

RURAL TOURISM IN THE RAZIM-SINOE AREA

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Abstract

Rural tourism is a form of tourism that takes place in rural areas and has a functional structure of heterogeneous services and housing. Revenues from tourism are permanent and services are offered by staff and specialized. Rural tourism structures are boarding houses, motels, camping sites, holiday camps, creative arts camps, camps for environmental activities, holiday villages. The purpose of this paper is to present and characterize rural tourism in the area Razim-Sinoe terms for shelters and structures catering. We look at the main indicators of tourist traffic: arrivals number, number of overnight stays, average length of stay; the number of foreign tourists arrivals by country of origin; monthly distribution of the number of tourists; arrivals and overnight stays of tourists in accommodation establishments by types of units; occupancy of accommodation establishments. For these aspects we used data provided by National Institute of Statistics, Department of Statistics Tulcea, Strategic Plan for Sustainable Tourism Development in the Danube Delta, developed under the auspices of Tulcea County Council; Master Plan, Danube Delta Biosphere Reserve, developed by Danube Delta National Institute for Research and Development. Data collected were placed in tables and processed to yield graphics that then we have interpreted and analyzed. Thus, after processing the data provided by the authorities, we conclude that it is noted that most of the tourists prefer hotel units, followed by the tourist in the tourist boarding houses and tourist villas; It is obviously an important flow of tourists during the summer and the highest percentages of foreign tourists from countries like Germany (25.4%), Italy (14.14%) and Austria (12.12%). Analyzing the weight of the number of tourists on monday is obviously an important flow during the summer.

Key words: *comfort, offer, potentially, rural tourism, village*

INTRODUCTION

Highlighting the provision of accommodation and services of these structures through tourism programs, contribute to the development of tourist traffic in rural areas. In the last decade, this movement is growing due to varied forms of expression.

Currently, rural tourism is developing forms of cultural tourism and ecotourism. It organizes symposia, conferences, competitions and thematic exhibitions of local interest.

These events help increase local tourist traffic and a higher level of culture, education and civilization of villagers. [3]

Also contributing to the economic growth of local communities. Cavaco (1995) considers rural tourism as "a meeting place where rural culture meets urban culture, the latter being highly sensitive and element bucolic"[2].

In this context, the paper aimed to analyze the rural tourism in the Razim-Sinoe area

highlighting its potential and development in the last years and its importance in the local economy. [1]

MATERIALS AND METHODS

For this study, we used statistical data provided by the National Statistics Institute, Tulcea County Department and the Danube Delta National Institute for Research and Development. Then, the data were processed and converted into tables, graphs and then interpreted and analyzed.

RESULTS AND DISCUSSIONS

In recent years, there is an expansion of rural tourism. Consumers, especially middle-class cultural values and the importance of reassessing the landscape[8].

Rural tourism is impressed by the increasing personal mobility (purchase of personal cars) and leisure organization (possibility of shorter

periods but more holiday, which allow several options) [4].

On the other hand, farmers have struggled to diversify and raise the quality of supply to meet the challenges of the crisis in agriculture[5].

Tourism activity in the Razim Sinoe is mainly conducted in rural settlements[4].

Reception structures

Existing accommodation units in the study area are the hotels but also hostels. In 2014, the situation of accommodation units in the study area, which had functioning authorization was (Table 1) [7]:

Table 1. Accommodation units by type and comfort category in the Razim-Sinoe area

Accommodation categories	Comfort category							
	1 star	2 flowers	2 stars	3 flowers	3 stars	4 flowers	4 stars	Total
Units	3	14	6	9	5	3	4	44
Rooms	96	54	108	62	104	86	84	594
Number of seats	145	98	198	92	202	166	168	1,069

Source: Department of Statistics Tulcea

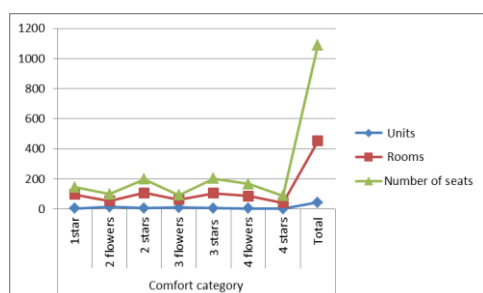


Fig. 1. Accommodation units on the classification criteria in the Razim-Sinoe

Source: Own determination.

The data presented in the table notes the existence of several categories of accommodations, hotels of 1 to 4 stars accommodation to 2-4 flowers. The number of locations is big enough and meet the accommodation of tourists. Thus, the total number of units in the year 2014 was 44 units, with a total of 594 rooms and 1,069 seats.

Food structures

Catering is another component of the material and technical base. This segment consists of units with complex designed to provide both conditions dining and entertainment with a variety typological and comfort similar to that hotel operating, most often, in a relationship of interdependence with units

accommodation. They are grouped into several categories, depending on their membership in an accommodation unit or according to specific services (Table 2) [7].

Table 2. Statement of catering establishments in the Razim-Sinoe area in February 2014

Name	Unit type	Category	Number of seats
Doi iepurași	Hunter restaurant	2 stars	200
Portița	Night Club	4 stars	80
Vila Corp 1	Classic restaurant	3 stars	112
Lunca	Night Club	4 stars	100
Mon Jardin	Classic restaurant	4 stars	180
Cormoran	Classic restaurant	4 stars	20
La Nisip	Buffet bar	3 stars	20

Source: Department of Statistics Tulcea

There is a variety of establishments offering a wide range of dishes, mostly based on fish[5].

Analysis of tourist traffic

Evolution of the main indicators of tourist traffic to the Danube Delta Biosphere Reserve in 2008-2014 is shown in the Table 3.

Table 3. Tourism demand registered for Danube Delta Biosphere Reserve recorded in 2008-2014

Years	Number arrivals			Number of overnight stays			Average length of stay		
	Romanian	Foreign	Total	Romanian	Foreign	Total	Romanian	Foreign	Total
2008	28,606	8,379	36,985	56,685	17,838	74,533	2.0	2.0	2.1
2010	56,026	16,566	72,592	98,974	29,785	128,759	1.8	1.8	1.8
2014	53,322	20,445	73,767	112,368	33,610	145,978	2.0	2.1	1.7

Source: National Institute of Statistics

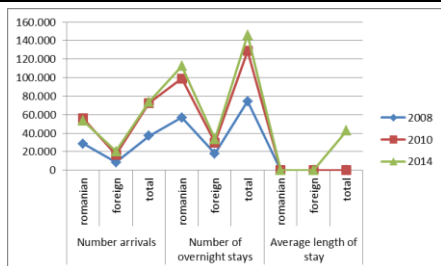


Fig. 2. Evolution of the number of arrivals of tourists in the establishments of tourists' reception with functions of tourists in Danube Delta Biosphere Reserve
 Source: Own determination.

The strategic importance of tourist traffic for analysis are types of accommodation and monthly distribution of number of tourists[6]. There is a fluctuating trend in the number of tourists arriving both overall and detailed romanian tourists and foreign tourists, registering a positive trend in 2008-2010.

Number of overnight stays increased during the study period from 56,685 in the case of romanian tourists in 2008-112,368 in 2014. And if foreign tourists recorded a positive development from 17,838 overnight stays in 2008 to a total of 145,978 in 2014 .

Regarding the evolution of average length of stay, after a value of 2.1 days in 2008, this drops to values of 1.8 for 2010 and 1.7 for 2014.

Table 4. Number of foreign tourists arrivals by country of origin, 2008-2014, the territory Danube Delta Biosphere Reserve

Country of origin	2008		2014	
	Tourists	%	Tourists	%
Germany	1,933	23.7	5,190	25.40
Italy	1,106	13.2	2,890	14.14
Austria	1,025	12.2	2,478	12.12
Norway	-	-	2,400	11.63
France	634	7.6	1,947	9.52
Spain	-	-	1,300	6.37
Greece	-	-	627	3.07
Japan	-	-	350	1.71
UK	245	2.9	275	1.35
Israel	168	2	-	-
SUA	128	1.5	-	-
Hungary	85	1	-	-
Other countries	2,990	35.8	3,000	14.69
Total	8,314	100	20,457	100

Source: National Institute of Statistics

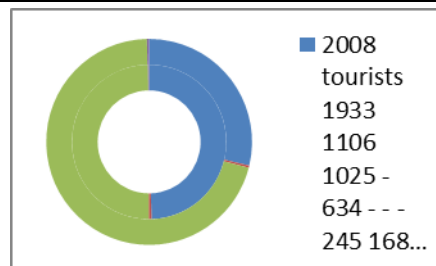


Fig. 3. Structure of foreign tourists, the countries of origin, in the years 2008-2014
 Source: Own calculation.

According to data from the above table it can be seen a large number of foreign tourists in 2008-2014. Thus, the first three places are occupied by German tourists (25.4%), Italians (14.14%) and Austrians (12.12%), the last places being occupied by Japanese tourists (1.71%) and British tourists (1.35%).

The strategic importance of tourist traffic for analysis are types of accommodation and monthly distribution of number of tourists[3]. It is noted that most tourists prefer hotel units, followed by the tourist in the tourist boarding houses and tourist villas.

The percentages in addition to the foreign tourists on accommodation in hotels indicate their preference for units better equipped against a higher individual budget (Table 5).

Table 5. Arrivals and overnight stays of tourists in accommodation establishments by type of units to Danube Delta Biosphere Reserve

Accommodation units	Romanian %	Foreigners %
Hotels	76.8	90.1
Villas	6.2	2.7
Boarding houses	7.9	3.1
Campgrounds	4	0.3
Camps for students	2.1	0
Cottages	2	0.2
Other accommodation	2.5	3.6

Source: National Institute of Statistics

Another way that can be studied tourism demand, tourism is an analysis of seasonality[1].

Analyzing the weight of the number of tourists on months is obviously an important flow during the summer, but compared with the tourism balneoclimateric that can go under proper conditions especially in summer, in the

study area due to multivalent forms of tourism, demand remains relatively high and balanced throughout the year (Table 6) [10].

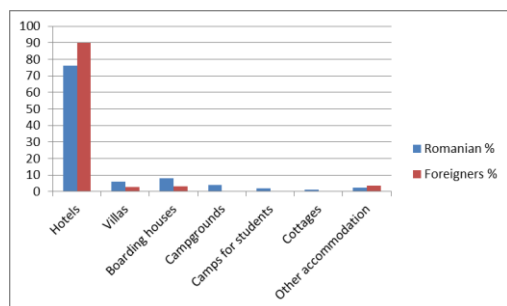


Fig. 4. Frequency of tourist reception with functions of tourists in 2008

Source: Own calculation.

Table 6. Monthly distribution in the number of tourists to the Danube Delta Biosphere Reserve

Month	Number of tourists	Weight %
January	2,320	3.14
February	2,456	3.33
March	2,552	3.46
April	4,148	5.62
May	6,546	8.87
June	8,920	12.09
July	12,000	16.18
August	10,260	13.91
September	10,328	14
October	7,062	9.57
November	4,548	6.17
December	2,705	3.67
Total	73,845	100

Source: National Institute of Statistics

Regarding net use index of accommodation places is noted that this indicator units within Danube Delta Biosphere Reserve.

Table 7. Occupancy of accommodation establishments in 2008-2014

Area	2008	2010	2012	2014
Lagoon Complex Razim-Sinoe	22 %	29 %	28.2 %	25.9 %
Total country	34.4%	34.2 %	33.5 %	33.7 %

Source: Department of Statistics Tulcea

It is far below the national average, 26.6% to 36%, and this is partly due to seasonality and a greater area of study especially during spring and summer than the rest of the country where tourist activity takes place throughout the year (Table 7) [9].

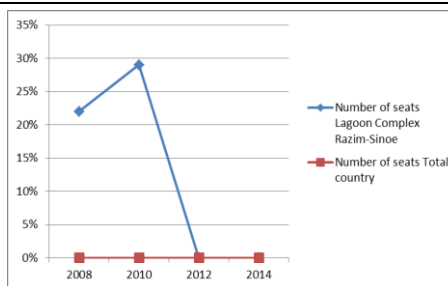


Fig. 5. Evolution of net use index of accommodation places at the country level and Danube Delta Biosphere Reserve

Source: Own calculation.

CONCLUSIONS

The data analyzed are witnessing in 2008 the 44 accommodation units, catering establishments of different categories.

There is a fluctuating trend in the number of tourists arriving both overall and detailed romanian tourists and foreign tourists, registering a positive trend in 2008-2010.

Number of overnight stays increased during the study period from 56,685 in the case of romanian tourists in 2008, 112,368 in 2014. And if foreign tourists recorded a positive development from 17,838 overnight stays in 2008 to a total of 145,978 in 2014 .

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