

## Diagnosis of Tourist Activity on the Romanian Coast

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### Abstract

*Constanta County coast was an important tourist destination zonal market, promoting coastal tourism products and spa. Romanian tourism offer, has changed little over time (especially the southern coastal resorts), becoming uncompetitive in relation to the demands of tourism demand and related tourism products on international markets. The spas on the coast, requires, in turn, the modernization and refurbishment. Black Sea coast, will be competing offers and other new season: Montenegro, Serbia, Albania, Ukraine. After conducting a SWOT analysis of the Constanta County coast, it was found that the emergency is of great technical progress in the implementation of spa activities and operation of tourism both treatment factors, as well as spa treatment for the recovery of health.*

**Key words:** spa, tourism product, the diagnosis

**J.E.L. classification:** M20

Romanian Black Sea coast stretches about 240 km, between Ukraine and Bulgaria, the Danube Delta in the north to the coastal city Vama Veche, located on the border with Bulgaria. In terms of capitalization of interest, except for areas of the Danube Delta, the Romanian seaside is arranged and exploited for tourist purposes only for a distance of about 82 km from Cape Midia (the North) and to the border with Bulgaria (South) , An area where there are 18 coastal localities of which 13 are tourist resorts of national interest Navodari, Mamaia, Eforie Nord, Eforie Sud, Techirghiol, Costinesti, Neptun - Olimp, Jupiter, Cap Aurora, Venus, Saturn, Mangalia, 2 Mai and Vama Veche. Most coastal tourist resorts in Romania have been developed, 4-5 decades ago to meet two important segments of the tourism market: segment passive type sunlust, whereby the

demand for sun and beach and spa tourism segment (balneotherapy).

Currently, both types of products offered on the European market are outdated and are in the Romanian seaside declin. Romanian seaside resorts faced in recent years, with a reduction in visitor traffic, the tourist offer fails to live up to expectations only partly tourists. Spas on the coast requires, in turn, shares of upgrading and refurbishment. On the Romanian coast, there are over 150,000 beds in hotels, villas and agro resort, representing 40% of accommodation capacity in Romania. Season itself takes about 3 months. Although, quantitatively, things are good, is not enough room for quality. Romanian seaside needs as many events as well as new investments.

In an analysis of the tourism season at the end of 2008 season consisted of: internal summer destination was the Romanian seaside. A measure to increase the number of tourists has been increasing tourist traffic to the end of the season: May, June and September. The hotels have started opening early, but unfortunately, many businesses (restaurants, terraces, shops, discos) have kept the gates closed until June. This while the first series of foreign tourists (Germans, French and Scandinavian) began to arrive around May 10 for the program "Coast for all" was underway. The trend of the season has been widening since 2007.

Black Sea coast will be competing by other coasts offers. It's about the Ukrainian Black Sea coast. Montenegro also start to steal from customers who could be the target of Romania, and also Albania, which promises that it will develop as a tourist destination litoral. A regional comparison shows that Bulgaria competitors, receiving almost four times as many tourists in accommodation establishments than Romania, also won an annual average increase of 11%. Ukraine and Turkey - as smaller competitors such as Serbia and

Montenegro - far exceed the growth rate of the Romanian tourism.

Increased tourism in Croatia - although more modest 8% per year - six times more attracted to foreign tourists in accommodation establishments compared to Romania.

There is an interesting variation of the structures of visiting the seaside resorts, and the mountain, with a greater duration of stay recorded in the Black Sea than in the seaside resorts that an average of over 7 nights from just over 2 nights, suggesting that foreigners are visiting this coast as part of their destination, while many visits to ski resorts are part of the circuit along with other locations. In 2009, the agency promotes the predominant category of accommodation packages with four, three and two stars, while the previous years promoted predominantly offers 4 and 5 stars. It also records a drop in business travel, conferences and congresses.

### **SWOT Analysis coast**

Constanta County coast was an important tourist destination zonal market, promoting coastal tourism products and spa. Romanian tourism offer has changed little over time (especially the southern coastal resorts), becoming uncompetitive in relation to the demands of tourism demand and related tourism products on international markets. Tourist reception structures and especially leisure offer are outdated, uncompetitive (South Eforie, Saturn and Venus), tourism services and tourism programs are made stereotype and modest quality and value for money is inconclusive. After conducting a SWOT analysis Constanta county coast, we found the following:

#### **Strengths**

- natural environment conducive to development of tourism activities (Black Sea, fine and sunny beaches, sandy sea bottom and no rocks, low slope, no tides);
- accommodation capacity high, in full extension (about 1 / 3 of the total accommodation capacity nationwide, a place in the country);
- special tradition in tourist activities (over 100 years); Dobrogea-area practice has a

significant potential for many types of tourism (archaeological, historical, ecological, oenological, ethnographic, religious, etc..) strengths of the ecotourism opportunity.

- potential high health spa;
- special interest of local public authorities and the local tourism sector development;
- Mamaia is rated resorts of national interest;
- the emergence of new tourism products, new to this region (Aqua Magic Telegondola, water fountains, small squares where there are different manifestations of modern art, casinos and amusement parks);
- geographical position favorable to the development of new tourism products (itinerary tourism, cruise tourism, business, etc..)
- historical and cultural heritage value;

#### **Weaknesses**

- Techirghiol lake water quality degradation, depletion of lake mud Nantasi
- anthropogenic pollution of the Black Sea water.
- overcrowding Mamaia, Eforie Nord, Costinesti, 2Mai, Vama Veche during the peak summer season and on weekends;
- insufficient parking places, in relation to the number of tourists during the summer;
- lack of permanent tourist products;
- some practical undertakings high prices that discourage foreign tourists, they have the possibility to choose the best tourist destinations in terms of quality / price ratio (Bulgarian coast);
- lack of adequate infrastructure development of cruise tourism (tourism and leisure ports);
- weak in terms of historical and cultural tourism potential of the area;
- the presence of the commercial and industrial sites in the vicinity of tourist areas creates some problems of image and comfort and is an important factor of environmental pollution;
- lack the legal and financial environment and stable tax incentive, which will attract domestic and foreign investments in the area.
- local authorities and have had no legislation to enable them to develop and promote tourism season, these "authorities" remain solely the task of central authorities
- blocking projects for marinas and artificial

islands, coastal construction of roads, facilities for open sea navigation in the Danube Delta to central government authority.

-lack of interest of governments in promoting foreign investment in air traffic and airport development Constanta, which has contributed greatly to the fall of the Romanian seaside image.

### **Opportunities**

- the position at the confluence of three major geopolitical zones, sets the stage for higher recovery of the tourism potential available in the Constanta area and its proximity;
- vicinity of Delta, Macin mountains, monasteries in northern Dobrogea, the region's agricultural potential and valences of the folk villages, represents an important support for tourism development in general and in particular tourism itinerary;
- river Danube and the Danube - Black Sea tourist arteries may represent new spatial perspective of tourist ports in coastal recreation, contributing to the development of cruise tourism;
- economic development of coastal tourism generates a beneficial business.
- national-level decisions, regional / local on the reconstruction of lake Techirghiol solutions to the phenomenon of narrowing of beaches and water pollution in the Black Sea.

### **Threats**

- competition exerted on regional tourism and local businesses a low capacity to adapt to a unique and competitive market;
- decrease in interest for Romanian tourists indigenous tourism products;
- erosion of beaches and cliffs can affect long-term development of tourist activities in this area;
- vicinity of industrial sites and commercial port is an important risk factor contributing to environmental degradation and generates continuous air pollution and water pollution, diminishing the area's tourism potential;
- allocating public funds for tourism development, on political grounds;
- lack of coherent development policies and strategies integrated coastal zone (infrastructure and engineering services, protection and rehabilitation of the natural

and built, etc..) discourage some foreign investors wishing to invest in tourism in this area.

- poverty, still has people in the area.

### **Conclusions**

This analysis seeks to identify in what situation is currently tourism and to highlight weaknesses that need to be addressed and opportunities to be exploited. In the seaside resorts are necessary actions for modernization of equipment supported accommodation, catering, to the treatment, but also to diversify the recreational facilities that are still insufficient. For better organization and planning of resorts are recommended:

- 1.the systematization and definition of functional areas (bathing area), corroborating the data on the optimal exploitation of natural healing factors, the most favorable locations, measures to materialize the sanitary protection perimeters (Techirghiol, Eforie Nord);
2. sizing and other spa building volume and capacity factors and natural healing qualities (Techirghiol)
3. arrangement of spaces and their use for therapeutic purposes;
4. Judicious and economic use of natural healing factors by management, storage and transport rationally to avoid deterioration and loss (mud from the guests);
5. use of complex machinery and high-tech spa. Priority in terms of material development strategy specific health tourism, I would suggest setting up in all resorts with spa prevention programs, the base material for their application:

- outdoor trails for running and walking practice;
- the design of surface water in warm weather beaches for practicing procedures with contrasting thermal factors (heliotherapy with cold baths);
- furnished rooms for practicing gymnastics programs and group of sports such as: badminton, tennis, volleyball, etc.;
- the design of dried or wet bath hyperthermia (sauna type);
- expanding sectors of massage therapy.

6. diversification in some climate stations with a single type of therapeutic substance use by natural factors:

- bringing the station, or preparation of sludge (eg Eforie Nord):

- heliotherapy-practicing and cold baths when the season permits;

7. The development of physical therapy, insufficiently equipped resorts quantitatively and qualitatively, by completing and upgrading training facilities allow for the practice of increasing exercise capacity and strength of muscles and accessories necessary for the practice of physical therapy recovery .

To emphasize the specific character of natural healing factors and / or experience in some centers are medical teams will study the possibilities of creating specialized units for prevention, treatment and recovery of patients belonging to certain groups of diseases (ex. rheumatism, lung affections , allergies, neurological disorders, etc.).

In perspective, it requires careful examination and research gaps and inconsistencies, while products among potential mineral spas and built areas (eg Techirghiol, Eforie Nord, Saturn, etc.). The implementation of technical progress in the spa business is a real emergency; special efforts are needed to upgrade facilities and medical devices in the treatment area. Given the scale of health tourism in our country, it is necessary to involve the wider Romanian industry in solving this problem, complex national interest, related to the material, it requires a scientific structure to a unitary concept, premise deployment quality of tourism activities and greater efficiency.

## References

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