

## MODEL OF DEVELOPMENT IN THE SOUTH MUNTENIA REGION

Partal Cristina<sup>1</sup>, Popa Andreea<sup>2</sup>

### Abstract

The sustainable development is a recent concept that appeared from the need to fight the issues of prejudicing the sustainability. This approach is very important to ensure a continuous good life style for all the generations in all the sectors and to help the consumers to be satisfied from all the productive sectors they appeal to for the daily life. This can be achieved by efforts of several parts, such as implementation and support of the regional development. The efforts that can be done in the regional level are expected to give rapid and important results in order to change and maintain the way the economy works in the way of a sustainable growing economy. This paper treats the South Muntenia region by proposing a model of regional development which refers to the development directives and the way to succeed in this area.

**Keywords:** regional development, sustainable development, model of sustainable development, South-Muntenia Region

### INTRODUCTION

The sustainable development is a powerful concept that must be manifested and assumed in the whole world, so the chances of the continuity in the best conditions of the mankind and nature could be very good. Because of the problems that generated the need for its appearance the required efforts must be made in all the sectors of the activity and at all the administrative levels (local, regional, national and international).

The regional development is important because its principles regard the equity of the all the regions in the country, but also because of fulfilling the requirements of the sustainable development, because the efforts made at the level of each region can lead to the national development.

---

1 PARTAL CRISTINA, PhD Candidate, Academy of Economic Studies of Bucharest, Str. Piata Romană nr. 6, Bucuresti, Romania

2 POPA ANDREEA, PhD Candidate, Academy of Economic Studies of Bucharest. Str. Piata Romană nr. 6, Bucuresti, Romania

**1. THEORETICAL CONCEPTS OF THE SUSTAINABLE DEVELOPMENT**

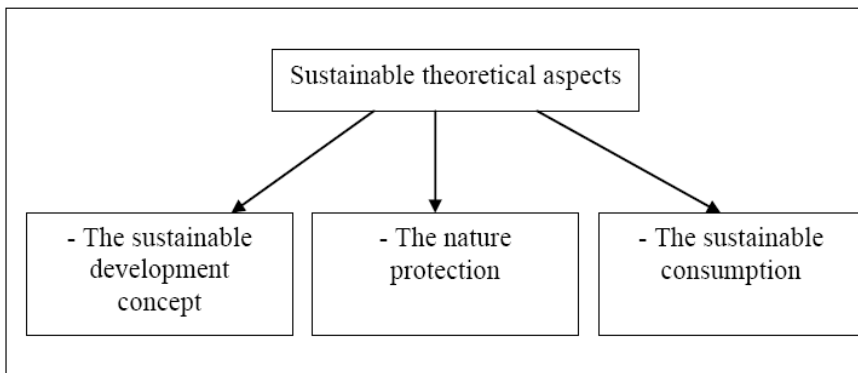
The sustainable theoretical concepts treat the definition of the newest approach in terms of economy and ecology and its effect on consumption, nature and their relation (figure 1).

In 1972 at the Stockholm Conference on the environment was brought up for the first time the sustainable development term. As a definition, the Prime Minister of Norway Gro Harlem Brundtland, in 1987, described the concept as “development that meets the present needs without compromising the ability of future generations to meet their own needs”[1].

An important part of the economical-social- environmental triple approach is formed from the principles that help to achieving the protection of nature and its conversation.

Another concept is the one of sustainable consumption [2] that refers to using resources as many as nature can offer and restore in the future.

**Figure 1. Sustainable theoretical aspects**



Source: processing of the author

These concepts are important in terms of states equity and the same rights for the population form this period and for the ones that will follow us. They support their rights for a future good life.

**2. A MODEL OF SUSTAINABLE DEVELOPMENT OF THE SOUTH MUNTENIA REGION**

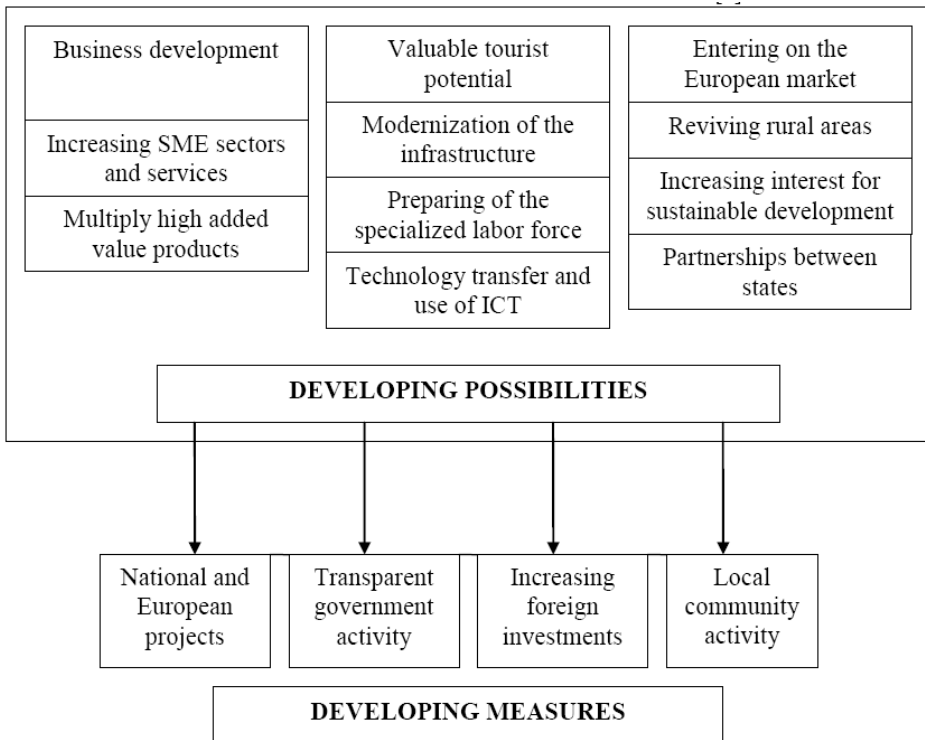
The sustainable development can start from a regional development, which treats economic, social and ecological aspects, to ensure the welfare of the participants in this process and the attainment of regional and national objectives, regarding including the region in a state that is part of the European Community [3].

The model has two parts, referring to what can be done and what is needed to be done for achieving the established objectives. The model refers to the domains in which

there can be made projects of development and how to use the needed economical instruments.

Hence the need to create a regional development model (figure 2), to start from the development possibilities and to realise them through the applied measures [4].

**Figure 2. The scheme of development in the South Muntenia region**



Source: processing of the author after Agenția pentru dezvoltare regională Regiunea Sud-Muntenia, *Planul de Dezvoltare Regională 2007-2013*, available on-line at [http://www.adrmuntenia.ro/documente-l-documente\\_utile.html](http://www.adrmuntenia.ro/documente-l-documente_utile.html)

The fact that the sustainable development can be achieved by using the regional development means that the second term needs the compliance of the sustainability desiderata, which is a territorial approach of the sustainable development [5].

The efforts made in the part which supports the development possibilities, which is formed of development measures that are of a great general impact leading to developing the regional and sector level.

**2.1 Development possibilities**

The South Muntenia region has many development possibilities, which are those listed below, according to the SWOT analysis in the “Regional Development Plan 2007-2013” made by the Regional Development Agency of South-Muntenia.

Thus, for short, the most important possibilities that can support the regional development in South Muntenia region of Romania are the following:

- Business development with initiatives that are feasible and of a great expected impact;
- Increasing SME's (small and medium enterprises) sectors and services for the good working of the economy and for creating jobs;
- Multiply high added value products that contribute to the components of the economy indicators;
- Valuable tourist potential, where it deserves attention the sustainable tourism [6];
- Modernization of the infrastructure that sustains other aspects such as tourism;
- Preparing of the specialized labour force, that treats social dimension approach from the viewpoint of education, informing and specializing;
- Technology transfer and use of ICT (the technology of information and communication), which refers to the adaptation to the requirements of a world in motion and the only appropriate use of technology has a positive impact on the environment [7];
- Entering on the European market with a competitive offer and quality services;
- Reviving rural areas for the welfare of the local economy and very important for the communities;
- Increasing the interest for sustainable development, according to which are aimed the economical objectives along with those of the natural environment;
- Partnerships between States, which argues how European Union supports liberalization of markets and the transfer of funds between countries.

They are sustained through new ways of implementation and of valuing these possibilities.

## **2.2 Development measures**

After the first part, there are also presented in the scheme the possibilities correspond some measures to be valued. There are very important and after naming the useful objectives this is the next phase.

The development measures are:

- National and European projects- funded and using their guidance for their implementation;
- Transparent government activity- the actions of the government must be accessible and made for the best interest of the local communities;
- Increasing foreign investments- the initiatives must be well structured for being adequate to the demands of the European funding organisation;
- Local community activity- every community must join the efforts for the development of their regions.

These measures or instruments are often used for development and it is very important for the decision factors to be accessible at the level and in the region that can be developed.

To illustrate them that are nominated the measures most powerful that can be applied in valuing these possibilities:

- Business development – it is realized by entrepreneurship development projects, which can be made through the flow of investments from local and regional level and the national policy which to support the domain;

- Increasing SME sectors and services- by multiplying the investment in these enterprises and the tertiary sector to which is given now more interest and involving funding for small businesses;

- Multiply high added value products at this level is high- at this level it is the need to meet this objective by investing in research and development, technology, exploitation of local resources;

- Valuable tourist potential- here there can be applied all measures said, because government support is needed, the funds involved in projects to support the sector and the local community activity for projects involving education about environmental protection and ecological tourism;

- Modernization of the infrastructure -this is a necessary and important goal and it is made by distributing funds for projects that meet the needs ensuring, which increases the rural and urban attractiveness that refers to the tourism appearance and accessibility;

- Preparing of the specialized labour force- these training programs are needed in all industries to adapt to new needs of employers, such as those related to new branches of labour processes: renewable energy production, sustainable tourism, being necessary investments and training projects;

- Transfer of technology and use of ICT- this field refers to the global computerization and introduction of these elements in all fields of labour, requiring serious investment projects and, from national or foreign sources that can lead to upgrading communication and data transfer;

- Entering on the European market- the European Union wants to create a common market and dropping the borders, the access of our countries and of the products specific to the regions being possible thanks to the government support and investments;

- Revival of the rural areas- is made through projects and investments, which to address infrastructure, accommodation and food services properly, promoting the area, care objectives;

- Increasing interest for sustainable development- this concept that must be popularized aims educate and make responsible the people and companies and it is realized through investments in education projects;

- Partnerships between the States- another element that is based on the fact that our country is part of several international organizations and attracts investment projects and partners for common goals.

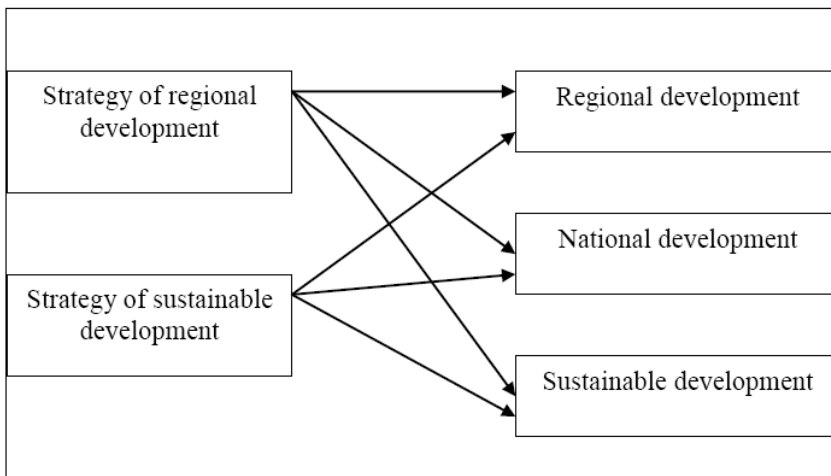
These measures lead over time to the development of structures and a way of life for people which to ensure satisfaction regional and sustainable development desiderata.

Having resolved these two parts of the model all that can be done is to implement all the projects that will bring the development of the area and to find a way to keep this trend of growing.

The process of development is difficult and can not be started many times and than to be stopped because of the attracted resources that will not be available for insolvable companies that manage the regional development.

Starting, continuing and finishing the strategy of regional development emphasizing the areas that are suited in terms of an increasing indicators' need and of the need of reaching a good life style for the population and its maintenance in the next and far future time (figure 3).

**Figure 3. The impact of the development strategies**



Source: processing of the author

The importance of development is big in terms of sustainable development: in the economy, society and environmental aspects, for every aspect and for all and their synergic impact at the regional development and at the national level as well.

### CONCLUSIONS

The regional development and sustainable development theories represent two concepts that need much support, at regional and local level. The projects that aim these objectives (that are in the same time economical, social and ecological) are as well very important being the base for real results.

A good point to achieve their objectives are the regional development models, which as an example, for the South Muntenia region has many positive elements, such as development possibilities and convenient applicable measures used in the present and in the future.

REFERENCES

1. **Agenția pentru dezvoltare regională Regiunea Sud-Muntenia**, *Planul de Dezvoltare Regională 2007-2013*, pag. 63, available on-line at [http://www.adrmuntenia.ro/documente-l-documente\\_utile.html](http://www.adrmuntenia.ro/documente-l-documente_utile.html), accessed at 11.03.2011.
2. **Bran, F., Ioan, I., (2004)** *Ecologie generală*, Editura A.S.E., București
3. **Cândea, M., Bran, F., (2006)** *Organizarea, amenajarea și dezvoltarea durabilă a spațiului geographic*, Editura Universitară, București,
4. **Gro Harlem Brundlandt (1987)** *Our Common Future*, Oxford University Press, New York
3. **Popa, A., Margina, O., Constantinescu, D., (2010)** “The economical and ecological approach in the perspective of the sustainable development in Romania in the South-Muntenia region”, *Scientific Workshop The economic and ecological dimension-development demand in the third millenium*, 2010 April 28<sup>th</sup> Bucharest, Supplement of Quality –access to success Journal, ISSN 1582-2559.
2. **Teodor, C., Popa, A., Popa, I., (2010)** “From uncontrolled consumption to sustainable consumption”, *Metalurgia Internațional, Fundația Metalurgia Internațional*, 2010, ian, pg. 61-64, ISSN 1582-2214.
7. **Rojanschi, V, Bran, F, (2003)** *Abordări economice în protecția mediului*, Editura A.S.E, București