

# The „Holiday Village” Concept and Its Role in Tourism Planning

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**Abstract**—The „holiday village” is a category of tourist infrastructure, a form of tourism, as well as a type of tourism development, although rather seldom found in tourism and spatial planning. This fact is justified by its relative novelty and through the large number of requirements to be fulfilled in case of its planning. Internationally, the concept of “holiday village” has become a tradition for decades, whereas in Romania it is only at the beginning of its implementation. This paper substantiates the concept of “holiday village” aiming to provide scientific support to practitioners for the implementation of this category of tourist facility in tourism planning. The implementation of this concept in tourism spatial planning will determine an increasing degree of polarization of tourist infrastructure as well as the enhancement of natural resources, such as: landscape, ethnicity, culture, architecture, gastronomy and others, that initially belong to the tourist area in which the “holiday village” is located and which cannot be currently recovered due to their spatial dispersion. Besides this, if we take into consideration the economic side of the concept, “holiday villages” become genuine regional development nuclei. Changing the perspective, we consider that the implementation of this concept brings out a new form of tourism – spending vacation in the “holiday village” - directly addressing to the urban market. Given that Romania has a real natural and human potential to implement this concept, we consider it would complement the national tourist offer and would generate an optimum distribution of tourism infrastructure in the territory.

**Keywords**—holiday village, organizational pattern, systemic position, tourism planning, sustainable development

## I. INTRODUCTION

Tourism planners all over the country and abroad have aimed and still attempt to find new holiday formula that would reflect tourist expectations as closely as possible and that would meet the requirements of such kind of tourism that tends to become a mass phenomenon.

Besides the mixed type trips like beach - mountain, mountain - beach, curative - circuits, “holiday villages” have recently imposed among the new holiday formulas, along with rural tourism, farm tourism, and especially tourist villages, both as a necessity and as a “tourist fashion”.

This concept of tourist facility, holding a complex character and consisting of lodging, dining services and leisure is not relatively new. It is more often located outside urban areas, in attractive natural or rural areas and developed according to particular landscape and architectural thematic. The first holiday villages have been established in America and Great Britain, after the Great Crisis of the interwar period, and they were based on associations similar to clubs. It started with the relocation of several facilities outside the city, in areas distinguished by their “spectacular scenery”, thus developing a complex of facilities necessary for leisure. The actual boom and development of the “holiday village” concept in tourism was first registered in the ‘50s. In Europe of that time, a great number of sites went through several transformations according to this concept (forest areas, streams, coastlines, mountain areas with a high level of difficulty, urban areas subject to regeneration, etc). Subsequently, the “holiday village” concept increasingly diversified its themes, therefore it being extended to all world countries that proved to have a wide-ranging tourist potential.

The great quality of the “holiday village” concept is that it can be implemented in geographical areas with high tourist potential where other tourism lodging facilities are already established, but also in areas having no such potential, where it itself turns into an element of attraction.

In Romania, the “holiday village” concept has started to develop only after 1989, the first factual results being seen after 2000. Yet, these are few in number and even those existing are size-limited. Their thematic range is also reduced, as well as their expression, ultimately, this generating a “huge gap” in the tourist offer in Romania. This situation was also determined by the fact that this concept has not yet become well known in Romania, whereas those who had the intention to develop such facilities have not received any conceptual and methodological support for the development of the “holiday village”. The meeting point of our research is related to the concept, as well as to the planning methodology and principles, which in the end are integrated in the tourism spatial planning.

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### I. THE HOLIDAY VILLAGE CONCEPT

The “holiday village” represents a set of buildings, usually villas and bungalows, located in a well delimited area, that provide services like lodging, dining and a wide range of additional tourist amenities (leisure, sports, cultural activities) [1, p. 7]. They are typically located in areas with high tourist traffic, established independently or in partnership with camping sites or tourist villages, whose functioning

presupposes adequate sanitation, solid waste disposal and waste water treatment [2, p. 250], whilst maintaining their functionality is more laborious and expensive [3, p. 62]. Space-intensive user, for lodging and recreation, as well as for cultural and sports purposes, “holiday villages” are mostly oriented towards the social clientele (elderly, children) or the commercial category of high-income tourists from urban areas [4, p. 105].



Fig. 1. Oasis Whinfel Holiday Village, UK. [5]

#### A. Reasoning for planning and establishing holiday villages

“Holiday villages” are part of rural tourism. In some cases they are located in urban areas, where there is high tourist traffic and diversified demand. However, in these cases, the sites (locations) of holiday villages are carefully selected, being considered only the areas with picturesque natural landscape, yet unharmed by the extension of the city.

The particular rationale for rural tourism development and for establishing „holiday villages” are the following [6, p. 15-16]:

- *the return to unaltered nature*, motivation relevant to all age groups, regardless gender, socio-professional and social status of the population, as a result of the conservation need,

health, physical and spiritual comfort, fact that proves that even the modern man cannot separate from the origin of his life, and his contact with the rustic environment broadly affects the mechanism of the body functional balancing;

- *the knowledge and temporary membership in groups specific to rural or other geographical areas*, out of which we highlight the traditional patriarchal family, the rural community etc. This way, the visitor regains his/her membership in the community, others’ consideration, as well as the opportunity to participate in creative joint actions.

- *the knowledge, insight, registration and direct contact with elements of national or regional heritage, folklore, traditional occupations and folk*, which turn rustic holidays into a genuine process of assimilation of new knowledge and numerous skills that give tourists personal satisfaction and sense of usefulness. At the same time, by engaging in local crafts and traditional occupations, tourists can show their

personal creative skills, escaping from the monotony and routine of daily activities;

- *aesthetic reasons arising from the need for beauty, order, purity, harmony, and naturalness*, which support tourists to consider themselves most privileged for having the opportunity to visit attractive picturesque places;

- *the curiosity, satisfied through information on folk hospitality* regarding culinary customs, traditional crafts and rituals in rural areas;

- *recreation, clean air and fruit cure, fresh food consumption and occupational therapy*;

- *sports, hunting, sport fishing, hiking and walking*, which hold a genuine feature, though leaving enough room to personal initiative, imagination and individual inclinations.

- it can support the development of rural areas, as one of the key priorities established through the European policies after accession into the European Union: “developing tourism and investments in the cultural and natural heritage, including its preservation so as to provide new workplaces” [7, p. 64]

#### *B. What shall be taken into consideration when creating a holiday village?*

Not quite different from the criteria according to which the development sites for integrated resorts are established [8, p. 27] yet with dissimilarities, the development of holiday villages is conditioned by both factors and principles that make us differentiate it from the traditional resort. Starting from the holiday village design principles mentioned by Ayala, 1991 [9, pp. 1448-1455] according to which certain location requirements are to be fulfilled, and considering the quite scarce information regarding it, highlighted in the provisions established by the Romanian General Urbanism Regulation [10] (Art. 40, 1.10. - Tourism classified constructions/facilities; 1.10.8. - 2 star holiday villages) in terms of location, micro-climate, types of pollution, tourists' security in relation with the natural environmental conditions (electric power lines/networks, low leveled land, wetlands) we shall try to establish the location featured opportunities that would make appropriate the development of holiday villages:

- location of holiday village is not conditioned by its closeness to a tourist attraction feature(s) because it itself represents a tourist attraction due to its specific organizational pattern; however, the presence of natural or anthropogenic tourist elements in close proximity, can become an advantage in case tourists choose the location for spending holidays. Consequently, these can be included in the organization scheme of the holiday village;

- desirable micro-climatic conditions may constitute a supplementary advantage, but most of the times locations are chosen in accordance with the favorability of climate, since they are protected against pollution or intensive road circulation. Much more, microclimate within the site can be altered or influenced by implementing specific arrangements such as: plantation of trees, spatial planning of lakes and wetlands, protective forest belts, use of traditional building

materials, with low level of reflection of solar radiation and specific color;

- attractive physical environment of the site and nearby area;

- sufficient available and developable land, which is economically feasible to be acquired and developed and does not have a more important economic use, due to current resources, or it is under conservation;

- good existing or potential access from the tourist gateway to the area and from the area to other tourist attractions in the region;

- availability to develop infrastructure of adequate water supply, electric power, sewage and solid waste disposal, and telecommunications; after transportation access, provision of an adequate water supply is critical;

- suitable general area for the holiday village with compatible nearby land uses, with no excessive air, water or noise pollution;

- no possibility to generate problems related to the local natural environment, if the development is environmentally well planned and managed;

- positive attitude of the nearby residents towards developing tourism and their desire to work in tourism;

- the condition that the Integrated Plan for Spatial Development previously established the land available for the holiday village development;

- the presence of a sufficiently developed tourist market in the nearby area to support tourist flows towards the holiday village so as to become economically feasible;

- the inclusion of the holiday village concept in the policies for spatial planning, as an alternative for tourism development in areas not benefiting of great anthropogenic and natural tourist potential.

Starting from the perspective that there is a difference between the holiday village and an accommodation complex or resort, we try to focus our research on the multi-sided approach of a holiday village, which includes *the accommodation function, the leisure function, the economic function, the social function, and the educational function*. Along the aforementioned we add *the function of preserving the tradition and cultural heritage* as well as *the function of development core*. These functions shall determine the separation of correspondent functional areas within the perimeter of the holiday village.

*The accommodation function* lies in the general definition of tourism and tourist, characterizing the behavioral pattern of consumers and the provision of a place, location or facility to fulfill the physiological necessity of resting, sleeping and isolation. Whilst for other necessities or desires any type of tourist facility may provide, in this case it requires the first place among the needs of tourists, both in terms of quality and typology. Hence, there are several classified accommodation (infra)structures that can be located in the area designated for the development of the holiday village, including the following: guesthouses, villas, bungalows, camping sites, all ranked at 2 or 3 stars quality.

*The social function* becomes representative since we consider tourism as an important social fact in our world [11, p. 17]. Social function comes hand in hand with the educational one providing the opportunities of developing the inner side of tourists, highlighting the behavioral and perception aspects.

*The educational function* resides in the village's theme (specificity). It brings out various possibilities of organizing school camps where young people become acquainted with various cultural and social elements promoted by the theme of the holiday village.

*The function of preserving tradition and cultural heritage* consists in implementing specific local architectures traditional gastronomy, elements of ethnography and folklore, specific forms of primary economy like arts and crafts, traditional land work. The best way to preserve it is to create museums, permanent exhibitions, and summer schools in which these elements should be practiced and preserved.

*Function of development core.* Holiday villages become development nuclei by attracting secondary residences located in their vicinity, in which economic activities related upstream and downstream to tourist activity are practiced, therefore having the role of support. i.e. organic agriculture, arts and crafts, traditional farms. The function of development core determines the development of public transport of persons, therefore improving the quality of the surrounding environment, the development of other tourist activities and tours, by considering the holiday village a tourist attraction.

### C. The "holiday village" organizational pattern

Pattern represents a simplified expression, an abstraction of reality, in which basic characteristics, relationships, connections or structures are expressively and relatively presented. This also proves the assumption that it is a step in the development theory - a means of transforming the unknown into familiar, the expression of complex through simple [12, p. 37]. The general organizational structure of the "holiday village" derives from its tourist function - rest and recreation in the integrated closed circuit. Starting from the broad definition of the "holiday village", a complete set of infrastructure and tourist services will be implemented in the selected location to meet the leisure needs of tourists during holiday without having to call for other external facilities and attractions.

For the proper functioning of the "holiday village", it is previously required to properly choose the site and establish the functional zoning within the area in accordance with the pattern.

The general pattern shows the spatial distribution of structural elements within the "holiday village" as well as the relationships between them. However, the pattern's features

can suffer various changes and adjustments in accordance with the actual theme of the "holiday village", the natural configuration of the site, the site area, the type of recreational activities designed, and the available investment budget.

In the end, the model broadly provides an overview, a minimum content of the structural elements and their recommended share in the organization scheme of a holiday village (Fig. 2).

## II. THE SYSTEMIC POSITION OF THE „HOLIDAY VILLAGE” IN TOURISM PLANNING

From a systemic perspective, the „holiday village” falls into the category of tourist sites. This systemic position allows its planning to be included in spatial urban studies like IPUD (Integrated Plan for Urban Development), GUP (General Urban Plan), ZSP (Zonal Spatial Plan) as well as establishing it at this level of spatial planning [13, p.22].

The regulation of "holiday village" in tourism planning at this level consists in:

- *finding and establishing the theme of „Holiday Village”,* which is a basic condition for its planning. Therefore, it influences the type of architecture for the accommodation, dining and leisure facilities, as well as the functional zoning. The thematic range of "holiday villages" derives from the specificity of the site and the tourism market demand; the General Urban Plan may propose the theme, whereas the decision is made by the private investor;

- *the determination of the „holiday village” size.* The size of a holiday village does not represent an absolute but rather a variable element. This is directly dependent on the availability of land in accordance with their economic projections, the available investment capital, the land morphology, the village theme, the estimated flow of tourists and the tourism business plan. The minimum size of a "holiday village" can become a mandatory criterion once we apply for construction authorization and it derives from the minimal approved structure of such tourist infrastructure.

- *establishing territorial location in accordance with the structure of land use and its economic recovery projection.* As "holiday villages" are land-intensive consumers they are recommended to be located outside the built-in city area, therefore on the outskirts of the city, in areas that are not suitable for agricultural development or are not covered by the city enlargement plan. Consequently, the most appropriate sites for setting-up "holiday villages" are the poorly productive or unproductive lands, with great landscape variety. Hence, there most particularly suitable are the river valleys unaffected by flooding, forest fringes, lake shores, micro-depressions located at the contact with attractive landforms (gorges, defiles, rocky slopes), on the outskirts of villages etc.

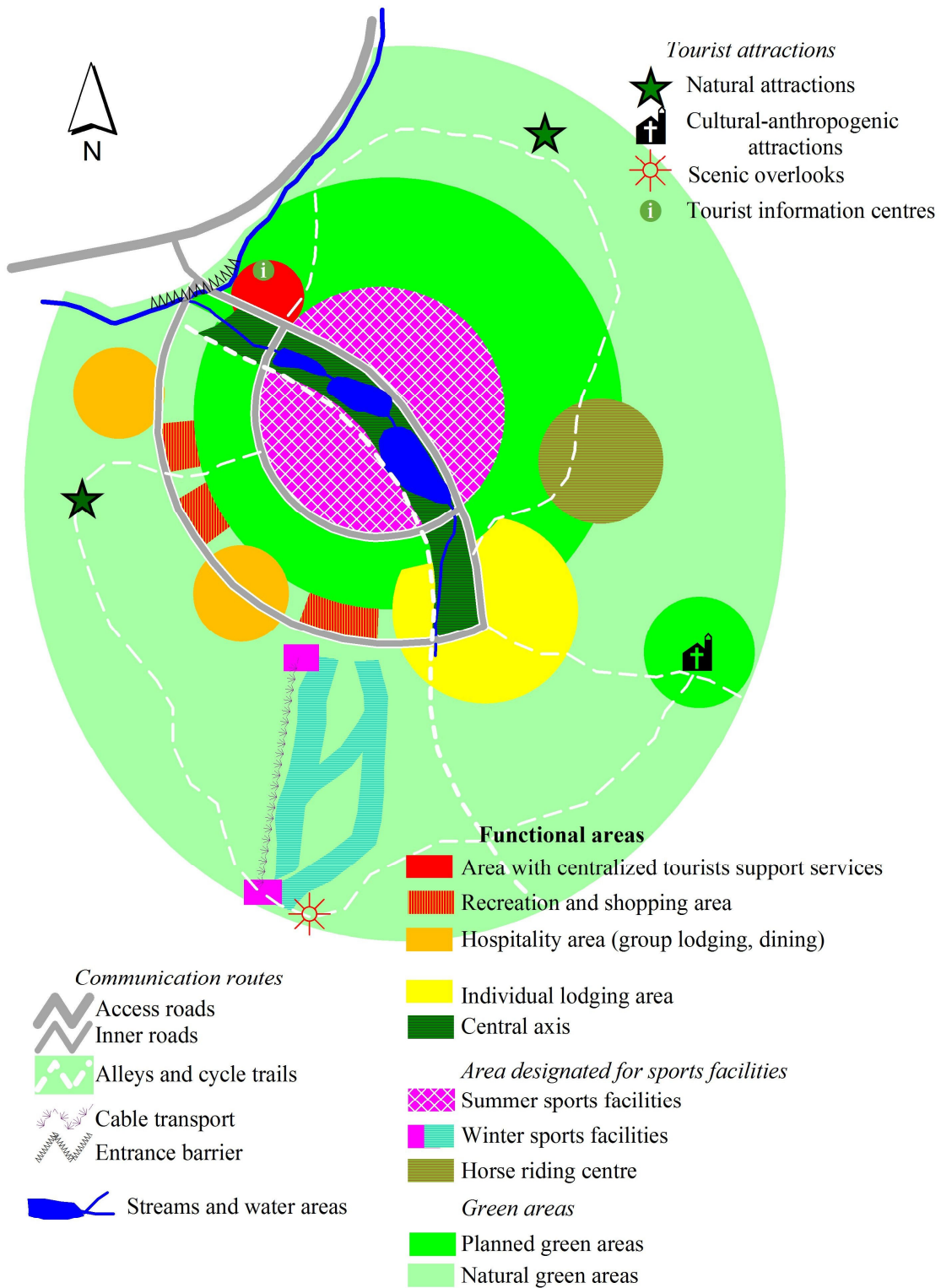


Fig. 2. The “holiday village” general organizational pattern.

The site should provide a favorable microclimate, away from sources of pollution (noise, pollution) and other elements

that could endanger the health and safety of tourists;

- *establishing the access to the „holiday village” site.* The access to a “holiday village” is a mandatory stipulation in its project design. First and foremost, we have to focus on the road access and if the chosen location is close to other transport infrastructures (railway, highway, airport), then it is also necessary to facilitate the access of tourists to them. In case of location in the vicinity of a large or medium-sized city, it is required to facilitate the access by public transportation and bicycle lanes. Overall, road infrastructure provides the basic access to holiday villages. It may consist of the existing public road network or, along with a tourist or private road. Road capacity is correlated with the size of holiday village, the estimated tourist flow and the supply needs. It is recommended to build a two-way road of technical class IV [14], suitably marked, both horizontally and vertically. Bicycle lanes should be set along the roadway, thus using the same road infrastructure. The elements of the superstructure have to be separated by a curb and crash barriers (hedges optional) so as to create two distinct circulation corridors, one for cars and one for cyclists;

- *parking.* Setting up parking lots to serve the holiday village is a prerequisite for its functioning. It is recommended to establish the parking site outside the holiday village, yet nearby, wherefrom the access to leisure park to be made by walking. This fact is indicated so as not to endanger the environment inside the village. The parking lot must be guarded so the cars are safely deposited and the access (entry/exit) should be made by means of a checking point equipped with a barrier, where parking fee can be paid all at once. For tourists who benefit of all inclusive tourist packages, parking fee will be charged once with the tourist package fee, they receiving a card access and a parking permit throughout their entire stay. The parking area and the number of parking places is correlated with the number of accommodation structures within the village, the surface covered with constructions, plus an extra area for staff needs. Thus, for all categories of tourism infrastructures parking will be provided, depending on type and category of comfort: 1-4 parking spaces for 10 accommodation places; in case of motels, 4-10 parking spaces will be provided for 10 accommodation places, plus a bonus of 10% of the total parking spaces for employees [15];

- *providing access to all types of infrastructures.* Spatial setting of the “holiday village” is also conditioned by the access to modern infrastructure: water supply network, sewerage system, electricity network, gas. Given the current regulations for receiving licenses and classification of tourist infrastructures, as well as the requirements to ensure comfort, the sites chosen for tourism development are necessary to be connected to these types of infrastructures. If the site is rather isolated but attractively enough for its location, it is necessary to make the connection to the nearest sources to municipal infrastructure before the construction works start. The electrical infrastructure should be primarily connected to the network through a conversion system of 20 kV/380V/220V,

particularly for the “holiday village”, especially if the projected number of consumers is high and shows further growth opportunities. In the case of other infrastructures (water, sewage, gas) if they are short they can be solved by local actions. For example, water can be obtained from underground sources and wastewater treatment can be achieved through a treatment micro-plant sized according to designed flows. If the connection is not possible, the gas supply can be achieved through facilities for liquefied gas. The holiday village can also be based on alternative energy resources (by implementing solar photovoltaic panels or convection heat for domestic water, geothermal heating, thermal heating biogas heating etc.);

- *the functional zoning of the „holiday village”.* Functional zoning is the expression of plan-spatial organization of a “holiday village”. This is decided and achieved in accordance with the provisions established by the Zonal Urban Plan and seeks the optimal distribution of all categories of infrastructures (lodging, dining, recreation facilities, green areas, access roads) within the site, in accordance with the “village” theme.

Functional zoning of the “holiday village” focuses on environment and landscape. Among the landscape elements that influence or determine the zoning we can mention: land morphology, hydrographic elements, biodiversity elements to which we add the shape of the site.

If a site is flat the morphology becomes a secondary feature of the functional zoning, as other elements are put in value. If morphology shows variations in altitude within the site, the areas with the highest altitude are the most appropriate locations for lodging and alimentation services so as to assure attractive landscape perspectives. Very uneven or unstable areas are suitable to be designed as green areas or recreation sites, scenic overlooks, walkways for strolls and resting. Morphology affects the orientation of constructions, as well. Southern slopes are suitable for accommodation facilities, whereas northern slopes are used for recreation facilities and green areas. In case of extended slopes, with stable lithological structure, it is recommended planning on terraces.

Water resource is a key component in planning the “holiday village” as well as an element that regulates functional zoning. Functionally, river courses within the site will represent natural wet areas used for strolls and recreation in appropriate compliance with valid regulations. Water areas, lakes for instance, can largely be used and managed, being suitable locations for practicing water sports, fishing, and swimming. In case of sites that do not have natural lakes, yet they fulfill planning conditions, it is recommended to create lakes by blocking small water courses or by excavation, hence valorizing the groundwater supply. The presence of water areas within the “holiday village” brings out a second function, that of improving the microclimate and bringing significant improvements to the landscape. From the thematic perspective, the presence of natural water areas or the creation of artificial ones can support the variety of “holiday village”

themes, from fishing, water sports, up to mixed themes.

Biodiversity elements contribute to the improvement of environment within the site. The most appreciated elements of biodiversity are forests, to which we can add wet areas or a series of inner biocenoses (i.e. meadows, debris vegetation, and xerophytic vegetation). So as to enhance the value of these items it is recommended to achieve biodiversity by preserving the existing sites. In case of sites with biodiversity at low level or even missing, we have to design gardens and parks with elements of biodiversity adapted to the holiday village theme. For example, if the holiday village theme is fishing and water sports, biodiversity should include predominantly hydrophilic associations.

The geometrical configuration of the site influences the distribution of facilities within the holiday village. Therefore, an elongated configured site, along a relatively narrow valley, requires a linear axial distribution of the functional areas on two or more parallel alignments. The first alignment is designed for access, the second for the green and recreational areas, whereas the third one, at a higher morphological level, is designed for lodging and dining infrastructure. In case that morphology is not the leading element of location, the geometric configuration of the site requires that functional zoning should be adapted to the village theme. Therefore, it aims to combine accessibility with the identification of attractive landscape perspectives for setting the locations for facilities. The decisive role in choosing the location and distribution of elements at the site, along with the categorization of functional zoning belongs to the planner and landscape designer.

With a view to comply with the general regulations of the functional zoning of a holiday village, it is recommended to follow the subsequent rules [15]:

1. The maximum occupancy rate within the “holiday village” has to be of 50% for constructions, recreation and leisure facilities, of 20% for alleys, roads and parking lots, and of 30% for green areas.

2. In order to regulate the traffic inside the “holiday village”, it is recommended that constructions for lodging and dining should benefit of separate roads entrances for tourists, staff and technical maintenance personnel. Walking alleys within sites, with a maximum length of 25 m, will have a minimum width of 3.5 m, whereas those with lengths greater than 25 m will be provided with extra lane for overtaking and turning movements, in case of their use for transportation by vehicles. The number of entrances and the compliance with the current technical rules will be accomplished depending on the category and attraction of the tourist objective.

3. The height of the buildings is a prerequisite for the implementation of tourist facilities in an attractive and not a

The typology and number of tourist infrastructures within a “holiday village” is influenced by its legal status, as well. Therefore, even from the beginning, such “holiday villages”, developed by public funding or public-private partnerships, will be well defined in terms of theme, location, size and types

strident manner. This completes the general aesthetic frame of the “holiday village” planning. The construction authorizations inside the village will be obtained if constructors comply with current regulations. The height of buildings has to fit in the surrounding environment, however the height difference being possible. Nevertheless, the new constructions are not allowed to exceed the adjacent buildings by more than two levels. By immediately adjacent buildings we name the buildings located nearby, on the same side of the street. Constructions included in the provisions of the Zonal Urban Plan, subsequently approved by law, are excepted from these recommendations.

4. Building orientation to the cardinal points. There will be taken protection measures against excessive sun exposure by: planting trees and shrubs, uniformly distributed in density and height on all sport fields’ sides, so as to avoid phenomena of light discontinuity; outdoor sport fields will be north-south oriented to the longitudinal axis, with a west or east maximum deviation of 15 degrees; both exposed and covered pools will be north-south oriented to the longitudinal axis, with a maximum west or east deviation of 20 degrees; shooting ranges will be north-south oriented to the major axis, the targets being located to the north.

5. The outside of the buildings (architecture). The construction authorization is allowed only if their outside look does not contravene with their function and does not have a negative impact on the area. It is prohibited to obtain the construction authorization by any of the buildings that do not comply with the general volumetric and architectural requirements or that creates a significant discrepancy within the general attribute of the area, thus depreciating the values generally accepted by urbanism regulations. It is advisable to adapt the architectural style and building volumetric parameters to their intended use and to the “holiday village” theme;

- *tourist infrastructure*. Along with leisure infrastructure, lodging infrastructure represents the basic component of the holiday village, in terms of typology and number. This basically supports the needs of accommodation, dining and entertainment for tourists who choose to spend their holiday in the village. Given the diversity of tourism demand, characteristics of consumers be them social (social status, education, residence, psychological profile etc.), economic (income, area of economic activity) and demographic (age, gender, ethnicity, religion, etc.), it is recommended to adjust the typology of tourist infrastructure, both in terms of the tourist market target group and theme. The structure of a holiday village suitably includes hotels, guesthouses, holiday cottages, and bungalows for satisfying the accommodation need, as well as restaurants, bistros, wine cellars for dining purposes.

of tourism infrastructure, based on a development project and several feasibility studies. In case of private projects, with limited budgets, we can notice a gradual development of the “holiday village” to a maximum degree of saturation, by building new tourism infrastructures once with their market

entry and the increasing tourist offer.

In addition to lodging infrastructure, “holiday villages” should be equipped with a variety of recreational infrastructure in accordance with their theme. Having the fact that this very infrastructure in association with the specific theme constitutes the attraction element of the holiday village, it becomes necessary to develop various recreational infrastructures to offer visitors a large variety of choices during their stay, in accordance with the offer of the travel package. The category of recreational infrastructure includes basic and specific indoor and outdoor facilities for practicing sports and other specific activities like swimming, rafting, steep hiking, hacking, tracking, motocross, horse riding. A special attention has to be paid to the development of children entertainment facilities, based on the fact that “holiday villages” are and can be a favorite holiday destination for families, whose children is given great attention.

- it will increase the attention of investors and local administration regarding the implementation of this concept in tourism planning;

- a series of specific “holiday village” models can be brought out, which can subsequently be put into practice by tourism planners.

The implementation of the “holiday village” in Romania is rather new, hence, we wonder if it is appropriate to promote this type of tourism development. If the answer is positive, then the next question will be what type of “holiday village” should be developed and where, taking into consideration the available resources and the characteristics of the tourism market.

There are few holiday villages in Romania that are already developed and those which follow the general organizational pattern and functionality are even less. Therefore, the best examples to be mentioned are “Gura Portiței” holiday village,



### III. RESULTS AND DISCUSSION

Given the multitude of aspects approached in our research, we can conclude that our debate on the “holiday village” concept is appropriate for several reasons:

- it will stimulate further research on this issue;

Tulcea County on the Black Sea coastline (Fig. 4), and „Creanga” holiday village, Bacău County (Fig. 3). They follow a definite theme, tourist infrastructure is adapted to the chosen theme, they have attractive locations and meet the quality standards required by the classification criteria.



Fig. 3. „Creanga” holiday village, Bacău County, Romania [16].



Fig. 4. “Gura Portiței” holiday village, Tulcea County, Romania [17].

Most of “holiday villages” in Romania only partially comply with the standards imposed by this concept. They rather represent attempts that consist of a combination of lodging and dining facilities, yet without including other recreational and leisure facilities, not even mentioning their theme and style. This way, it is necessary to further promote this concept so as to become a working tool for the sustainable development of the future “holiday villages”.

#### IV. CONCLUSION

“Holiday Village” stands for a new generation of tourist attractions, some authors even calling it a “fashion” that

completes the tourist offer, especially in case of territories with low tourism potential or high tourist demand. This study tries to validate the concept of “holiday village” in an attempt to provide a scientific basis for planning practitioners. Much more, this can represent a starting point for the development of this concept. The next step in its development is to define a typology, a methodology to determine its theme, to illustrate the “holiday villages” spatial patterns and classify them on thematic categories, and to create the inner organization scheme of tourist activities, landscape and recreational facilities.

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