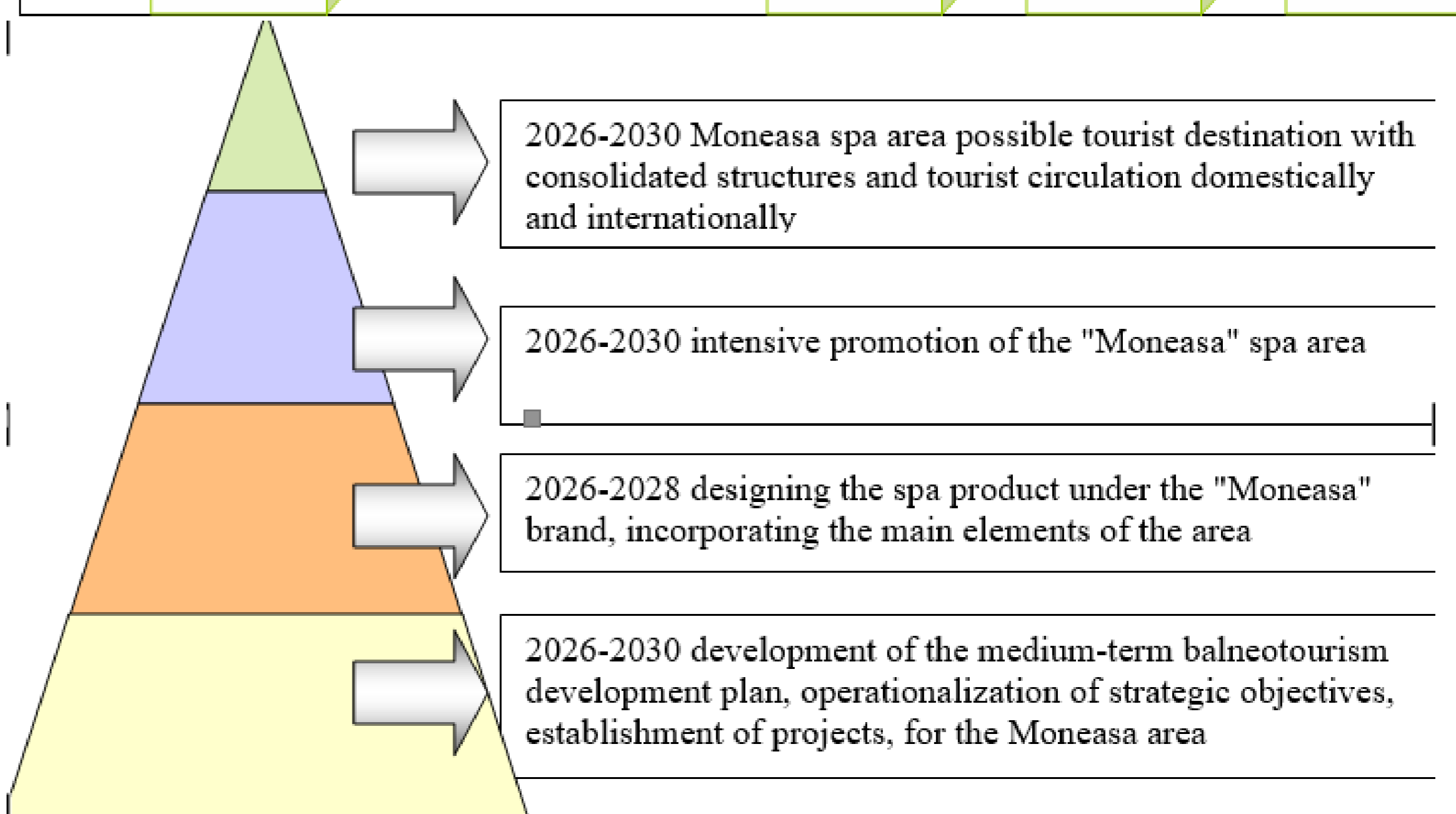
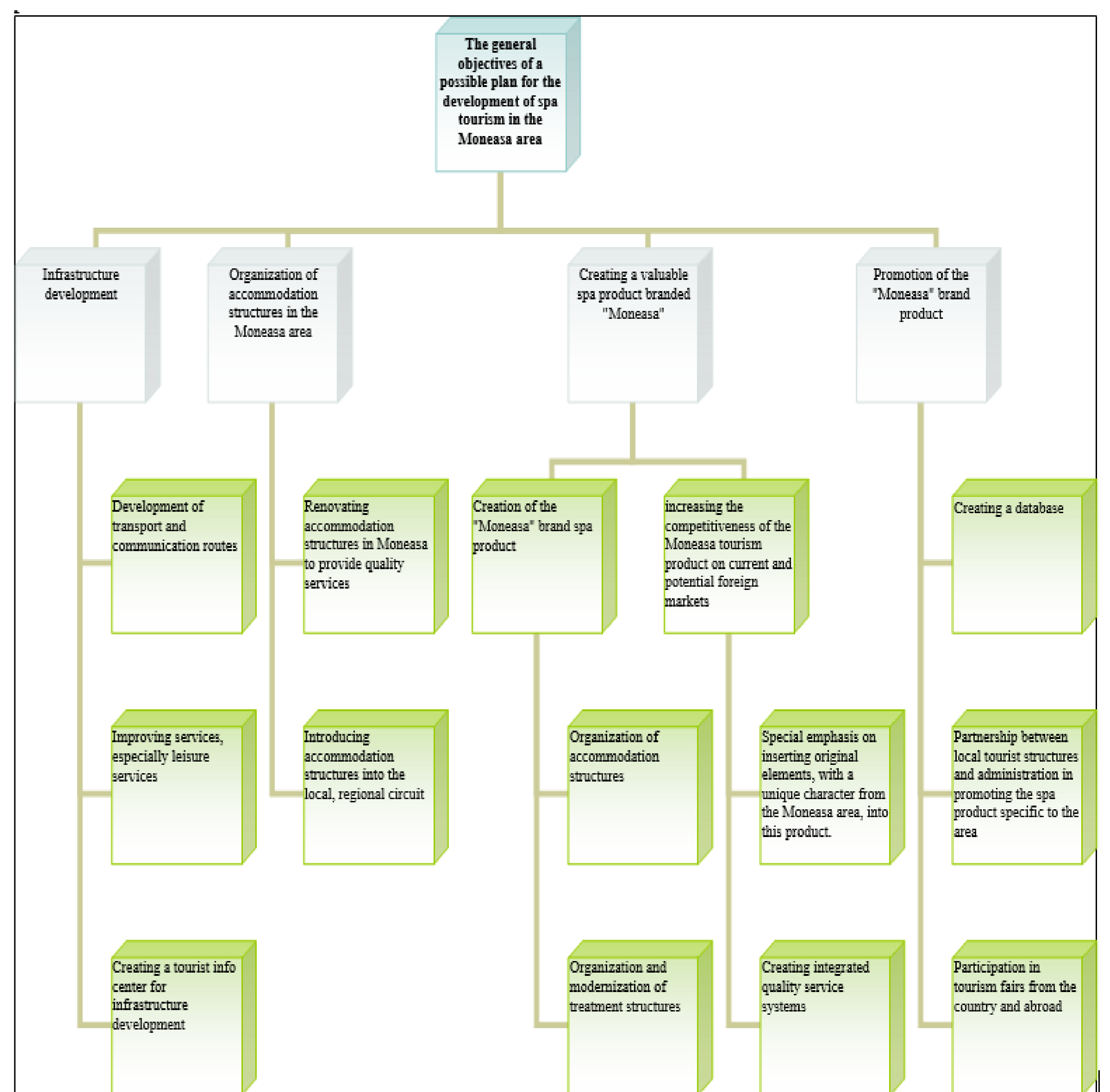
• Results and discussions

• Introduction

Moneasa offers the possibility of hiking, being the starting point to the heart of the Codru Moma Mountains. Currently, Moneasa belongs to Arad County as an administrative-territorial unit. The Moneasa resort became known only towards the end of the last century, although its mineral waters were used many centuries ago. In the Moneasa balneoclimatic resort, natural healing factors are the climate and the oligothermal, weakly radioactive mineral waters. It should be emphasized that the resort enjoys a pleasant climate, without those sudden variations unfavorable to the body. It is a sparing climate to which the organism adapts effortlessly. In addition to the favorable natural setting and beneficial climatic factors for the body, the Moneasa resort would need some restructuring in the economic field in order to assert itself among the balneoclimatic resorts.

• Material and method

This article pursue the spa tourism from Moneasa area, having as main objective a development plan, projected and proposed after searchig in various sources of information, using qualitative study method.



• Conclusions

The development and implementation of a coherent development and promotion plan for the Moneasa resort is an essential condition for the efficient use of spa resources. In this regard, the application of the "marketing mix" concept can contribute to strengthening the resort's position on the tourism market