

Aspects of Tourism Promotion in the Vama Veche - 2 Mai Area

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Abstract

This article presents a study of the coastal area in Romania with reference in particular to its southern area, ie the area that includes the localities of Vama Veche and 2 Mai, within which is the only marine nature reserve in Romania, Vama Marine Coastal Aquarium Old - May 2. Ecourism will be developed in the Danube Delta region, with Tulcea as the center of this type of tourism. This means that services, facilities and the environment meet the tourism development criteria set out in international standards. The fulfillment of these preconditions will be achieved through integrated regulations and plans. A tourism development plan sets out the directions of action, in correlation with the principles of integrated coastal zone management and other planning tools. All planned measures must be adapted to the specificity of the area. This applies to both mass tourism and ecotourism.

Key words: coastal area, ecotourism, development strategy, protected areas

J.E.L. classification: L83, Z39

1. Introduction

The coastal area of Romania represents the geographical area that includes surface and ground coastal waters, the coast, adjacent lands, including their surface and groundwater, islands and salt waters, wetlands in contact with the sea, beach and seafront.¹ Due to the importance Its extensive protected natural habitats (Danube Delta Biosphere Reserve, Vama Veche Nature Reserve, lakes and lagoons) on the eastern border of Europe, the coastal area requires concentrated protection and management measures for sustainable development (Chiotoroiu, 2005).

The coastal area of Romania is divided into two main areas, in terms of economic and social structure: the northern area that stretches between Musura Bay and Cape Midia and the southern area that stretches between Cape Midia and Vama Veche.

The northern area consists of a protected delta area, which includes the Danube Delta. The Danube Delta Biosphere Reserve is established on the territory of the Danube Delta. Romanian and international legislation requires that economic activities be developed in this area in accordance with the status of nature reserve, thus maintaining the ecological balance.

The southern area is considered to be the developed area. The more permissive conditions regarding the economic activities, lead to a concentration of them in the southern area. Thus, the most important urban center of the coastal area is located in the south, Constanța being the second largest city in the country, the most important port on the Black Sea, being included in the administrative boundaries of the city (Ciocârlan, 2001).

2. Literature review

The coastal zone development strategy is based on the existence of national and regional sectoral policies in the fields of agriculture, tourism, industry, infrastructure development, nature protection, fisheries. In preparing the National Strategy for Integrated Coastal Zone Management, the European Union Recommendation on Integrated Coastal Zone Management, the Water Framework Directive, as well as international guidelines and recommendations in the field were taken into account, with special emphasis on the Black Sea Regional Strategy on integrated coastal zone (Godeanu, 1995). The aim of the National Strategy for Integrated Coastal Zone Management is to guide and support government agencies at regional and local level to achieve sustainable development of coastal and marine areas through better integration, coordination, communication and participation. The strategy promotes a collaborative approach integrated in the management process involving all stakeholders.

The national strategy must include:

- development of good practices of integrated coastal zone management;
- promoting dialogue between coastal stakeholders;
- implementation of sectoral legislation and policies compatible with the integrated management of the coastal zone;
- developing dialogue between coastal stakeholders;
- disseminating information and raising public awareness and participation in decision-making.

Integrated coastal zone management is an ongoing management process whose overall purpose is to implement sustainable development and conservation in coastal areas and to maintain their biodiversity (Mohan, Armean, Georgescu, 2001). Finally, integrated coastal zone management seeks, through an efficient household, to establish and maintain best practices and levels of sustainable development and to improve the physical condition of the coastal environment (as defined by the European Commission). The need to apply integrated coastal zone management is due to pressures on marine and coastal natural resources, produced by unsustainable development. Integrated coastal zone management aims at the sustainable development of the area, reducing its vulnerability and its inhabitants to natural hazards and preserving the main economic processes and biological diversity. It strengthens and harmonizes sectoral management in the coastal zone, preserves and protects the biological and productive diversity of the coastal ecosystem, maintaining attractive values.

In order to develop a comprehensive understanding of the roles of local and national government authorities in the protection, management and exploitation of coastal and marine resources, it is essential that policy and decision-making in various parts of the coastal area be harmonized. internal plan (Stănciulescu, Bran, Țițan, 2004). Also, an increase in cooperation between the two levels of government (local and national), aiming at the effective development of the partnership, is necessary for the implementation process of integrated coastal zone management (Mureșan, 2002).

By developing opportunities for the implementation of integrated coastal resource management, states provide local and national benefits, intensify economic development and improve the quality of life. These benefits include protecting the environment, water quality, biodiversity and adapting to climate change. Thus, it contributes to the protection and sustainable development of the world's coastal resources.

The main objective of the National Strategy for Integrated Coastal Zone Management is to promote a collaborative approach to coastal zone planning and management, with a view to its sustainable development (Neagu, 2000).

In accordance with the provisions of the European Commission's recommendation, the specific objectives of the National Strategy for Integrated Coastal Zone Management are (Stănciulescu, 2002):

- identification of tools for implementing the principles of integrated coastal zone management;

- identifying the role of the different parties involved and the mechanisms for their coordination;
- development of strategic plans for the coastal area, ensuring the control of over-urbanization and exploitation of non-urban areas, respecting the natural environment of the coastal area;
- identifying measures to promote initiatives and public participation in the issue of integrated coastal zone management and its resources;
- identification of mechanisms to ensure full and coordinated implementation, as well as the application of common policies and legislation;
- supporting the implementation of the National Strategy for integrated management through education and training programs.

Based on the principles set out in the European Commission's recommendation, the National Strategy for Integrated Coastal Zone Management is based on:

- broad perspective (thematic and geographical) that takes into account the interdependence and differences of natural systems and human activities with impact in coastal areas;
- a long-term perspective that takes into account the precautionary principle and the needs of present and future generations;
- local specificity and great diversity of European coastal areas, which makes it possible to meet practical needs with specific solutions and flexible measures;
- working with natural processes and respecting the resilience of ecosystems, making human activities more environmentally friendly, socially responsible and economically efficient in the long run;
- involvement of all stakeholders (economic and social partners, organizations representing coastal residents, NGOs and the business sector) in the management process, through agreements and on the division of responsibilities;
- supporting and involving relevant administrative bodies at national, regional and local level, between which appropriate links need to be established or maintained in order to improve the coordination of the various existing policies;
- the use of a combination of tools to facilitate coherence between sectoral policy objectives and between planning and management.

3. Research methodology

In the realization of this paper was used a mixed research that involves an analysis of quantitative and qualitative methods regarding their possibilities to be integrated into a whole or a coherent system that would lead to the achievement of a well-defined research objective.

The research methods used are better suited to this process, and others less so. Also, certain methods are useful to achieve specific objectives at different stages of a complex research. The analysis of classical qualitative and quantitative methods in the perspective of their integration in complex, mixed methodological structures represents an important and topical research objective.

Several analytical-descriptive methods are used, and their choice was made to achieve a double objective. On the one hand, it is about the evaluation of specific elements of these methods, in relation to the perspective of mixed methodologies. On the other hand, it is desired to analyze these methods in relation to the empirical part of the paper, where they will be used to test certain hypotheses regarding the use of research methods in the field of sustainable development.

As a result, the research applied of this paper is methodological in nature and focuses on the presentation of specific elements regarding the following research methods: qualitative method and meta-analysis, as a quantitative method.

4. Findings

4.1. Risks of development in coastal areas and measures to eliminate them

Romania's coastal zone faces significant problems in terms of habitat destruction, coastal erosion, water pollution and impoverishment of natural resources. Rapid population growth, tourism development, large-scale exploitation of natural resources and rapid development of infrastructure have led to severe degradation and declining quality of the Romanian coastal area, while other areas such as the Danube Delta Biosphere Reserve are already managed and protected by national and international regulations. The coastal area of Romania is a fragile environment from a geomorphological point of view, in a continuous process of modification and as such, permanently threatened with the deterioration of the balance. The change in the coastline is a consequence of the combined action of the sea, erosion agents and human activities.

The biggest risk to which the coastal area is subjected during construction works and tourist arrangements is erosion. In many coastal areas of the world there has been a narrowing of beaches due to erosion, respectively a negative sedimentary balance (the contribution of sediments mostly of terrestrial origin, brought by watercourses and deposited along the shore by sea currents surface or by the sea does not balance the loss by erosion). In Romania, the strongest erosion takes place in the southern part of Mamaia resort, where the shoreline will retreat by more than 40 m in the next 20 years, if no measures are taken to counteract this phenomenon.

Other factors influencing the retreat of the beaches are the works carried out on the rivers and streams, the port development works, which have changed the direction of movement of sea currents near the shore and the movement of sediments. Urbanization and tourist attendance destroyed the relief of dunes that were sand reserves for beaches, by removing the vegetation that fixed these dunes.

Another risk to which the coastal area is subjected during development works is pollution. The most important pollutants are:

- microorganisms that grow near the areas of wastewater discharge;
- various chemicals such as detergents, chemical fertilizers, pesticides, discharged into the sea;
- accidental spillage of fuel or other petroleum products, leaked from construction equipment.

Pollution, as a result of human activities, has also had negative effects on fishing activities, aquaculture and tourism.

Another harmful factor on the coastal area is its excessive urbanization. This urbanization was both the effect of the numerical growth of the population in the coastal areas and that of the desire to create real tourist regions, respectively of new resorts that would offer accommodation capacities of tens of thousands of beds. The gradual and irreversible deterioration of the coastal zone requires the design of new spatial planning solutions and administrative protection measures that limit the urbanization process and reduce the anthropogenic pressure exerted on this area.

The development of the coastal area requires a lot of reason and attention to ensure its functionality and survival and to avoid fatal accidents to the environment, which can occur during the development and development of the coastal area.

4.2. The natural tourist potential of the coast

The natural tourist potential is made up of all the tourist resources made available by the natural setting of a space:

- units, types of relief;
- climate types and subtypes;
- surface and groundwater.

The natural tourist potential of the Romanian Black Sea coast is imposed both by the beach and the sea water, as well as by the spa resources (territorial waters, sapropelic muds, marine bioclimate, lakes with very salty water) giving the Romanian coast conditions to respond to a wide range of tourist motivations: rest, leisure, spa complex: prophylactic, therapeutic, recovery, etc.

The beach of the Romanian coast is either sheltered at the base of the cliff, in the sector between Constanța and Mangalia, or has a wide opening in the rest of the coast. Unlike most European beaches, the Romanian beach has a predominantly eastern orientation which leads to its exposure to the sun throughout the summer day, even over 10 hours a day, which is found on the few beaches in Europe. The beach is generally natural, made up of quartz, calcareous or organic sand with high purity and fine to medium granulation, being almost always dry. The sand of the beach is part of the spa complex specific to the sea and offers excellent conditions for heliotherapy and psamotherapy, thus contributing to the body's recovery.

The relatively low salinity of 17-18 g / l and its chemical composition (chlorinated, sulfurized, sodium water) is favorable to the body in terms of therapeutic and osmolar. The water-air thermal contrast, the mechanical effect through the action of waves and aerosols coming from their breaking and floating in the sea air, is a natural factor that generates a special form of cure, thalassotherapy, indicated in diseases of the circulatory system, locomotor, nutrition diseases.

The marine bioclimate on the Romanian Black Sea coast is the result of interference between the steppe climate and the Pontic influence, characterized by slightly excessive shades of overload of the body, with average annual temperatures much moderate compared to the surrounding regions (summer season), with diurnal oscillations. and annual attenuated, with rare and short rains. In summer, the duration of sunshine is 10-11 hours a day, with about 25 days a month in summer, registering in a year over 2,500 hours of sunshine, which favors sunbathing throughout the year.

Mineralized waters enhanced by drilling, or existing through salt lakes, associated with therapeutic mud, are natural tourist resources of prime importance in supporting the spa. Deep mineralized waters with 618-1038 mg / l salts and mesothermal brought with the help of drilling, are from a climatic point of view: bicarbonate, calcium, sulfurous, chlorinated. The salt waters of Lake Techirghiol and the sulphurous waters of Lake Mangalia are used in external treatment, especially for the treatment of rheumatic diseases.

Therapeutic mud is one of the most important natural healing factors with beneficial action on the body due to the mineral and organic substances contained.

The sapropelic mud is found in some lakes on the coast, imposing itself by quality and quantity: the mud from Techirghiol, with exploitable reserves and special therapeutic value, used in the spas in Eforie Nord and Eforie Sud, Carmen Silva.

On the coast there are other natural or man-made tourist attractions that are of interest for seaside tourism. These are the freshwater lakes that enrich the landscape aspect of the coast and allow the practice of nautical leisure. Also, the surrounding forests (Comorova and Hagieni), the dune reserve from Agigea, the parks and green spaces, the protected areas represented by clusters of oaks from Neptun, the cave from Limanu, are important elements in setting the resorts, but also maintaining a toned and unpolluted microclimate.

The technical-material base, together with the tourist potential, contributes to shaping the tourist heritage of the coast, facilitates the attraction in the tourist circuit of the areas with tourist resources, capitalizing on the components of the natural and anthropic tourist fund. As an essential part of the secondary tourist offer, the technical-material base polarizes - in proportion to the size, functionality, degree of modernization and integration in space - stronger or lower tourist flows, and contributes to the tourist arrangement of the territory, changing the physiognomy and structure of the natural landscape. .

The material base includes a great diversity of facilities for accommodation, food, recreation and treatment or entertainment and sports, which is a premise of the tourist traffic.

The accommodation base is the essential component of the technical-material base, with a special role in supporting all forms of tourism. It includes all forms of accommodation, from classic (villas, hotels) to modern (campsites, cottages), functionally adapted to new forms of mass tourism with increased mobility, which ensures the rest of tourists for a certain period of time. , based on certain tariffs.

The public alimentation, together with the accommodation, the leisure base and the treatment diversifies the offer, contributing to the increase of the attraction power of the resorts, to the contouring of their profile. The catering establishments were grouped into four categories, namely:

- restaurant units;
- bar type units: day bar, night bar, cafes, discos;
- confectionery - pastry units;
- fast food units: self-service, brasseries.

The great wealth of natural healing factors available at the seaside has also impressed leisure structures with a wide spectrum, diversified by facilities and endowments, which in addition to the many treatments it offers, also requires serious funds necessary for maintenance, modernization, endowment news related to medical investigations and analyzes. The main motivation of seaside tourism is the heliomarine cure, based on elements offered by nature (salt, sand, breeze, sea water), but also on elements that depend on man (equipment, facilities, maintenance).

The resorts: Eforie Nord, Eforie Sud, Jupiter, Aurora, Venus, Saturn, Mangalia, May 2 are characterized by a strong technical-material base, a particularly pleasant architecture, whose effect is reflected on the tourism that comes to spend vacation here. In each resort there are independent public catering units, fishing-specific units, with folk programs.

Mangalia, founded by Greek settlers in the 4th century BC. under the name of the fortress of Callatis, it is today a modern tourist resort, with numerous hotel and catering establishments. The Mangalia hotel and restaurant company owns 36% of the seaside accommodation capacity, of which 71% in hotels. Some of these units operate throughout the year due to the specific treatment conditions in the Mangalia Sanatorium Complex.

The resorts of Venur, Jupiter, Aurora and Saturn were created between 1971-1972, unlike Mangalia and May 2, much older settlements, with a less modern material base, but with an older tourist tradition.

The technical-material base of tourism is constituted by the totality of the funds that participate in the development of the tourism activity; it consists of the fixed own funds of the tourism sector, as well as those endowed with other sectors of the national economy that complete the tourism activity. Within the fixed funds from tourism, a larger share is held: buildings, production accessories and household inventory, means of transport. The database for calculating the statistical indicators on endowment with fixed assets is the technical-operational records and the accounting records. The technical-material basis of tourism can be characterized by a series of sub-indicators that express the existing capacities and their use.

The tourist capacity represents the numerical expression of the accommodation space, table, balneoclimateric treatment and of the special means of transport for tourists, which the hotel and tourist units have at a certain moment or in a certain period of time.

The technical-material tourist base in the 16 resorts and treatment has a great diversity of facilities for accommodation, food, recreation and treatment or entertainment and sports.

The tourist accommodation units in the seaside resorts, including the cities of Constanța and Mangalia, have 775 units totaling 120,458 places.

The situation presented reveals the large share of hotel capacity (62.70% of the total number of places), followed by the forms of para-hotel (cottages and campsites), which have 20% of capacity.

The structure by comfort categories demonstrates the low degree of comfort offered by the accommodation units, in their vast majority (86.4% of units and 93.2% of places) being classified in the categories of 2 and 1 stars or not classified, while , in countries with developed seaside tourism, mainly the classification of units is 3 stars. High-comfort hotels (4 and 5 stars) represent only 10% of their number and 9.6% of capacity. The existence of a small number of 4 and 5 stars demonstrates the low level of competitiveness of hotels on the coast on the foreign market.

5. Conclusions

The current physical condition of hotels is below the standard of similar comfort units in competing countries. The initial deficiencies, materialized in the non-adoption of measures for insulation and protection of buildings against low temperatures and humidity, were added to the lack of funds for maintenance, current repairs and capital of the units. The negative effects of these

situations had repercussions on the buildings, but also on the interior technical-sanitary installations, especially on the units classified in low comfort categories (1 or 2 stars or not classified). In some cases, it is even necessary to decommission and remove some units from the tourist circuit (eg mini-hotels in Jupiter resort or Saturn resort). In the same situation are other non-hotel structures classified in category 1 star or not classified, such as villas and bungalows (75% of units and 86.2% of capacity), as well as camps with 18.6% of accommodation capacity. the coast, totally unclassified.

The low degree of comfort of the accommodation capacities of the seaside resorts also results from the comparison with the average level of comfort of the reception structures of Romania. Thus, the accommodation capacities classified in category 1 and 2 stars of the seaside resorts hold 45% of the total number of places, compared to the weights of 39% in category 2 stars and 28% in category 1 star, at country level. The same situation is encountered in the case of hotel units: 63.6% of the seaside hotel capacities are classified in the 2-star category (compared to 57.9% in the total country level) and 24.1% in the 1-star category (compared to 24.3% at country level). If at the total capacity, the average degree of comfort of the reception structures on the coast is higher than the one registered at country level, at the accommodation units of the coast with the rest of the accommodation capacities of Romania.

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