

Rădoi, Eugenia Dorina; Turek-Rahoveanu, Petruța Antoneta

Conference Paper

The development and capitalizing possibilities of the tourism and agrotourism in Tulcea County

Provided in Cooperation with:

The Research Institute for Agriculture Economy and Rural Development (ICEADR), Bucharest

Suggested Citation: Rădoi, Eugenia Dorina; Turek-Rahoveanu, Petruța Antoneta (2015) : The development and capitalizing possibilities of the tourism and agrotourism in Tulcea County, In: Agrarian Economy and Rural Development - Realities and Perspectives for Romania. 6th Edition of the International Symposium, November 2015, Bucharest, The Research Institute for Agricultural Economy and Rural Development (ICEADR), Bucharest, pp. 414-417

This Version is available at:

<https://hdl.handle.net/10419/163336>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.

THE DEVELOPMENT AND CAPITALIZING POSSIBILITIES OF THE TOURISM AND AGROTOURISM IN TULCEA COUNTY

EUGENIA DORINA RĂDOI¹
TUREK-RAHOVEANU PETRUTA ANTONETA²

Summary : *Tulcea county is a very important touristic aria of our country, because it is the gate to the Danube Delta Biosphere Reservation, the place where the Danube divides in 3 arms and pours into the Black Sea, forming here a real corner of heaven with dreamlike landscapes and full of life, the third place of ecological importance in the world. Across the county there is a municipality, 5 cities, 46 parishes and 133 villages, which means that this is mainly a rural area. The living standard of the rural area inhabitants from here is not a very good one, poverty being the problem the county inhabitants are confronting for years, despite the tourism potential of the area which is not capitalized properly.*

This paper wants to highlight the problems that limit the tourist activity in this area that has a great potential in this regard and aims to also highlight a few possibilities of development and capitalizing of the tourism potential, by making a touristic and agrotouristic quality activity.

Key words: *agrotourism, tourism potential, touristic activity*

INTRODUCTION

Romania is a country with a particular natural tourism potential that is so diversified and well distributed in the territory, that, if we would harness it to the maximum, we would be able to compete on a par with the benchmark countries in tourism.

The Danube Delta Biosphere Reservation is one of the cornerstones of Romania, in terms of tourism, ranking 1st in Europe regarding beauty and scientific importance, it's the place that attracts thousands of tourists every year.

Where it pours into the Black Sea, the Danube splits into 3 smaller arms and forms a Delta, a kingdom of waters, dotted with floating islands and full with the raufo and rush-bed forest, in which thousands of species of beings live, some of them protected by law, due to being endangered.

Representing the third place in the world in terms of ecological importance, this protected place could attract like a magnet the tourists that are keen on spending the free time in nature, in a landscape that doesn't exist anywhere else in Romania.

Due to the abundance of flora and fauna that exists here, these places are real treasures, corners of heaven, for researchers– who come here to study plants and animal species that are endangered or even unique in the world, hunters or fishermen – avid with hunting and sport fishing, or for the tourists that love sailing.

But, despite the unique natural abundance that exists here, the inhabitants of these regions are confronted with poverty, their living standard being at the poverty line.

Because most of the inhabitants live here in the village, the rural tourism and agrotourism activity could help them live a better life.

The condition would be to target touristic activities, to offer a tourism product with a higher quality than the one that is offered now and to emphasize the product that they want to trade, in order to also attract tourists from other countries.

MATERIAL AND METHOD

As a method of researching the tourism potential in this area, assessing the capitalizing, the level of this potential and the tourism development possibilities, we used the SWOT analysis of the

¹PhD.Eng.Eugenia Dorina RĂDOI:University of Agricultural Sciences and Veterinary Medicine Bucharest, radoi_eugenia_dorina@yahoo.com

²PhD.Eng.Petruța Turek-Rahoveanu - Scientific Researcher III at The Research Institute for Agriculture Economy and Rural Development, turek.petruta@iceadr.ro

county in terms of tourism, whereby we could determine the existing problems and elaborate a few proposals regarding the tourism and agrotourism development in Tulcea county.

RESULTS AND DISCUSSIONS

Given the fact that approximately half of the Tulcea county is occupied by the Danube Delta reservation, meaning wetland and that only 12,9% of the dry surface here represents farming lands [1], we get a first conclusion, that the tourism and agrotourism activity can be a main source of capitalizing and economic progress of the county, right after fishing, who is ranked first at present time as an activity that unfolds in the area and brings profit.

Also, by looking at the statistic data performed by The County Statistics Department–TULCEA, from the administrative organization of the county's territory we notice that the rural areas predominate (in the county's territory there are 133 villages, 46 parishes and 5 cities) and that the living standard of the rural inhabitants is a very low one. [2]

Also from the statistic data provided by The National Institute of Statistics, we notice the tourist's low interest in this area that is extremely important in terms of tourism.

So: in 2004 – was registered a number of tourist arrivals in the accommodation structures in Tulcea county of 73241 persons, and in 2014 – the number of tourists accommodated in the same accommodation structures in the county, dropped to 66242 persons. [3]

The number of accommodation units didn't increase very much either between 2005-2015, by looking and the statistical data provided by NIS, in this period there has been registered an increase of 12 units, from 128 existing in 2005, to 140 registered in 2015. [3]

The most important environment preservation project, called Natura 2000 Project, which targeted a lasting development and the preservation of the protected areas, bound every Member State of the European Union, to become involved actively and legally in assessing and administering the preserved areas.

So appeared "The Development of the Potential for Sustainable Tourism in a Natura 2000 Wetland Area: the Danube Delta case".

The results that were expected in the project were:

1. The transfer of knowledge through training sessions (October 2007 and April 2008) for the local stakeholders from the public and private sectors, that have competences in tourism.
2. Fulfilling a tourism strategy for the Danube Delta (possible to be extended to the whole Tulcea county territory), with the active involvement of all the factors involved.
3. Fulfilling awareness actions for an incorporated vision, accepted by everyone, on tourism development in an Natura 2000 area, through building and debating sessions, workshops, a booklet, an information campaign.
4. Organizing an international event on continuous tourism in the wetlands (Open Days 2008, October 3rd 2008). [4]

The Tulcea County Council, together with the project team WES BRUGGE, the DANUBE DELTA Biosphere Reservation administration and other co-operators, made "THE STRATEGIC PLAN FOR CONTINUOUS TOURISM DEVELOPMENT IN THE DANUBE DELTA", in 2009, with the purpose of highlighting the problems that the tourism in the area is confronted with and elaborating some development strategies of this activity, with the help of the SWOT analysis.

From the SWOT analysis conducted by the specialists involved in this project comes out the following:

- The strengths of the tourism activity in Tulcea county are: the natural and anthropic tourism potential that is rich and unique in the country, the flora and the fauna unique in Europe, the traditional activities that still take place and can take place in the area, the authenticity of the place, the diversified offer from in the accommodation units, multiple possibilities to spend the free time and diverse recreation means.

- The weaknesses are: the distance and the quality of the roads that are lacking, the insufficient or obsolete public transportation that the tourists are forced to use, the guides that are

insufficiently trained in ecotourism, the services quality level is pretty low and the lack of trained personnel emphasizes this level, the insufficient advertizing of the area, the insufficient or not properly enhanced thematic tracks, the local communities lack of involvement in tourism activity and tourism advertisement in the area, the pollution that amplifies widely with each year, the small number of tourists – run-down in the last years, big taxes for all the activities that the tourists can unfold in the touristic activity, strict and severe regulations, the lack or insufficiency of innovations, the frail cooperation between the public sector and the private sector.

- The opportunities are: a natural and anthropic touristic potential that can be developed more than it is now, an important potential market of tourists that are interested in nature, towards whom the people who organize and sell touristic packs in the area can orient to – meaning tourism agencies and retail, the area's authenticity – the architecture – the landscapes, spending the holiday in the village - agrotourism, the potential development of the local Danube Delta airport, improving the road infrastructure, opening an Ecotourism center in Tulcea through the cross-border Romania-Ukraine PHARE CBC 2004 project, The National Center of Tourism Education, the goals submitted by the Romanian government for implementing an environment management, for the rehabilitation of the Romanian infrastructure coast, the economical and ecological resizing of the Danube Delta, the goals of the local public administration of the Tulcea county to bring in modern transport means, bringing the public utilities infrastructure from the touristic areas up-to-date, supporting the tourism agencies to partake in the domestic and international tourism fairs, coaching the human resources in this field with European Union support, drafting regional tourism development strategies with the support from European experts in the field, organizing international meetings for investors, performing advertising activities in order to show the regional touristic target, involving a large number of ecotourism associations.

– The threats are: de biodiversity decline due to the extinction of some plant and animal species as a result of the aggressive actions of the people that live here or even of the tourists, the low level of accommodation capacity in the protected area, a place where the majority of tourists want to be accommodated during the holiday, the poor offer of activities and services that are specific for this unique place, the more aggressive industrial fishing in the last years that led to the disappearing or the reducing of many species of fish, the tourists that are interested more and more in active and interesting vacations, the keen competition in this activity, the tourism activity that is developing continuously, quality-price level that is unsatisfactory. [4]

After analysing all from above, one can explain to a certain measure why the number of tourists decreases from one year to another despite the extremely valuable touristic potential that the Danube Delta has.

Among the development and capitalizing strategies of the tourism in Danube Delta made in the above mentioned project, we will list hereafter some of the most important:

- involving all the foundations and organizations in the continuous development and in the maximum capitalizing of this touristic potential that the area has, but also the active involvement of the county's inhabitants in developing and promoting touristic activities;

- identifying the primary target groups of potential tourists, the client segments upon which the entire tourism products advertising activity has to focus on and focus on the tourist– his needs and wishes, concentrating on the recreative tourism;

- primary focusing on the foreign market and then on the domestic one;

- focusing on the niche tourism;

- the selection of quality touristic products and services prompted by the market and offering attractive touristic packs to the tourists that are bent on this form of tourism;

- the increase of the level of the inhabitants hospitality, encouraging and giving local cuisine;

- the use of local raw material, natural, authentic;

- training the youth in the art of the local craft;

- the presence of outlets for this objects made by the artisans in the area, souvenir shops for tourists;
- highlighting the essential values that this corner of heaven has by using the authenticity elements in all the steps involving the tourism and agrotourism activity unfolded in the area;
- organizing special places for camping and building constructions with local materials, in order to add in beauty and interest;
- rehabilitating the cultural and heritage objects;
- the accomplishment of collaborations and partnerships between the public and the private sector;
- the creation of an attractive natural and cultural touristic product by preserving the unspoiled and unpolluted areas and the conservation of the precious cultural heritage;
- acquireing the financing for the development of long-lasting tourism;
- attracting investors towards this activity for a faster development of the tourism and agrotourism in the county.
- setting the touristic development priorities for the 8 important areas in which the county is divided. [4]

CONCLUSIONS

In conclusion, due to the existence of an extremely important and unique touristic target in Tulcea county, this has real chances for touristic development and implicitly of development and economic progress.

By developing the tourism activity together with the other activities unfolded in the area, the living standard of the inhabitants, especially of those who live in the rural areas will increase and this thing must be the starting point in setting and implementing strategies for the development and the capitalizing of the tourism activity in the Danube Delta.

For that purpose, there must be followed and implemented the above listed strategies with an even higher seriousness and with a more pronounced interest, from both the empowered foundations in this field and the area's inhabitants that could have the biggest and most important influence in reviving this activity, namely the tourism and agrotourism in Tulcea county.

After developing and capitalizing at maximum capacity of this potential held by the studied area, the living standard of this county's inhabitants could increase widely, giving them a better life.

BIBLIOGRAPHY

- [1] Agriculture in the Danube Delta, <http://www.info-delta.ro/delta-dunarii-17/agricultura-in-delta-dunarii-567.html>.
- [2] The National Institute of Statistics - The County Statistics Department - TULCEA, <http://www.tulcea.insse.ro/main.php?lang=fr&pageid=470>, accessed in January 2016.
- [3] The National Institute of Statistics, <http://statistici.insse.ro/shop/>.
- [4] THE STRATEGIC PLAN FOR CONTINUOUS TOURISM DEVELOPMENT IN THE DANUBE DELTA, http://www.ddbra.ro/media/Plan%20strategic%20turism%20DD_Mai%202009.pdf.