

ASPECTS REGARDING THE EVOLUTION OF TOURISM ON THE ROMANIAN COAST

Lecturer Ph.D., Florența Simona CREȚU

“Tomis” University of Constanta, Romania

E-mail: cretuflorenta2011@gmail.com

***Abstract:** This material was designed to highlight some of the aspects related to the number of tourists who choose to spend their holidays on the Romanian coast, because it has gone through a series of changes that have influenced the evolution of tourism in this area. One of the most important changes was regarding the tourist offer. Before, tourists came mainly for the beach and for relaxation. Nowadays, there are many more options for entertainment and activities, such as water sports, concerts, festivals and exhibitions. It also invested in infrastructure. In recent years, several hotels, apartment buildings have been built and some of the older accommodation units have been modernized. Also, several roads and highways were built and modernized, which made access to the coast easier and faster. Besides these changes, tourism on the Romanian coast was also affected by external factors, such as economic crises and political problems. These led to a decrease in the number of tourists and a decrease in the demand for tourism services. However, the tourism sector remains vulnerable to economic and political changes.*

***Keywords:** tourism, politics, investments, infrastructure, coastline.*

***JEL Classification:** D72, L83, Z32.*

1. Introduction

The Romanian coast is one of the most popular tourist destinations in our country, being visited annually by thousands of tourists both from the country and from abroad. The evolution of tourism on the Romanian coast was influenced by a number of factors, both internal and external, which led to significant changes in this sector in recent years.

In this article, we will analyze the aspects related to the evolution of tourism on the Romanian coast, including investments in infrastructure, tourism offer, economic and political changes and their impact on the tourism sector.

2. Investments in infrastructure

One of the most significant changes regarding the evolution of tourism on the Romanian coast was the investment in infrastructure. In recent years, several hotels have been built and some of the oldest accommodation units have been modernized. Additionally, several roads and highways were built and modernized, which made access to the coast easier and faster.

In addition, investments were also made in other infrastructures, such as those related to utilities, public transport, beaches and resorts. In the seaside resorts, parks, markets and leisure spaces were set up and modernized.

These investments led to an increase in the quality of the services offered to tourists, to the improvement of comfort and accommodation conditions and to a better accessibility of the coast.

Also, several highways have been built and work is underway to complete a train line that will connect the coast with the rest of the country. These investments made it easier for tourists to reach the beach and reduce travel time, which increased the attractiveness of the Romanian coast as a tourist destination, thus increasing the number of jobs in the tourism sector.

However, there are still many things that can be done to improve the infrastructure and tourist services on the Romanian coast.

2.1 Touristic offer

Before, tourists came mainly for the sunny beaches and to relax.

Nowadays, there are many more options for entertainment and activities, such as museums, water sports, concerts, festivals, and exhibitions. There is also an increased number of restaurants, bars and clubs.

This diversification of the tourist offer has led to an increase in the number of tourists visiting the Romanian coast and to an increase in income in the tourism sector. In addition, this diversification of the tourist offer led to an increase in the length of stay of tourists on the coast.

Despite these recent additions, there are still many things that can be done to improve the tourist offer on the Romanian coast, such as the development of cultural, religious and historical tourism programs or the creation of new leisure activities.

3. Economic and political changes

The evolution of tourism on the Romanian coast has been one of the most important in the tourism industry in our country in recent decades. From the development of the infrastructure and the modernization of accommodation units, to the improvement of the tourist offer and the increase in demand, the Romanian coast has gone through a series of changes that have influenced the way tourists perceive this destination.

In addition, the investments in the modernization and construction of new hotels and apartments brought more comfort and services to tourists. Many tourism operators have invested in renovating and modernizing accommodation units, offering tourists a wide range of accommodation options, from luxury hotels to guesthouses and hotel-style rental apartments. Also, new hotels were built, especially on the southern coast, to meet the demand of tourists looking for accommodation in quieter and more exclusive areas. These investments made the Romanian coast offer a much more pleasant and comfortable tourist experience.

In addition to investments in infrastructure and the construction of new hotels, the tourist offer on the Romanian coast has diversified significantly. Before, tourists came mainly for the beach and for relaxation, but in recent years many options for entertainment and activities have been developed. In recent years, several cultural and entertainment events have been organized, such as concerts, music festivals, exhibitions and gastronomic festivals, which have attracted an increasing number of tourists to this area. An important factor for attracting tourists to the Romanian coast was the granting of vacation vouchers to public and private sector employees. In this way, even the employees who benefit from modest salaries could organize their vacations in Romania.

However, tourism on the Romanian coast was also affected by external factors, such as the economic and health crises and political problems. These led to a decrease in the number of tourists and a decrease in the demand for tourist services.

4. The evolution of tourism on the Romanian coast - an analysis of the factors that have influenced the changes in recent years

The Romanian coast has always been one of the most popular tourist destinations in Romania, attracting both Romanian and foreign tourists. However, the evolution of tourism on the Romanian coast has been influenced by several factors in recent years, from changes in infrastructure and tourist offer, to economic crises and political problems.

During economic downturns, tourists reduced their expenses and preferred to travel to cheaper destinations. Also, the political problems led to a decrease in the number of tourists, as many avoided traveling to areas affected by political instability.

Travel agencies from abroad have withdrawn their tourist offers for Romania, significantly decreasing the influx of foreign tourists.

Therefore, the tourism sector remains vulnerable to economic and political changes and must constantly adapt to new challenges. Next, we will analyze in more detail the impact of these factors on tourism on the Romanian coast and what measures can be taken to increase tourist attractiveness.

4.1. The influence of infrastructure investments on the evolution of tourism on the Romanian coast

In recent years, significant efforts have been made to improve the infrastructure in this area, including the construction of new roads and highways, the modernization of airports and the expansion of the public transport network.

These investments had a positive impact on tourism. By improving accessibility and reducing travel times, tourists can reach the Romanian coast more easily, which increases the attractiveness of this destination. Also, the modernization and construction of new accommodation units increased the accommodation capacity, thus allowing the reception of a larger number of tourists.

However, there are still many challenges regarding infrastructure investments. One of the biggest problems is the transport infrastructure, especially regarding the connection with other areas of the country. There are still areas where road access is difficult and the public transport infrastructure is still underdeveloped. Also, the tourist infrastructure still requires improvements, including the modernization of some older hotels and the construction of new tourist facilities.

Infrastructure investments represent an important opportunity to increase the tourist attractiveness of the Romanian coast. The government should continue to allocate significant resources to improve the infrastructure in this area and to attract more tourists. These investments must aim not only at improving the transport infrastructure, but also at the modernization of tourist facilities and other related services.

Building blocks of flats without having a well-established architectural plan in tourist resorts has led to an increase in unfair competition regarding the provision of comfortable conditions and quality of tourist services, to the detriment of accredited tourist units, encouraging renting at prices below the zone limit, such as and the creation of conflicts between tourists and residents regarding compliance with the rest schedule.

In conclusion, infrastructure investments are a key factor in the evolution of tourism on the Romanian coast. They have a positive impact on tourism, improving accessibility and accommodation capacity. Significant investments are still needed to address the challenges in terms of transport and tourism infrastructure.

4.2. Job offers in the summer season

Qualified tourism staff includes people with various specializations, such as chefs, waiters, bartenders, receptionists, entertainers, tour guides, hotel managers, marketing and sales specialists, but also other professions specific to the tourism field.

These professionals are particularly important to the tourism industry as they bring skills and abilities necessary to provide quality services and ensure customer satisfaction.

Since the tourists who come to the coast still want quality services, a big problem is raised by the qualified staff. The job offer for the summer period is varied, addressing especially young people who want to find a job for the specified period. Due to the fact that the educational offer for the tourism industry has decreased, it is very difficult to find specialized staff, so that employees brought from other countries are called upon to make up for the labor shortage.

To have qualified personnel in tourism, they must follow professional training programs or obtain a diploma in the field of tourism or a specific specialization in the hotel industry. In addition, it is important for those who want to work in the hospitality industry to have communication and interaction skills with customers, to be flexible and able to work in a team and to be open to change and adapting to market demands.

4.3. The role of sustainable tourism in the evolution of the Romanian coast

Sustainable tourism plays an important role in the evolution of the Romanian coast. It refers to the promotion of tourism in a responsible way, so as to ensure the protection of the environment and natural resources, as well as the improvement of the life of local communities.

One of the most important challenges for sustainable tourism on the Romanian coast is the negative impact of mass tourism on the environment. Increasing the number of tourists can lead to water and soil pollution, the destruction of natural habitats and the depletion of natural resources. Therefore, it is important that tourism is managed responsibly, so as to minimize the negative impact on the environment.

In addition, sustainable tourism plays an important role in the economic development of local communities. It can create new jobs and help increase tourism revenues in the region. Also, by promoting local trade and traditional products, sustainable tourism can help develop the local economy and preserve the area's cultural heritage.

In order to promote sustainable tourism on the Romanian coast, an integrated approach and collaboration between the various interested parties, including local authorities, tourist operators and local communities, is necessary. Environmental protection measures must also be taken into account, such as reducing energy consumption, reducing waste and promoting sustainable transport.

In conclusion, sustainable tourism plays an important role in the evolution of the Romanian coast. By managing tourism responsibly, it is possible to ensure the protection of the environment and natural resources, as well as the economic development of local communities. It is necessary for all interested parties to work together to promote sustainable tourism and ensure a sustainable and beneficial evolution for all parties involved.

Although the Romanian coast has been recognized since the beginning of the 20th century as an attractive tourist destination, the evolution of tourism in this area has encountered certain challenges and obstacles. In recent years, however, significant efforts have been made to improve the tourist offer and to attract more tourists.

Among the most important aspects regarding the evolution of tourism on the Romanian coast is the diversification and modernization of the tourist infrastructure. This includes the construction of modern hotels and guesthouses, the development of tourist services, as well as investments in local transport and communications. Also, efforts were made to improve the quality of the beaches and to make them more attractive for tourists.

Another important trend in the evolution of tourism on the Romanian coast is the increasing popularity of health and wellness tourism. This type of tourism focuses on providing services and facilities to help tourists improve their health and relax. These include salt water therapies, massages, beauty treatments and other similar services.

In addition, in recent years, cultural tourism has become more and more popular on the Romanian coast. This trend focuses on the promotion of the cultural heritage of the area, as well as on offering excursions and cultural activities for tourists. For example, tourists can visit old fortresses and medieval churches, explore local traditions and customs, or participate in festivals and cultural events.

5. Conclusions

The evolution of tourism on the Romanian coast was influenced by several factors, including investments in infrastructure and changes in the tourist offer. However, the tourism sector remains vulnerable to economic and political changes.

Summer tourism is constantly changing and adapting to new trends and demands of tourists. It is important that local authorities, tourist operators and local communities work together to promote sustainable and responsible tourism, so as to ensure a beneficial and sustainable development for all parties involved.

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