Considerations Concerning the Exploitation of the Tourist Product of the Danube Delta

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Abstract: The Danube Delta is considered to be a Kingdom of waters and lands. The sea waters have restricted the field and appeared to land a young earth, built before our eyes in the rocks of the mountains and the ground fertile soil of lands. There is a ceaseless struggle between water and land, the land goes out triumphing. United is retiring while land takes the form of fingers along the river waters which submits to the East of the Delta's natural Riches., Earth and water, the flora and fauna are in fact economic components, but also the geographical landscape and native territory.

From the tourist point of view, the Danube Delta is characterized by different grinds deep and clear with their unique flora and fauna, plus marine beach towns of Sulina and St. George and the warm waters of the sea, rich in valuable species of fish. Tourist heritage of Romania, the Danube Delta, due to its characteristics, occupies one of the first places preferred by tourists. Being one of the most unusual regions, service claims are utterly special, generated by "a sense of veneration" and impression of grandeur, which define this Temple of nature.

In order to increase the tourist movement must be as delta to regain all the attributes of a genuine nature reserves. Delta in its entirety it is a monument of the nature and the characteristics of an open air museum, it is necessary to have rules and a museum with such prohibitions and restrictions

Keywords: tourism potential, the ecosystem, tourism organization, biodiversity

Introduction

Industrialized society provides the scientific organization of production and labour, modern technology, unlimited possibilities to increase work with multiple positive effects on the public, the income and purchasing power, increased leisure time by reducing the duration of the day work by increasing the holidays, the average life expectancy and upgrade media. All these together with the rapid development of transport favoured man detachment from the usual environment, a fact which led to the formation of travel habit.

Tourism activity has negative effects manifested in various forms quite obvious in everyday life and common to tourists. These take different forms: on the one hand in the form of pollution, lack of frequent movement and on the other form of stress, mental problems. Thus appeared the desire and tendency for people to spend time travelling, dreaming of quiet corners of nature, visiting towns and villages of the country or from other countries to know people and new places, or to recuperate.

Given the fact that the population has grown considerably in most countries and the influence of distance – time was reduced considerably by modernization of transport, tourism – “as pleasant and useful way of spending free time, experienced an unprecedented boom, being one of the most remarkable features of the contemporary era [1, 25]”.

Considering the influence of biological and psychological factors we can be appreciate that in the future in almost all countries, tourism will change from an occasional concern into a permanent one, the tendency to become either a necessity or a need being increasingly more felt by the modern man.
The **Tourism Management** considers and applies management concepts, philosophies and business practices of tourism. This compound term goes beyond a conceptual discussion of tourism, to cover management perspectives, both strategically and operationally in order to provide an understanding of the fundamental aspects of business travel management with specific techniques necessary for successful management of the variety of tourism business.

Tourism management is placed in a structured framework, situated around four main themes:
- Managing tourism system;
- Managing tourism business;
- Tourism as management in its own environment.

1. **Natural Resources**

The Danube Delta, the "water kingdom" and of mashed water lands is full of charm. Sea waters have limited their area and land area showed, a young one, built land crumbling before our eyes from the rocks of the mountains and the fertile soil of the plains, gently refreshed by the old Istru, the ancient name of the Danube on this territory. A constant battle is given between water and dry land out of which the latter always wins. The sea withdraws while the land takes the form of fingers along which the river goes on towards the east. Delta's natural riches: the land and the water, the flora and the fauna are in fact the economic components, but also the tourist ones of this territory and of the landscape.

**General Description**

The Danube Delta is where the Danube, close to the site of its shedding into the Black Sea through branches that carries its waters into a wide plain, whose boundaries are spread over 100 km.

Between the river branch beds there are lakes, muddy areas, streams and channels. The whole valley up to the sea shore is a low slope, making the waters to go slowly. All branches of the delta have considerable widths.

The entire Delta is presented as an amphibian, i.e. a stretch of water that rises as high and also low levees surfaces [2, 12]. The composition of large delta gives the possibility to tourist itineraries, each with its characteristic landscape.

Delta is mainly an area of water, exercising at the same time the power of a big attraction. There is an opportunity to explore the nature of the boundary between water and land, where life is constantly recreated. Delta's landscapes can hide surprises, for instance, a few km away from the sea, the forests called Letea and Cararoman made of oaks. There also grow old vines entwined with leaves covering the trunks of the trees. In the central part there are sand dune ridges as to the tropics.

The total area of the delta is 5640 km², of which Romania has the 4340 km², 3660 km² are under the Black Sea, and 680 km² is land that can not be flooded, unruly changing water action. Compared with other delta areas in Europe, the Danube Delta is the third largest [3, 10].

Contemporary issues in ecosystem conservation require effective management of tourism. For this purpose, it is proposed to implement an integrated system for specific tourism activities. It is also essential the developing of a high-resolution digital cartographic support, necessary for development plans, strategies and management schemes in the Danube Delta Biosphere Reserve.

A significant contribution to achieving this objective can have projects such as "Better management and implementation of the NATURA 2000 sites acronym BE-NATUR", funded under the programme for South East Europe trans-national cooperation and «preparatory Assistance for setting up trilateral Biosphere Reserve "Danube Delta and Lower Prut Region" between Romania-Moldova-Ukraine» (part of the United Nations Development Programme).
The efficiency of the management system depends largely on human resources, which is implementing the project “information, knowledge and skills for employment, professional development and stimulation of entrepreneurship in the context of the development of sustainable tourism in the Danube Delta.

2. The Components of the Tourist Product

Accommodation
Delta Tourism did not maintain a capacity of accommodation it requiring sufficient construction of hotels, chalets. Occupancy of accommodation capacities existing in the Danube Delta and the neighbouring towns of the Delta is still small compared to tourism demand, particularly in the high season. Thereafter lodging capacity has begun to grow by building and commissioning of other hotels of a tourist complex with a capacity of 400 seats at Sfantu Gheorghe town.

The structure of employment by type of accommodation establishments are as follows:

The hotel is an establishment formed from a building or set of buildings which provide accommodation, food, serving a meal, and a wider or narrower services; Hotels can be: 1, 2, 3, 4, 5 stars (cf. MT Rules of 28/06/2002).

In the delta and surrounding villages there are commercial retail establishments and catering that satisfy greatly in terms of quality and diversity to the range needs of tourists. The number and structure of units, the range of products and services are much diversified, in particular during the season but not only.

A traditional form of tourist Inn hotel is located either in cities or towns or on the trails or at the junction of important traffic arteries. As a capacity it has on average 20 to 60 seats. Inns have been preserved, in part, to this day, being restored or rebuilt on the former places.

Entertainment and Leisure
Along with economic development and the social one in Tulcea town there have been increased Delta specific opportunities for sport, leisure and entertainment. Apart from the Tulcea town, where there is the "Danube Delta" Museum, the House of culture, the House of science and technology, youth, sports, etc., in the other settlements in the area there were, in 1980, four houses of culture and all the amenities. At the same time in the Delta there were organized different forms of leisure, specific to the area: points for rent boats (Crisan and Maliuc), Muringhiol boats and fishing gear; there were held specific actions like: campfires, sports events, it began the equipping of the accommodation bases with games etc.

In order to ensure proper conditions for domestic and international tourism in the Danube Delta, there were formed teams to coordinate tourism in the Delta, which includes representatives from local units, the Ministry of transport and telecommunications, the Ministry of agriculture, Ministry of tourism, etc. Coordination teams shall draw up proposals for measures to ensure that: the development of material base of tourism of Delta Tourism meet the requirements in accordance with national and international programmes of productive units, appropriate transportation for holidays to the Danube Delta and the surrounding areas, expanding the areas of leisure and recreation to the green spaces in villages and sites on the Black Sea coast, as well as equipping of these newly created zones, development of material base of sports activity in the Danube Delta villages, as well as in the neighbouring villages of the Delta in order to increase the number of Romanian and foreign tourists who spend their free time in an active way, enlargement and the adoption of cultural educational activities for those involved in tourist activities organized in the Delta.

Treatment
In almost all countries of the world, the spa treatment is presented as a factor of prevention of harmful effects of civilization and improvement and even healing of chronic diseases. Tourism treatment considers diversifying the tourist offer of the climatic spas resorts through a system of health with the help of sport and entertainment. There were designed sports and leisure facilities for various ailments, disabilities etc. Spa tourism is medically designed today as a human therapy in general, into a global operation, in which
the doctor inserts in addition to therapeutic spas, sports, leisure and recreation. Therefore there are necessary fitting and complex actions, in all aspects of the resorts in order to ensure high competitiveness conditions at the main treatment activity, and secondary ones, such as accommodation, food, recreation, entertainment, etc.

3. Economic Activities. Agriculture Forestry and Fishing

Inside the Delta, there are areas which could serve exclusively as farmland, such as those of floating lands and of some islets.

The land is used for agriculture and is protected by submersible or un-submersible dykes. These lands are usually surrounded by dykes in the upstream sector as well as in low places, which could raise the water level. Surfaces are dammed, emptied of water, either by gravity, when the Danube has a low level either by pumping, when there are floods. Un-submersible system only applies in the floating areas ensuring at any times a high economic productivity. Levees can easily arrange grain growing. It is mainly present the maize culture, wheat and rye being less present.

Forestry Lands, Hunting Activity

Forestry deals with plantations of trees, such as various species of willow, poplar and pine and other varieties which enjoy the physical environment of the Delta and that it would be cost effective where it would be cultivated. Forestry activity takes into account the existing surfaces, and planting of new surfaces with fast growing species (American poplar and selected willow), "foresting the shore - pier area with curtains shielding curtains of forest, especially willow, with the creation of the forest protection curtains in landscaped enclosures, as well as the management and protection of the hunting fund". Forestry may assign 20 000 ha, which is divided on the edges not too high of the levees along the branches of the river and throughout the course of the maritime floating lands.

Fishing

In ancient times, fishing was the main occupation of the inhabitants of the Danube Delta. Although today the fisheries resource has experienced a setback, fishing is still the main concern. Localities where fishing represents the main activity of the inhabitants are: Crişan, mile 23, Gorgova and Sfântu Gheorghe.

An excellent area is located between Lake Radăcinos Channel with the same name and Three Iezere Lake. It can be reached only by boat, from the town of Mila 23 from the village of Crisan, beautiful area holding species of predatory.

The second main occupation of the inhabitants of the Delta is raising farm animals, which from a temporary activity (transhumance) became a permanent fixture at the end of the 19th century. Localities with tradition in breeding are Letea, Periprava:, C.A.Rosetti, Sfiştofca and Caraorman. Traditional farming was practiced especially in areas with large agriculture land: Chilia, Pardina, Plaur, Sâlceni, Ceatalchioi and Pătlăgeanca, formed from alluvial soils on river levees with low risk of flooding. Because of poor soils (sandy), agriculture experienced a smaller development on Letea and Caraorman sea levees.

In the estuary of the river and the sea in front of the openings of the Danube, sturgeons can be fished, the Danube mackerel and some fish such as gingirica and aterina. Starlets, oblates and visa fish live permanently in the muddy waters of the river branches. Several species of sturgeon, belugas, the Danube herring spend their lives at sea, but entering the Danube branches for reproduction, which means very much for their development. Spring is the breeding of the fish. The fish leave the Danube where they wintered, and when warmed by the rays of the sun, they gleam in wedding clothes in all waters of the Delta [2, 59].

Pikes prefer Lakes with mud hardened, where there grow herbs. The wells catfish spin among reeds and among the weeds where females stick their eggs or deposit them in a dimple that they dig in the mud with the fins, and the males take care of the eggs and if waters become less deep they wet the eggs with the tail.
Fish nurseries are intended to increase the percentage of valuable fish. As a result of these constructions and works carried out for this purpose in the Delta, the annual fish production is steadily increasing volume and quality.

Fish currently serves in increasingly large extent, fresh or preserved, as domestic consumption and to increase our availability of exportable goods.

4. Population

Delta’s Inhabitants’ History

Because of its wealth, the Delta has been since ancient times a place sought out by people who found here shelter and food.

This was not inside the Delta the place for human settlements, but because of the inexhaustible reservoir of food, it caused without no doubt persistence on the edges of numerous inhabited centres. Cattle breeders have circulated at all times on the levees in the Delta, where they found shelter. On the interior levees there were also refugees of the South Bank of the Delta, when they were in danger of being attacked.

In the Delta there are stored countless ancient names of places and settlements with Romanian character, which demonstrates that the Romanians have always lived in the region of the Danube mouths and of the Black Sea, where they dealt with fishing or with various branches of agriculture.

Delta’s Present Day Population

The Danube Delta is complex both because of the variety of natural heritage and biodiversity but also due to the 32 municipalities, of which 25 inside the reserve, which are home to a population of about 27,000 inhabitants. Within the network of settlements, Sulina makes its presence – being the only holder of the status of town, including more than 20% of the population placed inside the Danube Delta biosphere reserve.

Tulcea is: the entry - gate into the Delta, a town with just under 100,000 inhabitants, built on the site of the geto-Dacian settlement Aegyssus, dated 2600 years ago, referred to the current name in 1595 on the map of Paolo Giorgici. It is a city with shipping function and an industrial activity but also a tourist one.

Sulina: the easternmost city of the country, located at the mouth of the Sulina river branch, is a Romanian town with the lowest altitude (3.5 m), port of entry of sea-going vessels on the Danube. The active population is approximately of 35.3% with an occupancy degree of about 81.4% allocated differentiated on activities such as:
- fishing and fish breeding (15.3%);
- agriculture and forestry (29%);
- industry, building materials, trade, services (15.7%);
- tourism, transportation, communications (15.4%);
- health care (1.9%);
- education, culture (5.7%);
- public administration (13.5%);
- other activities (3.6%).

5. Increasing Professional and Entrepreneurship Competences

Reinforcing the role of cultural operators in the area of the Danube Delta is considering adapting human resources available at a new approach, based on the sustainable use of natural and cultural resources, and reducing the use of natural resources as raw materials and transforming these resources into tourist resources in the context of a cultural landscape-natural and integrated unit.

Thus, professional and entrepreneurial skills increase of local human resource planning: developing fundamental skills (language, computer literacy, etc.), skills development (objective cultural guide, etc.), training for specific cultural occupations (curator, cultural establishment, etc.), and the assessment of professional competencies acquired by other routes than the formal (singers, musicians, dancers).
Valorising the Tourist Potential

In literature, the notion of exploiting tourism potential, conceptually, is not yet clearly defined. The meaning of which is given has a general character and is associated rather with the content of the concept of recovery of resources. In my opinion, the content of the concept of exploiting tourism potential is complex and reflects the positive effects obtained by the provider of tourist services, tourists, local communities and society as a result of specific activities lodged within a time frame of all these entities. Among these positive effects one can include profits of companies and organizations working in tourism, and rewarding day doing benefits derived by tourists, the State and local communities, the more visible and attractive tourist destination, greater protection of the environment and biodiversity.

Capitalizing the tourism potential of the Danube Delta, however, involves the planning and implementation of policies and appropriate marketing strategies related both to the macro-economic and the sectorial level and at the microeconomic level.

The correct and proper assessment of the tourism potential is a basic requirement for the development of tourist destination. It involves a system of methods, including those specific to marketing research designed to avoid subjectivity that can generate either the trend or tendency of overvaluation undervaluation. In both cases the offer of tourist services will not correspond entirely with visitors’ preferences.

Conclusions

Actions to put into value the reeds resources, fish breeding, grain cultivation and forestation of lands on the levees, as well as the construction and maintenance of navigation routes, are aimed at exploiting the "treasure" of the Delta, without causing harmful biological framework changes.

Particular attention should be given to the Organization of tourism in the Delta, whose income may be at least as important as other industries based on various riches of the Delta. Not to be forgotten, however, that tourism in the Delta involves just respecting the natural frame and not changing his arbitrary. The tourist movement is increasing in relation to numerous factors, such as: can travel in optimum conditions and safety for those aiming at delta that will gather the images you want to remember later.

Due to the material base, as well as to the geographical characteristics, delta cannot be the stay in one place, its surface being an area of circulation. Purpose of visiting the Delta does not consist in the performance of any treatment, as in the spa resorts, but in surprise the landscapes in whose foreground must also be situated the birds’ places specific in the area.

When organizing trips, the most representative paths are recommended, based upon a well spot oriented study.

From the tourist point of view, the Danube Delta is characterized by different grinds and other specific places with their unique flora and fauna, plus the marine beach towns of Sulina and Sfantu Gheorghe and the warm waters of the sea, rich in valuable fish.

A tourist heritage of our country, the Danube Delta, due to its characteristics, occupies one of the first places preferred by tourists. Being one of the most unusual regions, service claims are utterly special, generated by "a sense of veneration" and "impression of grandeur", which define this "Temple of nature". In order to increase the tourist movement delta must regain all the attributes of a genuine nature reserves. Delta, in its entirety, is a monument of the nature holding the characteristics of an open air museum. It is also necessary to have the destination of a museum, with its own prohibition and restriction regulations.

References