MIS CODE RO-BG 528, financed by **Interreg V-A Romania-Bulgaria** Programe





MS CODE RO-BG 528,

financed by Interreg V-A România-Bulgaria Programe

# Joint strategy for valorising the natural and cultural heritage

Made by:

Association for Development Through Valorising of European Resources CALLATIS

**Proiect manager:** 

Carmen Elena Coca

## **Implementation expert:**

Romeo Boșneagu

Marinela Carmen Grigore

Elisabeta Trașcă



A joint opened window to the universe mysteries Strategy for Valuation of the Natural and Cultural Heritage of the Dobrich-Constanța region

# Contents

INTRODUCTION
1. TARGET GROUPS
2. THE LEGAL FRAMEWORK OF CULTURAL AND NATURAL HERITAGE
3. GENERAL CHARACTERISTICS OF THE CROSS-BORDER AREA CONSTANȚA - DOBRICH - SITUATIONAL ANALYSIS
3.1.Location, population, boundaries and scope7
4. ANALYSIS OF TOURIST RESOURCES IN THE CROSS-BORDER AREA CONSTANȚA- DOBRICH
4.1. Natural resources (INVENTORY)
4.2. Anthropic resources (INVENTORY)
4.3. Trends in the development of tourism at international and national level
4.4 International trends in the development of certain forms of tourism important for constanța county
4.5. Analysis of marketing tools
5. TOURIST ROUTES FOR THE CAPITALIZATION OF NATURAL AND ANTHROPIC RESOURCES FROM THE DOBRICH-CONSTANȚA REGION
5.1. SWOT analysis
5.2 Justification for the choice of routes
5.3 Route no. 1 The road of birds and lakes from Dobrogea
5.4. Route no. 2 "Rocky Phenomena and the Fortresses of Dobrudja"
5.5. Route no. 3 "Green treasures of Dobrogea"
6.STAKEHOLDERS
7. STRATEGIC PART
7.1. Measures for restoring routes / sites and integrating them into tourist chains
7.2. Measures to promote routes / sites and their integration in tourist chains
7.3. Budget estimates for the implementation of the measures
CONCLUSION
BIBLIGRAPHY
ANNEXES



A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

# STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANȚA REGION

# Introduction

A sustainable approach to the cultural and natural heritage of the Romanian-Bulgarian border area is relevant for the future of the many and spectacular objectives and elements that make up this heritage and which are an important source of development for the entire area. Thus, the cultural heritage offers residents and tourists a variety of historical and architectural monuments, archaeological sites, legends and folklore, museums or churches and monasteries, of value protected by law or recognized by the local community. There is no county or district without cultural heritage objectives.

Regions are no longer autarchic, no matter how resourceful they may be. They increasingly depend on national and international developments, internal dynamics, the involvement of stakeholders and external relations. In order to develop, they are promoted externally, both as homogeneous entities and as a mosaic of individual offers.

In modern economies and societies, territorial marketing is increasingly important, given globalization, the increasingly close links between regions, the growth of tourism activities and increasingly complex economic needs.

The elaboration of a strategy for the valorization of the natural and cultural patrimony of the DOBRICH-CONSTANȚA region, is part of the project "*A joint opened window to the universe mysteries*", e - MS CODE ROBG 528, financed by the Interreg V-A Romania Bulgaria 2014 - 2020 program.

The project is implemented by the Natural Sciences Museum Complex Constanta as Lead Beneficiary, History Museum Kavana, "Mircea cel Bătrân" Naval Academy Constanța and "Mircea cel Bătrân" College Constanța.

The main objective is to increase the sustainable use of the common natural and cultural heritage in Dobrich-Constanta cross-border region by developing integrated tourist routes. Tourism, especially cultural and historical tourism, is a key sector in the development of the cross-border region, as indicated in the strategic and programming documents at different levels of government.

The region is rich in cultural places and sites; one of the most important common cultural values of the target region is the common Roman heritage; there are Roman archeological sites and rich museum collections. Aspects of this tourism theme are developing and investments have been made in infrastructure, including EU funds. However, this potential is not fully utilized - there is no common tourism product of anthropogenic and natural heritage or the presentation of these assets that have a real cross-border dimension, are not promoted enough. In addition, for the most part, these values are unknown outside local communities.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

The project improves the potential of cultural tourism in the cross-border region Romania-Bulgaria, filling the gaps, developing and promoting three integrated tourist routes for the heritage inherited from the region. There is a need for a common and strategic approach based on expert opinion and innovation, involving all stakeholders.

These actions reflect the most significant potential of the cross-border region Romania -Bulgaria for the development of cultural tourism, and the expected result - a common tourist product of heritage - is the best way to fully realize the cultural assets of the region. This will improve the use of the necessary quality in the region and guide the target community towards economic growth, better connectivity, sustainable cooperation, thus fulfilling the objectives of the project "*A joint opened window to the universe mysteries*".

The strategy was developed based on the documents prepared within the project "A joint opened window to the universe mysteries":

• Development strategy, developed in parallel with this document, in permanent coordination of the two teams.

• Data sheet.

The strategy is based on the proposals of the partners Natural Sciences Museum Complex Constanța and History Museum Kavarna, jointly established within the project, with the aim of supporting the development of pilot areas by identifying key heritage assets and associated development opportunities. The proposed territorial marketing strategy takes into account in particular the heritage assets selected by the partners to form the priority lists in order to attract investments.

At the same time, it integrates heritage properties and associated development opportunities, which are the subject of heritage-related business models developed by each partner, in order to benefit from them and support a broader development and promotional strategy.

The territorial marketing strategy has two directions of intervention: centralized (at project level) and decentralized (at territorial level). The expected results are an increased visibility of the partner territories, a clearer positioning that focuses on heritage as part of a development path, enhanced local cohesion. The long-term results generated by the adoption and implementation of the strategy at the local level are related to attracting investors and capitalizing on identified opportunities, investments in heritage and associated assets and neighborhoods.

#### The scope of the strategy

It is designed to help the sustainable development of pilot territories by attracting investors and helping local entities, as well as to design and implement appropriate development strategies. The strategy is meant to set in motion a mechanism to stimulate various investments in heritage, both in built and natural heritage.

The identified opportunities will have to be further supported and stimulated even after the completion of the project "A joint opened window to the universe mysteries", in order to have significant results and to be able to generate development based on heritage / culture.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

The current strategy for capitalizing on anthropogenic and natural resources is an integrated document between the activity of the two teams of researchers and experts in the fields of marketing, tourism and communication.

#### The purpose of the strategy

In the long term, the project aims to ensure a superior and responsible use of archaeological remains and museum facilities in the Romania-Bulgaria border region, by developing tourism, as well as the possibilities of protecting natural resources.

#### **General objectives**

• Contribution to the development of cohesion and local networks in order to stimulate investment in creative industries and economic areas that rely on natural and anthropogenic resources (such as specific cultural tourism, hospitality industry), local development of NGO networks- and companies directly interested in the conservation and capitalization of cultural heritage.

• Attracting partners and investors for projects based on natural and anthropogenic resources of interest.

The main objectives are meant not only to draw attention to the development opportunities offered by the heritage (especially the built goods), but also to generate an adequate climate in which to invest the investment mechanisms.

# **1.TARGET GROUPS**

#### Types of tourists

According to the expertise of the study of existing documents and the analysis of information, it is proposed to segment tourists into four categories (types of tourists), as follows:

A. *Local tourists* - tourists from places that are not more than 50 km. They do not need accommodation in the destination. Their journey is up to an hour, using their own means of transport or public transport.

B. *Tourists from the country* - tourists from distances up to 400 km. Their journey takes up to 3-5 hours, using their own means of transport or public transport. They need destination accommodation in hotels, apartments and hostels.

C. *International tourists - for* travelers use international transport - air transport, passenger ships (cruises), tourist buses, own cars. Their journey takes from a few hours to a few days. They may need destination accommodation in hotels, apartments or guesthouses or they do not need it (cruise tourists).

D. *Cyclists, cruise tourists and yachts* - their journey takes from several hours to several days. They may need accommodation in their destination in hotels, apartments or pensions or they do not need it (in the case of camping tourists)



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

This segmentation will support the development process of the marketing mix, will facilitate the clear definition of communication channels, product strategy, price and advertising of the common cultural and historical product.

#### Steps to increase the visit, based on the life cycle of the route

The life cycle of the route is subordinated to the model established for each destination:

- introduction of a new route (destination);
- growth increased interest, investments in tourism infrastructure;
- maturity maximum interest, increasing the tourist infrastructure;
- saturation surplus supply, moving the search;
- fading reduced search, special offers to maintain interest.

# 2. THE LEGAL FRAMEWORK OF CULTURAL AND NATURAL HERITAGE

#### A) Romania

In Romania, a number of 268 cultural heritage objectives of national and international interest were identified within the Romania-Bulgaria Cross-Border Cooperation Operational Program 2014-2020, to which are added local museums of history and art, monuments of local interest, houses memorials, valuable churches or legends in all municipalities and cities, but also many communes.

Similarly, in Bulgaria, 88 sights have been identified, of which one of the most prominent cultural sites in the region is the Ivanovo Cave Churches, included on the UNESCO World Heritage List. Valuable elements, with common bases, are found in both border areas, Romanian and Bulgarian, having a real and culturally important potential for a joint capitalization: ancient, Dacian, Greek, Byzantine and Roman fortresses (localities) Dobrogea and the cross-border area related to the Danube.

In terms of natural heritage, the area is characterized by high biodiversity, as well as protected sites and a diverse natural landscape. The level of protection of these areas varies from natural parks to Natura 2000 areas - 232 sites, from biosphere reserves - Danube Delta Biosphere Reserve in Romania, to UNESCO sites - Rusenski Lom Natural Park, in Bulgaria.

In addition, the Black Sea coast, both in Romania and in Bulgaria, is rich in protected areas, represented by marine habitats of community interest, such as dunes and sandbanks, estuaries, bays and lagoons, swamp terraces, reefs, caves marine, cliffs, and protection areas for the marine area.

In the spirit of this *Strategy*, there are also many areas and landscapes of value to local or even regional communities, not protected by law but of tourist interest, for example Danube or Black Sea landscapes, hilly areas with deciduous forests, and so on.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Although cultural and natural heritage, as evidenced by current approaches, is not part of the debate on sustainability and sustainable development, the conservation and management of natural and cultural heritage, and the traditional knowledge and skills associated with it, can strongly contribute to the development sustainable at all its basic levels: environmental sustainability, inclusive social development, inclusive economic development, peace and security, especially if guided by the three guiding principles of sustainability, equality and human rights.

In this context, an economy that is friendly to heritage and cultural and natural resources begins with the business environment's concerns about development, sustainability and, finally, the sustainable development of the business and the communities with which it interacts.

The business environment and economic activities that capitalize on cultural and natural heritage play a significant role in ensuring the integrity, quality and authenticity of heritage, without which they cannot contribute to the sustainable development, especially economic, of a community or region.

In order to assume this role, the business environment is desirable to understand and voluntarily adopt measures for sustainable capitalization of the heritage on which their business is based, to cooperate with all other participants in the sustainable development process, namely with stakeholders. - stakeholders (public authorities, owners or administrators by law of heritage resources, custodians of protected areas), with direct actors of capitalizing on cultural and natural heritage (other private entities such as NGOs, tourists / end users / consumers of services and their products that integrate heritage resources), as well as especially with the local community.

By referring to these principles and to develop a strategy to reflect the concrete situation of the Romanian-Bulgarian border area, the interaction with the cultural or natural heritage on which its economic activity is based directly or indirectly was analyzed, the way it is positioned compared to the concepts of sustainable capitalization of cultural and natural heritage, what strategies they have now or the availability of involvement for the future.

It was also verified how the business environment is directly connected with local communities, stakeholders and "consumers" of their economic activities dedicated to heritage - tourists, customers, etc. - depending on the sector, or if they are aware of the significance of the heritage objectives for the well-being of their business.

A similar analysis was performed on stakeholders to identify the framework in which the owners, administrators or custodians of the cultural and natural heritage in the Constanța - Dobrici area collaborate with the business environment and their perceptions on the effects produced by economic activities on heritage.

In general terms, stakeholders are familiar with the concepts of sustainable development and sustainable economic development of heritage, but the subject of sustainable economic development of heritage is not found as such on the agenda of current concerns of any entity. The entities' priorities are currently focused on safeguarding heritage, securing funds and initiating projects that can be financed mainly from third parties, as well as ensuring the implementation of heritage protection legislation, especially by the private sector.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANJA REGION

Local authorities have investment priorities to ensure the primary infrastructure or to stimulate the attractiveness of localities. However, local or regional development strategies include objectives and projects related to "cultural heritage", "environmental protection" or "biodiversity conservation", but without insisting on a close link with the business environment, in terms of correlating actions between stakeholders, so as to take into account a sustainable economic recovery of assets.

At the same time, there is a constant concern for creating viable and functional links with entities - private or non-governmental - that ensure the capitalization of heritage.

This Romanian-Bulgarian international and cross-border context has substantiated and structured the Strategy for the valorization of the natural and atropic heritage in Romania and Bulgaria, so that the proposed measures are relevant for the whole spectrum of institutional and private actors competing for the protection, conservation and sustainable capitalization. natural and anthropic.



A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANȚA REGION

# 3. GENERAL CHARACTERISTICS OF THE CROSS-BORDER AREA CONSTANȚA - DOBRICH - SITUATIONAL ANALYSIS

#### 3.1.Location, population, boundaries and scope

#### A) Constanța

Presentation of Constanța County in a regional context Constanța County is located in the south-eastern extremity of Romania, in the southern half of Dobrogea, belonging to the South-East Development Region. It borders Tulcea County to the north, the Black Sea to the east, Bulgaria to the south and the Danube River to the west, which separates it from Călărași, Ialomița and Brăila counties. With an area of 7,071 km2 (3.0% of the national area; 19.8% of the region's area), Constanța County ranks 8th in size nationally and second in the region, after Tulcea County.

From the point of view of the population by domicile, with 766,315 inhabitants, Constanța County occupies the first position at the level of the South-East Development Region (27.1% of the regional total) and is on the 4th place at national level, after Bucharest and Iași counties and Prahova (3.5% of the national total). With a number of 3 municipalities and 9 cities, Constanța is the most urbanized county in Romania, with about 70% of the total population living in urban areas.

By GD 998/2008 for the designation of the national growth poles with the subsequent modifications (GD 1149/2008), Constanța was designated as "national growth pole in which investments are made with priority from the programs with community and national financing".

#### Relief

The plateau relief with low altitude predominates (generally below 200 m, only in some places in the north of the county reaching 250 m altitude). In the southern part lies the South Dobrogea Plateau, with the appearance of a high plain, strongly fragmented by a hydrographic network, with branched valleys. In the northern part of the county, the southern edge of the Casimcea Plateau is developed, formed by tightly folded green shales, over which Jurassic limestones and loess deposits are arranged.

The Black Sea coast is formed to the north by sandbars, which separate a series of lakes from the Black Sea, and in the southern part there is a steep cliff made of limestone and loess, with heights of 15-30 m.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

#### Climate

The climate of Constanța evolves on the general background of the **continental temperate climate**, presenting certain particularities related to the geographical position and the physicalgeographical components of the territory. Given the geographical position (between the Danube and the Black Sea) and the peculiarities of the relief, the climate is continental, with excessive shades, hot and dry summers, cold winters, strong northeasterly winds, rare and unevenly distributed rains.

The presence of the Black Sea with a permanent evaporation of water, ensures the humidity of the air and at the same time causes the regulation of its heating. The average annual temperatures are higher than the national average. The maritime climate, characteristic of this area, has a thermal stability of the atmosphere. The average temperature in June-August exceeds 25 ° C. In the coastal area, the climate is continental steppe, with marine influences, being characterized by summers whose heat is attenuated by the sea breeze and mild winters, marked by relatively strong winds and frequent high (frequency of calm in the coastal area: 9%).

The climate is characterized by less hot summers, due to sea breezes and milder winters, due to the moderating action of the Black Sea. The average annual temperatures vary between 100C in the north and center of the county and a little over 110C in the south. The average annual rainfall varies between 400 mm / year - 500 mm / year, the coast benefiting from the lowest amount of rainfall (with a multiannual average of 400 mm).

The warm season records 100-120 days with temperatures of 20-25 °C and 20-30 tropical days with the absolute minimum temperature recorded 25 °C. The multiannual average temperatures register the highest values in the whole country, standing at 11.2 degrees C. The average monthly maximums, with values over 30 degrees C are reached in July, August and September; in these months the values of the monthly and annual minimums reaching 12 -13 degrees C. In spring, due to the presence of the sea, the temperatures are lower by 1 - 3 degrees C than inside Dobrogea, and in autumn, for the same reasons, they are several degrees higher.

The duration of sunshine amounts to an average multiannual value of 2286.3 hours/year. Precipitation is reduced, below 400 mm/year, Constanța being in the area with the lowest probability of precipitation in all of Dobrogea. In terms of winds, the predominant ones are those in the northern sector (NW, N, NE) and the highest average annual speeds are recorded: 7.4 m/s for the north, 6.7 m/s for the northeast and 4.7 m/s for the northwest. Located in a heavily ventilated and ventilated area, Constanta does not face major air pollution problems.

#### Hydrographic network

Constanța County is bordered on the west by the Danube River (a distance of 137 km) and on the west by the Black Sea, being also crossed from west to east by the Danube-Black Sea Canal, which connects the river and the sea. However, disregarding these defining elements, the density of the hydrographic network has the lowest value in the entire country.



#### A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE

DOBRICH-CONSTANŢA REGION

The small rivers that cross the county (Carasu Valley, Baciu Valley and Casimcea), go either to the Danube or to the lakes on the Black Sea coast. The hydrographic network also includes natural and meadow lakes, lagoons, marine estuaries, such as: Oltina, Istria, Sinoe, Corbu, Techirghiol, Taşaul, Nuntaşi, Siutghiol, Tatlageac, Mangalia, as well as marine estuaries.

#### Flora and fauna

In this area, plant species have developed that have adapted to the climatic conditions of low humidity, characteristic of the steppe area (Eastern European floristic elements and Mediterranean and Balkan species) and of the coast. The natural conditions on the territory of the county also had an influence on the fauna. In the coastal area there are different species of reptiles and several species of seagulls. Among the mammals that live on the territory of the county are rabbits, ferrets, wolves, foxes, etc.

#### Technical-urban infrastructure necessary for the development of tourism

#### Access infrastructure

#### Road:

Constanța County is accessible by the following roads:

from Bucharest, access can be made on the Autostrada Soarelui (A2) Bucharest - Constanța (202 km). As alternatives can be used: DN 3 (Bucharest - Lehliu Gară), DN 3A (Lehliu Gară -Fetești), A2 (Fetești - Cernavoda), DN 22C (Cernavoda - Constanța) - 240 km; E85 / DN2 (Bucharest - Urziceni) - E60 / DN2A (Urziceni - Hârșova - Constanța) - 250 km.

These alternatives are much less used after the commissioning of the A2 motorway. The Bucharest road junction connects with the main urban centers in the north and west of the country;

from Tulcea, on E 87 Tulcea - Babadag - Ovidiu - Constanța (101 km); from Urziceni (located by E85) or through Slobozia (located by E60) the connection is made with the cities from the eastern part of the country - Brăila, Galați, Buzău, Focșani etc .;

from Bulgaria, the connection is made through three important border crossing points -Ostrov, Negru Vodă, Vama Veche, from where the following European / national road sectors are:

- E 87 Vama Veche Constanța;
- E 675: Negru Vodă Agigea;
- DN 3: Ostrov Murfatlar Constanța.

Particularly important from a tourist point of view is the bypass of Constanța (A4 Motorway), which connects the city of Ovidiu with the port of Agigea, facilitating the connection between Mamaia and Mamaia Nord resorts (Năvodari) and the resorts on the south coast.

Unfortunately, the lack of direct connection with Mamaia resort and a highway to Vama Veche, crowds the car access during the peak season, when traffic jams are often created.

Towards Constanța there are regular direct bus / minibus routes to many localities in the county, of which the ones of greater importance are those to Mangalia, Năvodari, Techirghiol, Hârșova, Cernavodă etc.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Also, from Mangalia there are regular minibuses with a fixed schedule to 2 Mai and Vama Veche. There are also good connections with public transport between Constanța and Mamaia resort, especially during the summer season.

Thus, there is the Constanța City Tour tourist transport line (double-decker buses), but also other urban transport lines particularly useful for tourists: line 40 Constanța Railway Station - Fishing Area; line 100 Constanța Train Station - Holiday Village; line 100E Constanța Train Station - Holiday Village - north of Mamaia resort (only in the summer season); line 102E CET Depot - Str. Soveja - Dolphinarium - Fishery - north of Mamaia resort (only in the summer season). *Railway:* 

The connection between the country's capital (the main center issuing tourists) and Constanța County is made through the highway 800 Bucharest - Cernavoda - Medgidia - Constanța - Mangalia. This line, modernized in recent years, ensures a minimum travel time of 2 hours - 2 hours and 20 minutes to Constanța, comparable to travel by road.

However, further on the relationship Constanța - Mangalia (distance of 43 km), travel times are very long (about an hour and a half).

In Medgidia, there are two secondary railway lines from the main highway, which connect Tulcea to the north and Negru Vodă (RO / BG border crossing point) to the south.

However, the railway accessibility on the Constanța - Tulcea route (to allow tourists access to the Danube Delta) is not very good, as there is no direct train and it involves a relatively long travel time. Currently, there are no more passenger trains on the Medgidia-Negru Vodă route, the line being used only for freight transport.

Through the country's capital, Bucharest, Constanța County is connected by rail with important urban centers in the country (major cities in Moldova and Transylvania: Iasi, Galati Suceava, Timisoara, Arad, Oradea, Satu-Mare, Brasov, Sibiu). But as distances increase, the competitiveness of this means of transport decreases (due to high costs and travel time). Also, due to limited routes and inadequate frequency, this destination is less competitive by rail for tourists arriving from abroad.

#### <u>Air</u>

Mihail Kogălniceanu International Airport (located approximately 26 km from Constanta). Regarding external flights, direct flights to / from Istanbul, London and Tallinn are available for the 2019 summer season, while only off-season flights are available. to / from Istanbul (via Varna) and London.

The connection with Istanbul Airport ensures very good connections (1-4 hours transfer period) with many European destinations and around the world (Paris, Madrid, Rome, Amsterdam, Dusseldorf, Copenhagen, New York, Miami, San Francisco, Washington, Chicago, Havana, Singapore, Maldives, Mauritius, Lagos, Tokyo, Hong Kong, Antalya, Ankara, Trabzon, Adana).

Unfortunately, in recent years, the number of foreign visitors entering the country through Mihail Kogălniceanu International Airport has been steadily declining (-9.3% in 2018 compared to 2017; and the number of foreign visitors entering 2018 is less a quarter of the number of foreign visitors entering through Mihail Kogălniceanu International Airport in 2014).



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Regarding domestic flights, during the tourist season (2019 season) there are connections with 2 important urban centers located at a distance of over 500 km: Cluj Napoca, Satu Mare. In the off-season there are no domestic flights to Mihail Kogălniceanu International Airport. There are several private minibus / bus companies that provide the connection with CFR Constanța Train Station (average duration is 30 minutes).

There is no possibility of public transfer from the airport directly to the resorts. Henri Coanda International Airport (located about 243 km). There are regular bus connections between Constanța and the airport.

#### River and sea:

• marine ports are in Constanta and Mangalia.

The port of Constanta is Romania's main port on the Black Sea, but also one of the most important European ports. Its passenger terminal, with an operating capacity of 100,000 passengers per year, is connected by sea and river cruise routes (the presence of the Danube-Black Sea Canal has an important role in facilitating connections between the coast and central Europe by river). Unfortunately, this capacity is under-exploited.

• the tourist ports of Tomis (Constanța), Mangalia and Marina Eforie provide the port infrastructure for passenger ships and pleasure boats. They are served by small coastal ships that perform regular flights along the Romanian coast during the summer season.



A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

# 4. ANALYSIS OF TOURIST RESOURCES IN THE CROSS-BORDER AREA CONSTANȚA-DOBRICH

#### 4.1. NATURAL RESOURCES (INVENTORY)

#### A) Constanța

The tourist potential represents the essential condition of the tourism development, and from the point of view of the content, it brings together a great diversity of elements that are constituted in travel reasons.

The great variety of natural tourist attractions available in Constanța County offers the possibility to practice a wide range of forms of tourism, many of them undeveloped to their real potential: heliomarine cure, spa treatment and medical recovery, water sports, hiking, cycling, birdwatching, diving, caving, wine tourism, cruises on the Danube or the sea, sport fishing, science tourism and, of course, recreational tourism.

**Sea water**, through its chemical composition, relatively low salinity compared to other seas, thermal contrast with air, the action of waves, is an important cure factor in specific forms, such as sea water bath and thalassotherapy. At the same time, the sea water creates a suitable environment for water sports, scuba diving or cruising.

**The beach** is differentiated by a series of features such as: orientation to the east and southeast, which causes a long exposure to the sun (about 10 hours a day), descent into the sea with a gentle slope, relatively wide width, sand quality type, purity, granulation, degree of drying), ensuring excellent conditions for heliomarine cure (sunbathing, sea bathing, sand bathing), from this point of view having few competitors in Europe (southern coasts of Italy and partly, those of Bulgaria).

**Freshwater lakes** in the coastal area - enrich the landscape of the area and are especially important for recreation. Practically, each summer resort with a few exceptions (Eforie Sud, Cap Aurora, Saturn) includes in its organization a lake on the shores of which the material base for water sports has been installed.

**The vegetation**, specific to the steppe area, is especially important through deciduous forests, where there are trees such as misty or fluffy oak, sky, porridge, hornbeam, etc., often forming forest associations with special scientific value and declared as "nature reserves". (Hagieni, Dumbrăveni, Esechioi, Cetate or Bratca forests). In addition to their scientific significance, they also have an important value for tourism, as they represent places of recreation and rest, but also attractive landscapes.

**The lower course of the Danube** is an important tourist attraction, through its landscape, scientific, fishing value, as well as the tourist and leisure transport route. In the Ostrov - Cernavoda sector the relief is undulating, has an altitude of less than 200 m, and the river has entered the mouths of rivers, forming numerous and picturesque estuary lakes (Cochirleni, Vederoasa, Danube, Oltina, Bugeac, Baciului), which enrich and diversify the landscape.



#### A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

They have an important hunting and fishing interest, but also the possibility to be arranged for rest and recreation. In this area, the Oltina Plateau is required, through valleys in the canyon, towers and lapis lazuli (Canaraua Fetii), arches (Valea Gârliței), gorges and sinkholes (Baciu and Vederoasa valleys), forest-steppe forests. In the Cernavoda - Hârşova sector, the Dobrogea Plateau has higher altitudes (almost 200 m) and is less undulating, and the cliff is higher (15-30 m). In this sector, the river has fewer lakes, but more islands. Near Hârşova there are also numerous springs of thermal waters, which could be used in spa tourism. The river offers possibilities for water tourism, ecotourism, birdwaching, sport fishing or hunting tourism (pond birds).

#### Natural therapeutic factors

Natural therapeutic factors According to GD 1.154/2004, regarding the approval of the Unitary Technical Norms for the accomplishment of complex documentation attesting the functioning of climatic and balneoclimatic resorts and for organizing the entire activity of using natural factors, in the category of natural therapeutic factors (art. 43) are included : therapeutic mineral waters; therapeutic lakes; therapeutic sludges; therapeutic gases; the ensemble of physico-chemical elements of the sea coast; all the climatic elements of the sea coast; sanogenic factors of the main types of bioclimate of Romania, including caves and salt pans.

<u>The mineral waters</u> on the territory of the county are deep waters (deep aquifer system) or surface waters (groundwater aquifer system) and are found in the following areas or localities:

• *Mangalia area* - mineral waters from springs (sulfurous character, temperature 220C, low flows ) and groundwater, were updated by drilling; from a hydrochemical point of view, the mineral waters in the boreholes are chlorosodium, sulphated, with concentrations between 1,877 - 3,373 g/l, with a strong smell of H2S, (concentration in H2S: 0.008 - 0.0016 mg/l) and a temperature of 26 C; are recommended for external treatment, in the treatment of diseases of the musculoskeletal system, gynecological, dermatological, occupational diseases, respiratory, endocrine or internal treatment, for the treatment of hepatobiliary, digestive, metabolic diseases

• *in the area of Saturn, Venus and Neptune* were highlighted by drilling works (six drillings, between 1960 - 1990), accumulations of sulfurous, oligomineral, hypotonic thermomineral waters, with similar physico-chemical properties: temperatures between 24 - 26°C, total mineralization in the range of 9 - 13 g/l, H2S content up to 17.5 mg/l, high flow rates, between 6 l/s - 111 l/s, with approved reserves, as probable reserves ; are recommended to be used in external treatment, for the treatment of chronic degenerative rheumatic diseases, abarticular rheumatism, post-traumatic musculoskeletal sequelae, chronic neurological diseases, chronic gynecological diseases.

• *Eforie Nord Resort* - benefits from mesothermal mineral waters, highlighted by drilling, are of bicarbonate type, sodium, brominated, slightly sulfurous, with a temperature of 240 <sup>o</sup>C, total mineralization 0.6 g/l, recommended for external and internal treatment;



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• *The city of Hârşova* - underground mineral waters, brought up to date by drilling, from a hydrochemical point of view are chlorinated, brominated, sodium, bicarbonate, calcium, sulfurous, with total mineralization of 2.66 g/l, temperature 38°C, minimum flow of 1 l/s (drilling flow, in 1978, of 6 l/s); are recommended for external treatment, in the treatment of chronic rheumatic, post-traumatic diseases of the musculoskeletal system, peripheral neurological, gynecological, dermatological.

• *the thermo-mineral waters on the alignment Hârşova - Topalu - Capidava - Ghindăreşti* are connected by a fracture line that affects the Jurassic deposits from the depth and appear up to date as springs;

• they are sulfurous, thermal waters, with an average total mineralization of 2.6 g/l, they have a temperature between 22 - 380 °C; in Hârșova, the water temperature in "Privalul Puturosu" (shallow natural channel, which flows into the Danube) and has around 36-38 °C; a drilling performed at Ostrovul Gâsca intercepted, at a depth of 82 m, an artesian aquifer, with sulfurous thermal waters, connected to the same fault alignment, located in Jurassic limestone and having a temperature of 52C.

#### Salt Lakes

• *Hergheliei Swamp* (Balta Mangalia) - is located in the perimeter of Mangalia - Saturn, formed on an area of 90 ha, on account of springs with thermomineral water (21 emergencies), generating a swampy area, which drains limestone formations; the springs have a thermomineral, sulfurous water, whose flows total about 400 l/s.

Physico-chemical and microbiological analyzes performed (by INRMFB), showed a water - chlorinated, bicarbonate, sodium,  $\pm$  calcium, hypotonic, with a total mineralization of 975.5 - 1,014.0 mg/l, pH = 7, 3, but also the presence of the ammonium ion NH + 4 (between 1,4 mg / l and 2,7 mg/l), with values above the maximum allowed concentration (0,5 mg/l), of approximately 3 to 5 times higher, which is a health risk factor.

On the bottom of the swamp formed over time a layer of peat mud, sulfurous, with a high degree of humidity (over 83 g%), a slightly acidic pH (6.5), recommended in the treatment of rheumatic diseases, chronic peripheral neurological, osteoarticular sequelae posttraumatismale.

• *Lake Techirghiol*, located at 1.8 m alt., Above sea level, on an old watercourse, about 2 km from Eforie Nord, has an area of  $11.6 \text{ km}^2$ , a maximum depth of 9.7 m and a volume of water about 42 million m3. The lake water is chlorosodium, and the salinity had, over time, different concentrations, depending on the supply of fresh water of its own springs, from Sarmatian limestones (eg: 99.6 g/1 - in 1936, 58, 7 g/l - in 1999 or 78.557 g/l - in 2007). What is noticeable in the water content is the presence of boron and the weak radioactive character.

• *Therapeutic muds* (Techirghiol, Nuntaşi, Tatlageac, Agighiol, Agigea) are a natural resource that increases the attractiveness and value of tourist potential in the coastal area and the surrounding area, providing the necessary elements for a complex spa treatment (prophylactic, therapeutic, recovery), but not studied and undervalued than partially.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• *The therapeutic mud from Techirghiol Lake*, the result of long biochemical processes, has a total volume estimated at about 2,454,000 m3, has the best therapeutic qualities in the central part of the lake; the sludge is black, creamy, plastic and very fine-grained; the physico-chemical, microbiological and pharmacodynamic analyzes, performed in 2007 by INRMFB Bucharest, indicated a total mineralization of the aqueous sludge solution of 6.92 g/l (determined at 105° C), humidity, in percentage of 61.56 %, volatile substances - 8.085%, and mineral substances 30.355% of the global composition.

The presence of H2S is also noted, in a concentration of 92.521 mg/l. It is recommended in external treatment, for the treatment of degenerative, post-traumatic rheumatic diseases, diseases of the peripheral nervous system, chronic, chronic gynecological diseases, dermatological diseases.

#### Climate therapy and bioclimate elements related to the coast

They are dependent on local relief conditions, altitude, climatic parameters and vegetation (air temperature and humidity, atmospheric dynamics and amount of precipitation, duration of sunshine, atmospheric pressure), air meteorological complex and aerosols, determining favorable conditions for the practice of tourism activity, with beneficial influences (prophylactic and curative) on the human body.

Due to its geographical position, the Black Sea coast is part of the continental steppe climate with strong marine influences, characterized by warm summers and mild winters, without extreme values of climatic reference elements, increased air humidity, wind speed and sunshine.

#### Climatic characteristics of the coastal area

• steppe climate with marine influences; • the average multiannual temperature is between  $11^{\circ}$ C -  $11.2^{\circ}$ C, of the warmest month, July, it is between +22 °C - 22.5°C, and of the coldest month, January, of 0°C;

 $\circ$  the average annual cloudiness is between 5 - 5.5 tenths, the average annual number of days with clear skies between 70 - 80, and that of the days with overcast skies varies between 9 - 100;

 $\circ$  the average relative humidity of the air, in July, <72%;

• the average annual duration of sunlight amounts to 2,350 hours in the north (Mamaia, Năvodari) and 2,400 hours in the localities / resorts south of Constanța;

• the annual average of atmospheric precipitations is of 400 mm; the average annual number of days with precipitation is around 60 days, and that of days with snow cover is  $\leq$ 25; the average multiannual thickness of the snow layer is 4.5 cm.

#### Physical characteristics of the air

The natural aerionization of the air is located in the coastal area between 750 - 1,000 ions, with the predominance of positive ions (400 - 500); higher values of aerionization were obtained under dry breeze conditions; as the humidity increases and the wind intensifies, the level of aeroionization decreases and increases with increasing temperature; for the Eforie - Costinesti area:



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

- 900 ions / cm3, of which 425 ions - / cm3 and 475 ions + / cm3, with a unipolarity coefficient of 1.12; for the Mangalia - Neptune area, the level of aeroionization is 1,020 ions / cm3, of which 505 ions - / cm3 and 515 ions + / cm3, the unipolarity coefficient being 1.02;

- *The carbon dioxide* (CO2) content has a normal value of 0,03%, by volume, but may show increased values in the event of pollution or natural fumes. The lack of polluting industrial objectives and the presence of forest vegetation, along the coast, determine areas with clean, unpolluted air, favorable for tourism and curative activities.

#### **Bioclimatic characteristics**

Bioclimate is a cure factor, mainly dependent on temperature, atmospheric pressure, air movement and solar radiation. The relationship between temperature, humidity and wind, on the one hand, and the human body, on the other hand, is the basis for determining the **thermal comfort index**, an important factor in establishing the bioclimate. Research has established that the thermal comfort zone is located between 16.8°C and 20.6°C equivalent effective temperatures, and in wind shelter conditions, the thermal comfort is achieved between the thresholds of 17.5°C and 24°C.

*The average number of days with thermal comfort* on the Romanian coast, in July, at noon, is about 11 days, the discomfort due to heating being registered in only 5 days of the month. Regarding the cutaneous **bioclimatic stress**, as an expression of the action of temperature and wind on the skin, the area benefits from three relaxing months per year (May, September and October), with an average annual index between 15 - 21. **Pulmonary bioclimatic stress index**, as a result of the action of water vapor on the mucous membranes of the respiratory tract, is quite high, between 43 - 49, with three unsolicited months, **balanced per year** (May, September and November).

The average annual total bioclimatic stress index, as a result of summing the two types of stress, represents the global climate stress on the body and has, for the coastal area, high values, between 55 - 75, values that highlight a high body stress to environmental conditions.

The bioclimatic indices analyzed above highlight an exciting and demanding **marine bioclimate** for the body as a whole.

*Helio-marine treatment* is recommended in the treatment of degenerative, inflammatory and abarticular diseases, post-traumatic diseases, neurological and peripheral diseases, diseases of the central nervous system, gynecological and dermatological diseases, respiratory diseases and associated diseases (orthorhinolaryngological diseases, cardiovascular diseases, endocrine, endocrine and nutrition, occupational diseases), decalcifications, secondary anemias. In children it treats rickets and growth disorders.

#### **Vineyards**

The relief of the area formed by an alternation of hills and flat lands, to which is added the continental climate with hot summers and a fertile soil containing all the chemical elements that the vine needs, creates the premises for the production of a quality wine. All these conditions have favored the practice of this activity for more than 2000 years, the wines being the subject of trade between the local population and the Greek colonies on the Black Sea coast.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

In Constanța County there are the Murfatlar, Ostrov and Istria-Babadag vineyards (partially). Within them there are 8 viticultural centers (Istria, Cernavoda, Medgidia, Murfatlar, Aliman, Băneasa, Ostrov and Oltina), and outside them, 5 more independent viticultural centers (Dăeni, Hârşova, Mangalia, Adamclisi, Chirnogeni).

They have or can have tourist importance:

• Ostrov Domains, with Ostrov and Lipnița Wineries, Wine Museum, wine bar, winery (where you can make presentations of the technological flow). Within the Ostrov estates you can visit your own stud farm and animal farms. Tourists can be accommodated in the Dionis hotel (Lipnița village) and in the Curtea entre vii pension (Ostrov village);

• Clos des Colombes domains (23 August commune) - owns restaurant, wine cellar, accommodation. Tastings, gastronomy courses can be organized;

• Rasova Winery (Cernavoda city) - tastings are organized and guided tours can be made with the presentation of the winemaking process;

• Darie Winery (Topalu commune) - wine tastings can be made; • Vlădoi Winery (located in Siminoc village, Murfatlar town) - wine tastings can be made;

• Gabai Winery (located within the Murfatlar Vineyard, in Valu lui Traian commune) - tastings and guided tours are organized; • Trantu Winery (Cernavoda city) - wine tastings can be organized;

• Viișoara Winery (Cobadin commune, Viișoara village) - restaurant, winery, wine shop, mini-museum, tastings are organized and guided tours can be mmade;

• Histria Winery (Cogealac commune) - wine tastings can be organized;

• Frâncu Winery (Adamclisi commune) - wine tastings can be organized;

• Alira Winery (Aliman commune) - wine tastings can be organized;

• Winery of the Research and Development Station for Viticulture and Vinification - visits and tastings are organized for groups. For the future, it is intended to rehabilitate a building from the company's patrimony, in order to open a museum space

• Murfatlar Winery - Murfatlar Winery and the Museum of Wine and Vine operated here some time ago. Unfortunately, after privatization, this complex went bankrupt, and both the tasting point and the museum were closed.

#### Protected natural areas

Constanța County has landscapes and natural objectives of special scientific value, which in order to be protected and conserved, have been declared protected natural areas. 22 sites of special avifauna protection (SPA), 24 sites of community importance (SCI) and 24 nature reserves and monuments were identified. To these is added the Danube Delta Biosphere Reserve (only a very small part of the southern RBDD is in Constanța County).

Some of them have a special tourist importance. Among them can be listed:

• **Danube Delta Biosphere Reserve** (RAMSAR Site, UNESCO Site) - the southern extremity of the DDBR, with the scientific reservations Grindul Lupilor, Grindul Chituc, Histria Fortress.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **Techirghiol Lake** (RAMSAR Site and SPA Site) - the largest saline lake in Romania, with a length of 7,500 m, a maximum depth of 9 m and a salinity of over 70g / 1.

The invertebrate fauna is dominated by the crustacean Artemia salina, which together with the alga Cladophora cristalina provides the raw material for the production of sapropelic mud with active mineral components that give it a special therapeutic value. Among the globally threatened bird species are the red-necked goose (Branta ruficollis) and the white-headed duck (Oxyura leucocephala). In addition to migratory bird species, the large number of nesting species in this area is also remarkable.

• The Aliman fossiliferous site (paleontological reservation) which presents itself as a steep wall consisting of an alternation of limestone with marl-limestone and less often with marly clays, belonging to the lower Cretaceous. The reservation is included within the Dumbrăveni SCI Site - Urluia Valley - Vederoasa Lake and within the Balta Vederoasa SPA Site and in the immediate vicinity of the Aliman-Adamclisi SPA site. Together with the 3 Natura 2000 sites, it forms an important area due to the steppe and forest-steppe habitats where numerous protected bird species have been identified, but also due to the Tropheum Traiani monument and the ruins of the Byzantine fortress of Adamclisi.

• **Fântânița-Murfatlar** (botanical and zoological reservation), located in the central part of the county, on the administrative territory of Murfatlar, houses some rare species, many of which are found only in Dobrogea.

Elements with different origins intertwine, the Pontic, Balkan, continental, sub-Mediterranean and Eurasian predominating. It shelters many species of animals, characteristic of the Dobrogean steppe areas (steppe ferret, spotted ferret, grivan, Dobrogean tortoise). It is one of the favorite weekend places of Constanta. The reservation is included in the Fântâniţa Murfatlar SCI Site.

• **Dobrogea Gorges** (SPA site, also includes the SCI Recifii Jurasici Cheia Site). Important from a speleological and paleontological point of view (La Adam Cave - many Quaternary mammal species have been determined here and also here a molar of Homo sapiens fossilis was discovered; Gura Dobrogei Cave with over 480 m length, three entrances and two galleries important), botanical, faunal (species of reptiles, birds and bats) and landscape. It is a favorite place of climbers, in this area there are many climbing routes arranged and marked.

• **Canary Islands** in the Port of Hârșova (geological and paleontological reservation), included in the SPA site Canaralele in the Port of Hârșova and in the SCI Canaralele Danube Site. The reservation is distinguished by well-represented rock habitats (Jurassic limestone), with a special landscape aspect, which are associated with typical species of flora and fauna. The landscape aspect is doubled by the historical one, through the existence in the area of the ruins of the Carsium fortress.

• **Obanul Mare and La Movile Cave** (mixed nature reserve). La Movile Cave, discovered in 1986 near Mangalia, is unique in the world for the ecosystem discovered inside it. It works on the basis of chemosynthesis and has been completely separated from the external environment for about 5.5 million years. In total, 35 completely new species have been discovered here that live in an environment very rich in hydrogen sulfide, with a very poor oxygen atmosphere, but rich in carbon dioxide and methane. Above the cave are the obanes which represent particular, relatively rare geomorphological forms.



#### A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Obanul Mare appears as a wide circular depression (100 - 150 m diameter) whose edge is made of Sarmatian limestones. From the point of view of vegetation, xerophytic and ruderal species are present here, which have invaded the site. The reservation is included in the SCI Mlaștina Hergheliei - Obanul Mare and Movila Cave Site.

• Limanu Cave (natural monument) is the only labyrinthine cave in Romania, stretching for more than four kilometers. Limanu Cave has a special historical value, here being discovered numerous archaeological remains, but also has a special speleological importance. It is a groundwater cave developed in horizontally layered limestone. The cave is also interesting from a biospeleological point of view. There is a rich invertebrate fauna whose main food source is the guano accumulations from the bat colonies that take refuge in the cave, especially in winter. It is included in the Limanu Cave SCI Site and in the Limanu - Herghelia SPA Site.

• **Herghelia Swamp** (mixed nature reserve) is a former maritime bay that was later transformed into a lagoon by its closure by the maritime cordon. Currently, it is a typical eutrophic swamp with peat deposit. The peat horizon is interrupted from place to place by meshes through which sulfurous rising springs are observed. The presence of mesothermal sulfur springs gives the swamps a warm topoclimate making possible the existence throughout the year of a place where birds can find a good shelter, especially during the winter months. It is included in the SPA site Limanu - Herghelia.

• **Hagieni Forest** (Botanical and Zoological Nature Reserve) appears as an island of thermophilic trees in the Dobrogea steppe. The scientific interest of this reservation is very high, here being housed unique phytocenological associations in the Romanian landscape, true Mediterranean and sub-Mediterranean enclaves, and rare animal species.

This reserve is home to a remarkable fauna, with species of southern origin, some being protected by law, such as reptile species: Testudo graeca iberica - Dobrogean tortoise and Vipera ammodytes montandoni - Dobrogean horned viper. The reservation is included in the SPA Site Pădurea Hagieni and in the Site SCI Pădurea Hagieni - Cotul Văii.

• SCI Pădurea and Valea Canaraua Fetei site - Iortmac (in the southwest of Constanța county, Includes SPA sites Lacul Oltina, Lacul Dunăreni and Băneasa - Canaraua Fetei) - important for the presence of rare species of flora, protected ornithofauna species, species sub-Mediterranean, Balkan and Pontic mammals, reptiles and invertebrate species.

• SCI Pădurea Eseschioi - Lacul Bugeac site (in the southwest of Constanța County, includes the SPA Lacul Bugeac SPA site and Pădurea Eseschioi forest reserve). The forest vegetation of Eseschioi Forest is represented by xerophytic oak groves and hornbeam and grassy vegetation that includes southern Balkan and Mediterranean elements. Bugeac Lake, a fluvial estuary, has high and steep banks that can reach 30 m in height.

Remarkable is the existence on the right side of Lake Bugeac of a cave not exploited for tourism, formed in fossil deposits in this area. It is a favorable place for waterfowl populations, most of which are particularly important from a conservative point of view. Several fish farms are organized on the lake.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• The SPA site Alah Bair - Capidava (in the west of Constanța county, includes the natural reservation Dealul Alah Bair) - has floristic importance (sheltering endemic species, rare and endangered for the Romanian flora), geological and geomorphological, landscape and cultural (ruins of Capidava fortress).

• Limestone walls from Petroşani (8 ha) - geological, zoological, scientific nature monument, located on the administrative territory of Deleni commune, Petroşani village. The limestone walls impress with the appearance resulting from the action of external agents, through water erosion, and are composed of Cenomanian Cretaceous deposits, which show the presence of conglomerates and fossil remains of ammonium, lamellibranchs, echinids. The site is frequently used for climbing and mountaineering.

• **Dumbrăveni Forest** - represents a natural reservation (deciduous forests, forests in transition, natural meadows, steppes) located in the river basin of the Urluia River (in the South Dobrogea Plateau); which ensures favorable conditions for food, nesting and living for several species of migratory, passage or sedentary birds. The reservation is included in the Dumbrăveni SCI Site - Urluia Valley - Vederoasa Lake and in the Dumbrăveni SPA Site.

• • Agigea sea dunes - botanical reservation located in Agigea commune, at a distance of 50 m from the Black Sea coast. It consists of sand dunes fixed to the ground by thermophilic plant species, with fauna characteristic of arid areas (Dobrogea steppe) and floristic elements consisting of associations of vascular plants. The reservation occupies an area of 25 ha and overlaps the SCI Dunele marine Agigea site. The Site Management Plan proposes to limit the number of people within the site, marking visiting routes and placing information panels.

Unfortunately, in the case of the existing protected natural areas in Constanța County, the visiting infrastructure (arranged tourist routes, thematic routes, bird observatories, informative and interpretive panels, visiting centers, etc.) is completely missing.

#### 4.2. ANTHROPIC RESOURCES (INVENTORY)

#### A) Constanța

#### Archaeological vestiges

The entire surface of the county is furrowed by archeological sites. A number of 476 archaeological sites have been declared historical monuments of national interest (category A) or local (category B). Unfortunately, only a very small number of them were capitalized and introduced in the tourist circuit.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **Roman mosaic building** (mun. Constanța) - Located on the west seafront, above the modern port, the building included three terraces and connected the ancient city and the port. The upper terrace includes a large room, of which part of the main wall is preserved, some of the side walls and about 850 of the 2000 sq m of polychrome mosaic floor. The building was built in the II-IV centuries and functioned until the VII century, when it ended its existence with the departure of the ancient fortress Tomis, following the barbarian invasions. Currently, a project of the Constanța County Council is being implemented on the ROP Axis 5, Investment Priority 5.2. restoration, conservation and enhancement of this objective.

• **Painted tomb Hypogeu** (Constanța) - built in the first half of the fourth century. The mural inside has both pagan and Christian influences. And in this case, a CJC rescue and enhancement project is being implemented.

• **The Roman enclosure wall** (Constanța) built in the 15th century III for the defense of the city. A portion of the wall was unveiled along with a round-shaped defense tower (Butchers' Tower). The tower is a later addition. Traces of the gates of the Tomis fortress and other defense towers were also unearthed.

• **Roman baths** (Constanța) - were built in the same period as the Roman mosaic building, about 150 meters from it. Currently, you can see about 300 square meters of the former baths. According to the information received from Constanța City Hall, there are certain plans for the rehabilitation and capitalization of this objective.

• Archaeological Park (Constanța), organized near the Butchers' Tower - are presented faces, columns, friezes, cornices, stone blocks from old buildings. An archeological map of Dobrogea, with the most important settlements from the Greco-Roman era, was mounted on the wall of the former building of the Municipal Library, also within the park.

#### • **Ruins of the Ancient City of Callatis** (Mangalia)

*The northwest corner of Callatis* (near the museum, towards the city center), where there is also a defense tower. Near the northwest corner of the fortress are exposed, in the archeological park, ancient columns and various architectural fragments, as well as sarcophagi from the Roman period.

*The enclosure wall, the north side of the fortress of Callatis.* The defensive wall surrounded the larger area of the ancient city. Two enclosures were built: the first - built at the end of the 4th century BC. (Greek period), and the second, in the second century AD (Roman period). The wall protected the main buildings of the city (temples, squares, public and private buildings). The wall was built of large blocks of limestone, of parallelepiped shapes. If the initial height was 8 - 9 m, now a maximum of 2 m of it is preserved, and the width of the wall is 3.12 - 3, 40 m. . The building is built of large blocks of limestone, beautifully carved, connected with lime mortar.

• **The Scythian tomb** (with papyrus) dates from the 4th century BC. Fragments of a papyrus written in Greek, the first document of its kind in Romania, were found near the skeleton of the buried. The papyrus tomb is located inside the "Callatis" Archaeological Museum.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **Byzantine edifice** - In the northeast corner of the fortress, near the enclosure wall, in the reception of the Hotel "New Belvedere", was discovered a large Roman-Byzantine building dating from the V-VI centuries AD. The building is rectangular in shape and was built of large blocks of limestone, bound with lime mortar. Only the base of the construction is preserved. The archeological site discovered in this area has been restored and incorporated into the New Belvedere Hotel (in the lobby and basement, and can be visited).

• **Christian Tomb with Psalms** - Roman-Byzantine necropolis (4th-5th century AD), located in the western part of the city. Two Christian inscriptions were painted on the plaster of the burial chamber: "Lord, my Help and my Redeemer (Savior)" and "I will not be afraid of evil, because You are with me, Lord!". Both inscriptions are quoted from the Psalms (a rarity for monuments from early Christianity).

In the period 2007-2013, the Callatis project - History on the Black Sea Coast - Measures for conservation, restoration and capitalization of the historical and cultural heritage of Mangalia Municipality, implemented by Mangalia City Hall, which envisages the restoration and capitalization of certain sections from the patrimony of the Ancient City Callatis.

• The tumular funeral complex from Movila Documaci (about 3 km from Mangalia) - in the summer of 1993, a large funerary complex was discovered, consisting of a princely tomb and an outbuilding. Sgraffito with anthropomorphic, zoomorphic representations, as well as pentagrams and representations of ships were made on the walls of the tomb. These sgrafitto find analogies to the cave monuments of Basarabi, the quarry of Aliman, the complex between Dumbrăveni and Olteni and to the early medieval monuments of Bulgaria. The conclusion is that these drawings were made by the population who used this tomb for living in the X-XII centuries. The monument is not arranged to be visited.

• **Histria Fortress** (Istria commune) - the oldest city on the current territory of Romania, was founded in the middle of the century. 7 BC by the Greek settlers of Miletus, as a port on the Black Sea and destroyed in the seventh century AD. of the Avar-Slavic invasions. Within the fortress are preserved vestiges from the great gate of the late Roman enclosure (4th-7th century AD), the large square of the late Roman city (6th century AD), the official district of the late Roman city (4th century AD). AD), Roman baths (1st-4th century AD), Christian basilica (6th century AD), Episcopal basilica (6th century AD), residential district (6th century AD) AD), the Greek sacred area (seventeenth century BC-1st century AD), Hellenistic precinct (4th century BC - 1st century AD), Roman baths (2nd century AD) III d.Hr.). The fortress is arranged for visiting, and an archeological museum has been built nearby, through which the rich patrimony is interpret.

• The fortress Tropaeum Traiani (Adamclisi commune) was founded by Emperor Trajan on the site of the old Geto-Dacian settlement. It was part of the limes system created by Trajan on the Lower Danube. The fortress is located on a low extension of the hill on which the monument was built, to which it is connected by a narrow tongue of land. The plateau is surrounded on all other sides by more or less steep slopes, which is a natural protection. The enclosure closes an area of approx. 10 ha.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• The triumphal monument Tropaeum Traiani (Adamclisi commune), erected in 109 AD, during the reign of Emperor Trajan. Tropaeum Traiani is one of the most important ancient monuments in Romania. The first excavations were undertaken starting with 1882 by Grigore Tocilescu. The monument was reconstituted in its current version in 1977.

It consists of a cylindrical base, which is based on several rows of circular steps, and at the top a conical roof, with scales on concentric rows of stone, from the middle of which raises the hexagonal superstructure.

At the top is the bifacial trophy, 10.75 m high, featuring armor with four cylindrical shields. At the base of the trophy are two statuary groups that each contain the representation of the bodies of three captives. The height of the monument, together with the trophy, is approximately equal to the diameter of the base, namely about 40 m. All around, the 54 metopes (rectangular slabs) of Deleni limestone, depict in bas-relief war scenes. Of the initial 54 metopes, 48 are still preserved. Above the metopes is a frieze with 26 battlements, of which only 23 have been preserved, also carved in bas-relief, which make up the crown of the circular core. An archeological museum was built near the monument.

• The Hellenistic fortress from Albeşti (Albeşti commune) - The fortress was built by the Greeks in the 4th century BC and falls into the category of permanent fortifications, with a role in the defense and agricultural exploitation of the area. The fortress was located on the western limit of the Callatian territory, and on the line of a traffic artery that ensures the connection between the settlements from the south-east of Dobrogea and those from the Danube area. There is no infrastructure to visit the fortress, except for road signs.

• **Carsium Fortress** (Hârșova city) - the Roman camp was founded on the high cliff of the Danube by Emperor Trajan in 103 on the site of a Dacian settlement. In the 10th century it was rebuilt by the Byzantines and later by the Genoese. Between the 15th century and the first part of the 19th century it was ruled by the Turks. Through the peace of Adrianople, the Turks are forced to demolish the fortifications on the right bank of the Danube, and the fortress is destroyed. Today, there are still some imposing walls. The "Commander's Tower", on the north side of the small enclosure, is preserved at a height of over 9 m. On the Danube, a monumental wall, about 40 m long, marks the area where the ancient port was activated until the destruction of the fortress.

• **Capidava Fortress** (Topalu commune) - rises on the right bank of the Danube, halfway between Hârșova and Cernavoda. The fortification has the shape of a quadrangle (105m x 127m), with walls over 2 m thick and 5-6 m high, with 7 towers over 10 m, a 2.50 m wide gate located on the SE side that connected with the rest of the territory and a strategic exit on the SW side of the tower from the Danube, where the port was arranged. The fortress occupied an important place in the Roman defensive system, being part of the series of fortifications built during the reign of Emperor Trajan. Unfortunately, the fortress was severely affected by the restoration works carried out during 2014-2016. Currently, the restoration, conservation and enhancement of the fortress have been resumed.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• The fortress of Axiopolis (Cernavoda) is located on a plateau on the right bank of the Danube near the island of Hinog, about 3 km south of the bridgehead of Cernavoda. It was founded by the Thracian king Lisimah in the 2nd century BC. Later, it was extended and fortified by the Romans, here being discovered the ruins of a basilica from the 4th century (from the time of Constantine the Great). Currently, the ruins of the fortress cannot be visited because an ammunition depot has been set up inside the fortress since before the First World War.

• **Sacidava Fortress** (Aliman commune) - Geto-Dacian settlement and Roman camp (II - III centuries). It is not capitalized from a tourist point of view - the visiting infrastructure is missing

• **The Byzantine fortress Vicina** (Păcuiul lui Soare island, Ostrov commune) - built in the 10th century, during the reign of the Byzantine emperor Ioan Tzimiskes, being at that time a solid construction. Unfortunately, due to the repeated floods to which it is subjected, currently only about 10-15% of the ruins of the fortress are still visible. Solutions for the rehabilitation and inclusion of the ancient fortress in a tourist circuit exist, but this would require a huge financial effort. There are no tourist facilities, but there are locals who cross by boat.

• Ulmetum Fortress (Pantelimon commune, Pantelimonu de Jos village) - fortress built at the end of the 4th century during the reign of Emperor Theodosius I (379-395), over the remains of a mixed settlement (civil and military) from the 2nd century- IV AD No tourist arrangements are made, but the Museum of National History and Archeology Constanța intends to carry out a restoration project of some parts of the defense wall (especially in the area of the North-West Gate), but also of the Paleo-Christian basilica The opportunity to restore the fortress and to set up a local archeological museum was also identified by the local public authority, which intends to support MINAC in this regard.

• The quadriburgium fortification from Ovid (Ovid city) - Roman fortification from the 15th century V-VI, built as an outpost in the northern defense of Tomis, as well as to defend the source of water from which it was supplied, through an aqueduct s The local public authority intends to introduce the objective in the tourist circuit, and in this sense it is implementing a project within the ROP Axis 5, Investment priority 5.2 conservation, partial reconstruction and enhancement.

• The cave ensemble from Basarabi - Murfatlar (Murfatlar town) consists of six small churches, several rooms, galleries and Christian tombs, all carved in the chalk massif. It is believed that the Rock Ensemble from Murfatlar houses the first church and the first cells of a monastery in Romania. Of the area of almost 3 hectares, only a third was covered by a reinforced concrete construction, with a pitched roof, erected in the 70s. The interior is not open to visitors, but local public authorities are looking for solutions for restoration, maintenance and arrangement in order to be introduced in the tourist circuit. The archeological component is insufficiently promoted and highlighted, the existing tourist infrastructure being of low quality, and the objectives poorly promoted from a visual point of view. In general, the uncertain legal situation of vestiges makes it difficult or sometimes impossible to attract funds for their development. According to UAT Constanța Municipality, it would be necessary to prioritize at county and national level the recovery of the archaeological heritage, thus allowing its tourist exploitation in relation to the development of cultural tourism in Constanța.



A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

#### Representative historical historical monuments

• **Constanța Peninsular Area** - through the agglomeration of administrative buildings, religious monuments, museums, archeological sites, representative buildings, is in itself one of the most important tourist attractions in Constanța, but also in the county. With an area of 90 ha, it is the historic core of the city and is declared an archaeological and architectural reservation of national interest.

In recent years, the peninsular area (including Ovidiu Square and the Casino seafront) has undergone a rehabilitation process, aiming to highlight the many existing tourist attractions here. Also, in order to increase the tourist attractiveness of this area, but also to protect it, starting with 2018, the access of cars has been restricted. In this area there are several symbolic objectives of the city, which will be treated separately below:

• **The casino** (mun. Constanța) - symbolic building of Constanța, was built in the style of "art nouveau" between 1909-1910 according to the architect's plans Daniel Renard, the building was renovated and the furniture was completely changed between 1985 and 1987. The building is now derelict and cannot be visited. Constanța City Hall (owner of the building), together with the National Investment Company, started in a rehabilitation project of the monument

• Fleet Command (Constanța municipality) - the building was built as a hotel between 1879-1881 (Hotel Terminus) In 1978, the building became the headquarters of the Navy, and since 2009 it is the headquarters of the Command In recent years, the festivities on the occasion of the Romanian Navy Day (August 15) take place on the seafront in front of the building.

• **Hotel Pal ace** (mun. Constanța) - inaugurated in 1914, owned by Baron Edgar de Marçay, one of the shareholders of the casino in Monte Carlo.

• The Court Building (mun. Constanța) - built between 1904-1906, according to the plans of the same architect as the Casino, the building was intended for the royal family as a summer residence. After the Second World War, it came into the possession of the Ministry of Justice, becoming in turn the seat of the Court of Appeal, then the seat of the Tribunal.

• **The Palace of the Archdiocese of Tomis** (Constanța municipality) - built between 1928-1932, in neo-Byzantine style, according to the plans of the architect Ion D. Enescu.

• **The House of Lions** (mun. Constanța) - built between 1895-1898, according to the plans of the architect Ion Berindei. The name of the building comes from the existence of the four carved lions, which sit on the columns of the building. Unfortunately, it is currently in an advanced stage of degradation;

• a series of other valuable houses: Bârzănescu, Cănănău, Zottu, Șomănescu etc .;

• a series of religious places of worship and a series of buildings that house museums (will be discussed below).

Some of these objectives are also used for tourism purposes, but the vast majority are either not integrated into tourist circuits or signposted, or require restoration work to be returned to tourist and public use (regardless of function).



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **The Royal Villa from Mamaia** (Mamaia resort, Constanța municipality) - was built between 1923-1926, according to the plans of the architect Mario Stoppa, for Queen Maria of Romania. After 1989, a restaurant / club operated here. Currently, the building has been privatized, being in an advanced stage of degradation.

• **The Kogălniceanu mansion** (Murfatlar town) is built in an eclectic style, presenting details specific to the western fashion of the 19th century, but also elements of Moorish influence visible in the case of the crenellated pediment or in the case of the belvedere tower. It is surrounded by a park with the pedestal of the crucifix erected in 1943, in memory of the heroes who fell on the front. Currently, there is a kindergarten.

• **City Hall building** (mun. Medgidia), whose construction began in 1893.

• Murad G. Ali House (mun. Medgidia), built in 1906.

In rural areas, valuable architectural elements are quite few and only isolated included in certain ensembles (eg German houses in Albești; Bulgarian houses in Lipnița; Dobrogean houses, stone walls in Dumbrăveni).

### <u>Religious buildings</u>

• The Orthodox Cathedral "St. Apostoli Petru and Pavel "(mun. Constanța) is located below Ovidiu Square, in front of the building of the Archdiocese of Tomis. The building was built between 1883 and 1885, according to the plans of the architect Carol Benesch, the interior plans being made by the architect Ion Mincu.

The construction, made of pressed brick, imposes by the monumentality of the façade and by the 35 m high tower. worked in Paris. The painting was worked in fresco between 1959-1961, being the work of painters Gheorghe Popescu and Niculina Dona.

The relics of St. Pantelimon (July 27), Saints Axentiu (February 14) and Simeon the Pillar (September 1) and the relics of Saints Epictetus and Astion, discovered at Halmyris, are deposited in the cathedral.

• The Roman Catholic Church "St. Anton de Padova "(mun. Constanța) was built between 1937-1938 according to the plans of the architect Romano de Simon. It has the structure of a basilica in northern Italy. The buttress and geometric motifs are reminiscent of the 13th century Romanesque style.

• The Great Mosque (Carol I) (mun. Constanța) is the main edifice of the Muslim cult in Constanța. It was built by the Romanian state in 1910, representing a gift made by King Carol I to the Muslim community in Dobrogea. The project of the mosque belongs to the great Romanian inventor eng. Gogu Constantinescu, and the execution of the architect Victor Ștefănescu.

The building is a harmonious combination between the Egyptian-Byzantine style, with some Romanian architectural motifs, an architectural conception that we do not find in other mosques in Dobrogea. Inside you can admire the huge carpet brought in 1965 from the island of Ada Kaleh, donated by Sultan Abdul Hamid (1876 - 1909), the work of the famous Hereke Craft Center in Turkey. Tourists have the opportunity to climb the 47 m high minaret, from where they can admire a beautiful view over the old part of town.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **The Hunchiar Mosque** (mun. Constanța) founded by Sultan Abdulaziz (1830 - 1876) and put into use in 1869, is located in the central area of the old town. The construction is made of stone carved by Turkish stonemasons, and the walls are 85 cm thick.

• The church "St. Nicolae", former Bulgarian (mun. Constanța) built in 1890, preserves the characteristics of the Romanian architectural style, having the painting executed by Ioanid Bătrânul. After 1940, the Bulgarian church dedicated to St. Nicholas was taken over by the Bishopric of Tomis and given to the Romanian Orthodox cult.

• **The Greek Church Metamorphosis** (mun. Constanța) is built with the contribution of the Greek community in the city, which received the approval of Sultan Abdul-Azis. The construction was completed in 1867 (although the façade indicates 1868), according to the plan of the Greek architect Teoharidi. In 1947, a bell tower was added on the right side, the semi-dome of which rested on short columns.

• **The Armenian Church** (mun. Constanța) was built in 1880, in the traditional Armenian architectural style, by Nazareth Torosian. The Old Church of St. George (Mangalia), a historical monument and religious architecture, dates from 1685, undergoing changes between 1914-1929.

• **The Church of St. Mina** (Mangalia) is a wooden church, Maramures type. The site of the church was consecrated on March 4, 2006, construction of the foundation began in the following months, and the actual wooden church was erected, in its entirety, in May 2007.

• **The Esmahan Sultan Mosque** (Mangalia) - the oldest place of worship. Muslim cult in Romania. It is located in the center of Mangalia, opposite the Spa Sanatorium, very close to the city seafront and the tourist port. It was founded by Esma-Han, daughter of Sultan Selim II (1566-1574) and was put into use in 1575.

The construction is made of stone, 85 cm thick, taken from the walls of the fortress of Callatis.

The mosque has a capacity of 200 people and is functional and is used for the prayers of the local Muslim community and can be visited by tourists. In the courtyard of the place of worship there is a fountain and Mohammedan tombs over 300 years old. The monastery of St. Mary (Techirghiol) was built of oak wood around 1750, in the village of Maiorești (Mureș County) and was adorned with a naive painting, in tempera on wood by the village painters. In 1934, the church was moved by King Carol II to Pelisor-Sinaia Castle.

In 1951, the small wooden church will be moved from Pelisor to the priest's home. The sculptor of the Patriarchate will change its silhouette, adding a porch and two towers. "Saint Helena de la Mare" Monastery (Costinesti) - was founded on land donated by Elena, mother of King Michael, in 1921.

The current church was consecrated in 1998. By its location on the sea shore, 3 km from the village of Schitu, the monastery is unique in the monastic landscape of Dobrogea. It offers accommodation and meals for pilgrims during the summer and a European recovery medical center.

• **Dervent Monastery** (Canlia village, Lipnița commune) was founded in 1923, and in 1936 the foundation stone of the current church was laid, built according to the project of the architect N. Săndulescu and consecrated on September 13, 1942. Closed in the 1960s, reopened in 1970 as the myrrh church of Galita village, it was re-sanctified as a monastery in 1990.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **The Monastery of the Apostle St. Andrew's Cave** (Ion Corvin commune) houses the cave where the Apostle Andrew seems to have lived. The place was consecrated on July 30, 1944 by Bishop Chesarie Păunescu, and in the summer of 1990, two people from the Sihăstria Monastery arrived with the idea of rebuilding the old monastic hearth.

• **Colilia Monastery** (Cogealac commune) - this was originally a Roman Catholic church built by the locals of German origin settled here. After the Second World War, the place of worship reverted to the Romanian Orthodox Church. The monastery dedicated to the Entry of the Mother of God into the Church was founded in 2006.

• **Dumbrăveni Monastery** (Dumbrăveni commune) - near the locality was discovered in recent years a cave complex, consisting of several Christian tombs and a small church. In order to highlight its religious and cultural importance, in 2004 a monastery of monks was established in its immediate vicinity, dedicated to the Shroud of the Mother of God.

• The Monastery of the Cave of Saint John Casian (Târguşor commune) was founded in 2001, near the cave where they hermit, in the 15th century. IV, St. John Casian and St. German. Deleni Hermitage (Deleni commune) is built on one of the beautiful hills near the town, at a distance of 700 meters from the national road DN3 (the road to St. Andrew's Cave and Dervent Monastery).

• The Ascension Monastery of Mircea Vodă (Mircea Vodă commune) - built after 2001, near the Heroes' Cemetery. The cemetery was created between May 1 and October 1, 1932, burying here 5,160 heroes of World War I (Romanians - 99 known and 1218 unknown, Russians - 78 known and 988 unknown, Germans - 76 known and 428 unknown, Bulgarians - 134 known and 1894 unknown, Serbs - 1 known and 244 unknown). Poarta Albă Monastery (Poarta Albă commune) was built on land donated by White Gate City Hall (3 ha) and a family of believers (2 ha). A monument dedicated to the memory of the political detainees who gave their lives in the 1950s on the Danube-Black Sea Canal was also erected nearby.

• **Histria Monastery** (Istria commune) was built in the vicinity of Histria fortress, a highly developed Christian center with an episcopal see, a monastic center and seven early Christian basilicas. The monastery was founded in 2004, the foundation stone of the large church being laid three years later.

• Adamclisi Monastery (Adamclisi commune) was founded in 2005, about 1 km from the Tropaeum Traiani fortress, where the relics of five saints, living in the 15th century, were discovered. IV.

• **Basarabi Monastery** (Murfatlar town) - founded in 2004, dedicated to St. Theotimus, bishop of Tomis. The monastery was built near the Basarabi Cave Ensemble, discovered in a chalk hill in 1957, an ancient monastic ensemble consisting of six unique cave churches in the country.

• **The Capidava Monastery** (Capidava commune) was founded in 2009. The bones of some holy martyrs were discovered in the nearby archeological site.

• **Crucea Monastery** (Crucea commune) was founded in 2005, being built of wood, in Maramureş style. The monastery is located 4 km from the road Constanța - Hârşova and is located in the vicinity of a healing spring.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **The Abdul Mecid Mosque** (Medgidia municipality) - built in Ottoman neoclassical style, has the specificity of Islamic architecture. The interior retains absolutely all the original details from the construction period: the columns, ceiling, balconies and railings are made of wood. It was built between 1859 and 1865, in honor of Sultan Abdul Mecid. Also in his honor, the city took its name from Mecidiye. Inside is a museum collection. Today, the mosque is the oldest building in the city and one of the two places of Islamic worship in Medgidia.

• **The mosque of Sultan Mahmut** (the city of Hârșova) built around 1812, during the reign of Sultan Mahmut II.

• **The Memet Efendi Mosque** (Cernavoda town) was built in 1756, during the reign of Sultan Osman III (1699 - 1757).

• The Church of St. Constantine and Helen (Hârșova city) - consecrated in 1908, desecrated by the Turks in the First World War and reconsecrated in 1919. It has 7 towers, 2 main, one central surrounded by 4 smaller ones. The current church is located in the western part of the city, on a limestone massif that was inside the former Roman fortress Carsium.

• The "Ascension of the Lord" Church (Satul Nou village, Oltina commune) - a cobweb church (twigs, earth and straw), built in 1863, when Dobrogea was incorporated into the Ottoman Empire.

• The church "St. Great Martyr Dimitrie "(Izvoarele village, Lipnița commune) - cobweb church, from the second half of the 19th century.

• **The ''Holy Trinity - Saint Nicholas'' Church** (Istria commune) - built by the Bulgarian inhabitants of the village of Istria, after 1857. Being built in the Ottoman period, the place of worship could be built only respecting certain rules imposed by the Turks, namely: the church no it had to be taller than the mosque in the village, it was not allowed to have towers or be painted, nor did the exterior shape have to indicate that there was a place of worship there. There is also a small church art museum inside the church.

• The church "St. Emperors Constantine and Helen "(the city of Cernavoda) was made between 1882-1895 in Byzantine style, in the shape of a cross, with a large dome in the middle, made of stone, brick and covered with tin.

• The "Birth of the Mother of God" church (Murfatlar town) was built between 1903-1906, with high towers, according to the plan of the architect D. Bănescu.

#### Museums and memorial houses

• The Museum of National History and Archeology (Constanța) is located in Ovidiu Square, in the building of the former City Hall, a building designed by the architect Vasile Ştefănescu. The museum has several collections, grouped in 24 rooms: Treasure, Numismatics Exhibition, Icon Exhibition, Silver Ornament Exhibition, Pipe Exhibition (XVIII-XIX centuries). This institution also manages the Roman Mosaic Building, the Histria Museum Complex, the Tropaeum Traiani Adamclisi Museum Complex, the Carsium Hârșova Museum, the Axiopolis Cernavoda Museum. According to data received from museum representatives, the annual number of visitors ranged from 22,000 to 30,000, with a varied profile: both locals and tourists, families, cruise tourists, students (most).



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• The Museum of Folk Art (Constanța) is housed in a building erected in 1893, with an architectural plan with Brancoveanu influences. The main exhibition of the museum presents to the public representative samples of popular artistic creation from all ethnographic areas of the country: folk costumes, textiles for interior decoration, wooden, metal and ceramic objects, elements of folk architecture and furniture, icons on glass and wood, objects cult dating from the eighteenth and nineteenth centuries.

The traditional Dobrogea civilization is represented by interior decorative fabrics, household inventory items, clothing and ornaments belonging to Romanians, Aromanians, Turkish-Tatars and Lipovans. The museum is subordinated to the City Hall of Constanța, being visited by over 30,000 people annually. For the future, the restoration of the building, the thematic reorganization of the permanent exhibition, the acquisition of exhibition furniture and the generation of special spaces for the students' activities are envisaged.

• **The Art Museum** (Constanța), founded in 1961, today has a heritage of over 7,400 works of modern and contemporary Romanian art - painting, sculpture, graphics and decorative art (ceramics, porcelain, tapestries, furniture). The institution is subordinated to the Constanța County Council and receives about 10,000 visitors. An audience development policy and an increase in the cultural products portfolio are part of the institution's future plans.

• The "Ion Jalea" Sculpture Museum (Constanța) was founded in 1968, with works donated by the artist and includes sculptures (about 200 works), drawings and sketches, reliefs, statues, busts.

• The Museum of the Romanian Navy (Constanța), founded in 1969, presents the history of the Romanian military and commercial navy, from the simple boat carved in a tree trunk, to today's modern ships. The museum has numerous important collections of weapons, medals, uniforms, naval models, anchors, works of art, photographs, numismatics. The institution is subordinated to the Ministry of National Defense. Improving communication with the target audience and developing new cultural products are among the needs identified for development.

• The Constanța Port Museum is located on a former dam at the entrance to the port, designed in the early twentieth century by Anghel Saligny. It is subordinated to the Constanța Port Administration and is frequented by about 30,000 visitors annually.

• **King Ferdinand I National Military Museum, Constanța Branch** - presents collections of knives and firearms from different historical periods, artillery weapons and optical devices, original harness and uniforms, elements of military camouflage and transmission technology, as well as documents or objects personalities of the Dobrogean military. The museum is subordinated to the Ministry of National Defense. For the near future, it is envisaged to complete the theme park and create a coherent infrastructure, in relation to the needs of a museum.

• The Natural Sciences Museum Complex (Constanța) consists of: Aquarium, Dolphinarium, Planetarium, Micro-reservation and Exhibition of Exotic Birds and Decoration, Horseback Riding Center.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **The dolphinarium** - started its activity in 1972, being the first museum form of this kind in the country. After some modernization and expansion works in 2016, the Dolphinarium increased its capacity from 600 to 1300 seats, which contributed to a significant increase in the number of visitors. Under these conditions, the Dolphinarium has become a representative attraction within the destination, being a target on the list of tourists arriving on the coast, but increasingly an attractive factor, especially for groups of children on school trips.

In the future, a new expansion of the Dolphinarium is to be carried out, in order to comply with national norms and European legislation, in terms of the space required for marine mammals in captivity. It is also envisaged the construction of a new aquarium (larger than the current one) and a new summer planetarium.

• **The aquarium**, founded in 1958, is housed in a building built in the early twentieth century as an annex to the Casino. Over time, the Aquarium of Constanța has gathered over 100 species of fish and marine life belonging to various geographical areas.

• **The planetarium** is the first such objective in the country (1969). Here projections are made with a ZKP-2 (1988) type device on a dome with a diameter of 8 m, being able to observe stars (approximately 5000), planets, moon, constellations (zodiacal constellations), comets, meteors, Galilean satellites of of Jupiter, artificial satellites, the Solar System, etc.

• **The micro-reservation** and the Exotic Birds and Decoration Exhibition is a miniature zoo that covers an area of 12 ha. The patrimony of this objective has aquatic avifauna (pelicans, swans, ducks and wild geese), terrestrial avifauna (peacocks, pheasants) and mammals (mouflons, shovel deer, deer, which are found in the Danube Delta Biosphere Reserve and in the Negureni Reserve).

*Horseback riding center* - the riding school has an area of 3,000 square meters and is open all year round. The riding at the Museum of Natural Sciences Complex is done indoors in winter and outdoors in the warm season. The Museum of Natural Sciences Complex is the most visited tourist attraction in Constanța County, with over 500,000 visitors annually (about 350,000 visitors to the Dolphinarium and about 150,000 visitors to the Aquarium), most of whom are tourists.

• **The Museum of Archeology "Callatis"** (Mangalia) exhibits archaeological discoveries from Mangalia and surroundings (dating from prehistory and Greco-Roman period): vessels, amphorae, glass containers, tubes of aqueducts and sewers, the mosaic of a Hellenistic room, collection numismatics, the inventory of the Papyrus Tomb, Tanagra statuettes, bas-reliefs. Of particular importance is the famous Papyrus Tomb (4th century BC). The museum is coordinated by the Mangalia Culture and Sports Department, a department within the mayor's office.

• **Navy Museum** (Mangalia) - is located at the exit of Mangalia around May 2, on the right. The museum was founded in 2004, as a branch of the Constanța Navy Museum, being housed in the building of the former Mangalia Garrison Infirmary and includes an indoor exhibition space, a thematic library and an outdoor exhibition. Inside the building are exhibited weapons, including torpedoes, and naval equipment that belonged to the Mangalia Garrison. In the outer space are exhibited pieces of naval and anti-aircraft artillery that belonged to the coastal artillery.

• **The Tropaeum Traiani Museum Complex** consists of three objectives: the Tropaeum Traiani Triumphal Monument, the homonymous fortress and the site museum. Conceived as a lapidarium, the museum building (inaugurated in 1977) also includes numerous archaeological remains discovered in and around the fortress.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

On one side of the museum are exhibited the metopes, the lower and upper frieze, the pilasters, battlements and parapet blocks of the scalloped Attic style. In the center of the hall is displayed the colossal statue of the trophy, the inscription and the frieze with weapons. The other exhibits consist of ceramic collections (vessels belonging to the Hamangia culture, Getic pottery, Greek, Roman and Byzantine amphorae), lamps, tools, ornaments, fragments of aqueducts, sculpture, epigraphic documents.

The museum complex is a section of the Museum of National History and Archeology Constanța and, according to the information received, is visited by about 20,000 people. If in the past a project for the rehabilitation of the monument was implemented, for the future it is intended to start a project for the rehabilitation of the fortress.

• The Histria Museum Complex (Istria commune) consists of the Histria Fortress Museum and the ruins of the Greco-Roman city (7th century BC - 7th century AD). The museum exhibits pieces of Greek, Roman and Byzantine archeology, coming from research in Histria and its surroundings: amphorae, inscriptions, ceramic vessels, glass, lamps, ornaments, Hellenistic bas-reliefs, inscriptions. In the fortress you can see the enclosure wall from the Roman-Byzantine period, with towers and gates, ancient streets and squares, basilica foundations, houses and shops, Roman baths, ancient temples, etc. The museum complex is a section of the Museum of National History and Archeology Constanța and is one of the most important tourist attractions in Constanța County, with over 30,000 visitors annually (excluding free tickets).

• The Axiopolis Museum (Cernavoda city), section of the Museum of National History and Archeology Constanța, was inaugurated in 2006. At present, it is housed in an old building, carefully restored, and presents, in about 6 rooms, a beautiful collection of prehistoric and Roman archeology, as well as pieces of decorative art from the 19th century: table and office services, napkins and ornaments. We do not forget the evocation of some monuments and personalities that marked the image of the city: the model of the famous bridge built by Anghel Saligny, objects that belonged to the family of the composer Dumitru Chiriac and others. In addition, through the Romania-Bulgaria cross-border cooperation project "Restoration of the common unique cultural heritage and promotion of the common tourist product, Hamangia - the first civilization of ancient Europe", a building located nearby will be restored, in order to open a new museum section.

• **Carsium Museum** (Hârșova city) - the first museum was opened in 1904, in the presence of King Carol I. After being destroyed in the First World War, reopened in the interwar period and abolished in the first years of the communist period, the museum, in its current form , was inaugurated in 2006. The museum presents the development of material and spiritual civilization in the Danube area, from the Neolithic to the beginning of the modern era. Pieces of special value are exhibited, some presented in international or national exhibitions, typical of Neolithic cultures (Hamangia, Gumelnița), the culture of the metal age, the development of Roman, Roman-Byzantine and medieval civilization on the Lower Danube. The museum is a section of the Museum of National History and Archeology Constanța and is visited annually by about 1,000 people.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **The Lucian Grigorescu Art Museum** (Medgidia municipality) was founded in 1964 and has as its theme Romanian painting with subjects inspired by the Dobrogean landscape (N. Tonitza, Gh. Petrașcu etc.) works made by Dobrogean artists (L. Grigorescu, l. Ciucurencu, Ion Pacea, Ion Nicodim, Ion Bițan etc.), as well as sculpture works signed by Ion Jalea, B. Caragea etc., as well as over 100 ceramic works made in the "Hamangia" art camps.

• The Dinu and Sevasta Vintilă Art Museum (Topalu commune) is organized in 1960 in the former home of Dr. Dinu Gheorghe Vintilă. Presents 228 paintings: by Ioan Andreescu, Octav Băncilă, Nicolae Grigorescu, Ștefan Luchian, Gheorghe Petrașcu, Nicolae Tonitza, Alexandru Ciucurencu; sculpture: works by Dimitrie Paciurea, Cornel Medrea, G. Tudor; graphics: works by Theodor Aman, Nicolae Tonitza, Corneliu Baba, Nicolae Dărăscu. The museum is a section of the Art Museum of Constanța.

• **Museum of Vine and Wine** (Murfatlar town). Although it is still promoted on the City Hall website, the museum is currently closed. The Research and Development Station for Viticulture and Vinification intends to rehabilitate a building from the company's patrimony and to open a new museum space nearby.

• The Limanu Art Collection (Limanu commune) was created with works made by the members of the Union of Visual Artists from Bucharest, on the occasion of the documentation made, in the summer of 1960, on the territory of Dobrogea. The collection includes painting, sculpture, contemporary Romanian graphics.

• The tatars House "Zulfie Totay" (Cobadin commune) - presents a collection of embroidery, fabrics and oriental art objects. Private collection, can be visited on request. 112 Its position, on the road that connects with Adamclisi and the Dervent Monastery, favors the introduction in the tourist circuit.

• **Museum point of the Democratic Union of Turkish-Muslim Tatars in Romania** (Constanța municipality) - the exhibition is arranged in a room of the UDTTMR headquarters (53 BP Hasdeu Street) and presents the history and tradition of the Tatars. It can be visited on request.

• **The ethnographic museum of the Aromanians "Gheorghe Celea"** (Mihail Kogălniceanu commune) - was founded in 2006 and houses household objects, traditional wool products, but also a culinary section, all specific to the life of the Aromanians. In the textile section, visitors can see the entire process of wool processing, from shearing sheep to making blankets with traditional Aromanian motifs. Various dishes are on display in the Aromanian Gastronomic Art Room, from the famous leek pie to various lamb dishes. It can be visited on request.

• The museum collection of the Dervent Orthodox Monastery (Ostrov commune) - presents a collection of religious art, old books and numismatics. Contemporary art exhibitions are organized. It can be visited on request.

• The Museum of St. Maria Techirghiol Monastery, founded in 1990, houses authentic pieces, Christian testimonies from the IV-VI centuries (capital from a basilica in Callatis (Mangalia), plywood of a table and the basilica column discovered in Tomis). The museum also includes priestly vestments from the 18th century, cult objects and wooden and brass wood icons from the same period. Within the monastery there is a rest and treatment base and a museum.


STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **Techirghiol Botanical Garden** was realized within the project 'The art of cross-border gardening on the Black Sea', financed by the Romania-Bulgaria Cross-Border Cooperation Program 2007-2013. The objective, opened in 2017, was made with the Baltic Botanical Garden as a model. On an area of 56,000 square meters, on the shores of Lake Techirghiol, 20,000 plants, trees and shrubs were planted, within 100 botanical species, a waterfall with artificial lake, alleys, pergolas, kiosks and gazebos was arranged and was built an administrative pavilion with rooms for conferences or cultural activities, as well as a greenhouse for exotic plants and cacti collection. Also here was arranged a board for a game of maxi chess and were placed two statues representing Queen Mary and King Michael I.

## Technical-economic and scientific constructions

• **Danube Canal - Black Sea - Navigation route**, work of engineering art. It was put into operation in 1984, 35 years after the start of the works. Cross Dobrogea and shorten the road to Constanța by about 400 km. Length: 64.4 km; bottom width: 70 m; surface width: 90-120 m; minimum depth: 7 m. The Cernavoda and Agigea locks are elements of attractiveness, but it is necessary to create facilities for visiting and interpreting them in order to increase their tourist value. The stone road on the bank of the canal could be marked and arranged in the future as a cycle tourist route.

• The White Gate-Midia Năvodari Canal connects the aquarium of the Midia seaport and that of the Luminița port from Lake Tașaul (Năvodari) with the Danube - Black Sea Canal, in the area of Poarta Albă locality. It was opened to navigation on October 26, 1987. It has a length of 31.2 km and is located between Midia Port, km 0 of the canal, and the confluence with the Danube-Black Sea Canal at km 236 of it, near Poarta Albă. At km 3 it has a fork that connects with Luminița Port through a canal with a length of 5.5 km. Both Luminița Port and Ovidiu are an integral part of the canal. The Ovidiu and Năvodari locks are elements of attractiveness, but even in this case the realization of facilities for visiting and interpreting would increase their tourist value. There is a project to build a lock between the Poarta Albă - Midia Năvodari Canal and Lake Siutghiol. It is estimated that by building this lock in the Mamaia-sat area, the traffic of ships specialized in passenger transport and recreational will increase by 30% - 50% per year.

• The Carol I bridge with the "Dorobanții" statues (Cernavoda city) was built between 1890 and 1895, according to the project of the engineer Anghel Saligny, in order to ensure the railway connection between Bucharest and Constanța. At that time, the last bridge over the Danube was the Franz Josef Bridge in Novi Sad, located 955 km upstream.

• The wreck of Costinesti (Costinesti) - "Gospel" was a Greek merchant ship belonging to the famous businessman Aristotle Onassis, which failed in the late '60s, due to unfavorable weather conditions and low visibility. Due to the much too high recovery costs, it was abandoned, later entering the patrimony of the Romanian state and becoming the symbol of Costinesti. During the season, boat trips to the wreck are organized. Gara Maritimă (mun. Constanța) - was built between 1931-1934, according to the plans of the architect Gheorghe Brătescu, as a passenger terminal, with all the services related to this activity: Romanian Maritime Service, customs, post office, captaincy, restaurant, ticket office .



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• **Maritime station**, the current headquarters of the National Company Administration of Maritime Ports SA (CN APM) Constanța, was subjected to capital repairs in 1965 and 1991, and in 2013 the facades of the building were rehabilitated.

• **The Genoese lighthouse** (mun. Constanța) is located on the seafront near the Casino and was built between 1860-1861, in memory of the Genoese merchants who frequented Pontus Euxin in the 13th century, on the site of an older lighthouse attested in a lithograph since 1822. The octagonal lighthouse has a height of 8 meters, and at the top has a metal dome.

• **Mangalia Lighthouse** (1958). The mayor's office intends to rehabilitate it and introduce it in the tourist circuit.

# **Public statues and monuments**

• Statue of the poet Ovidiu (1887), sculptor Ettore Ferrari, Ovidiu Square, Constanța;

• **Municipality Statue of the poet Mihai Eminescu** (1932), sculptor Oscar Han, Casino seafront, Constanța municipality;

• **Statue of Victory** (1968), sculptor Boris Caragea, municipality Constanța;

• **Statuary Group Marea și Navigația** (1965), sculptor Zoe Băicoianu, Tomis Port dam, Constanța municipality;

• **Statuary group "Pescarii",** sculptor Corneliu Medrea, Central Park, Constanța municipality;

• **Statuary group "Faun și Nimfa"** (1963), sculptor Constantin Baraschi, in front of the State Theater, Constanța Municipality;

• Statue of Queen Elisabeta (1937), sculptor Ion Jalea, Casino seafront, Constanța municipality;

• Bust of Ion Bănescu (1910), sculptor Dimitrie Paciurea, City Hall Park, Constanța municipality;

• **Statue of Anghel Saligny** (1957), sculptor Oscar Han, Bd. Elisabeta, corner with str. Ovidiu, above the Gate no. 1 Port Constanta, Constanța municipality;

• The Archer's Statue (1961), sculptor Ion Jalea, Faleza Domino, Constanța municipality;

• The Woman with Harp Statue (1933), sculptor Ion Jalea, Piața Decebal, Medgidia municipality

• **Monumentul Tineretului de la Straja** (1988), sculptor Pavel Bucur, Cumpăna commune Monumentul Eroilor Neamului (1998), Mangalia municipality

• Statuary group "The shepherd with the donkey Tekir" (2005), sculptor Titi Ceară, Techirghiol town

• **Cadranul Solar** (2003) - in front of the Cumpăna commune City Hall is a copy of the object discovered in 1960 in the village. The original piece, hosted by the Museum of National History and Archeology Constanța, is one of the few ancient sundials ever discovered in Dobrogea, being dated sec. II AD

• **Commemorative monuments related to the First World War:** Hârșova, Techirghiol, Topalu), obelisks (Târgușor, Siliștea, Dobromir, Cerchezu, Vulturu)



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

# <u>Intangible heritage</u>

In many villages of Constanta are preserved specific elements of Romanian popular culture in occupations, interior design and organization, in textiles and traditional furniture, in the characteristic elements of folk costumes, etc.

There are also aspects of traditional Romanian folk architecture, in some places and elongated houses under the roof of which live several families, aspects of old tradition of local animal husbandry, especially in Romanian villages on the Danube, characteristic aspects of fishing tradition.

In addition, Constanța County enjoys a diversity of historical and cultural traditions given by the important number of cohabiting minorities - Turks, Tatars, Russians-Lipovans, Greeks, Armenians, Bulgarians, Aromanians, etc.

The built heritage, along with the intangible heritage specific to these communities are part of the public consciousness and can be points of interest both for tourists who are part of that ethnic identity, and for other categories of tourists interested in local culture.

Among the immaterial elements of the ethnic communities, which can bring added value and which can contribute to the diversification of the Constanta tourist product, we can highlight: specific gastronomy, customs and traditions, artistic activities, traditional dress.

There are a number of organizations/associations created in order to revive and pass on the cultural and traditional values of these communities: the Turkish Democratic Union in Romania; Democratic Union of Turkish-Muslim Tatars in Romania, Constanța Branch; "Aromanian Community of Romania" Association - Constanța Branch; The Lipovan Russian Community in Romania; Union of Armenians in Romania, etc. These organizations support the development of cultural activities aimed at highlighting the rich heritage of those communities.

Among the localities where certain traditional activities with potential to be capitalized in tourism have been identified are: Valu lui Traian (wood carving), Cernavoda (clay modeling), Murfatlar (traditional Dobrogean and Tatar cuisine), Techirghiol and Corbu (fishing traditional). In addition, the city of Constanța, through the Museum of Folk Art, plays the role of gateway and bridge with the multicultural universe of Dobrogea. The traditional crafts preserved in the Dobrogea area are: pottery (traditional decorative or household objects, modeled from clay), weaving, torso, embroidery, obtaining borangic, rush weaving, making folk costumes, making wooden objects and beaded ornaments.

However, regarding the folk craftsmen, their number is quite small in Constanța County. Constanța County Council, through the Teodor Burada County Cultural Center, has identified a number of 9 craftsmen from different areas of the county, whom it promotes:

- ✓ George Marincu (wood sculptor), Valu lui Traian commune;
- ✓ Marian Bălan (sculptor), Pecineaga commune;
- ✓ Mihai Antoneag (opincar craftsman), Constanța municipality;
- ✓ Laura Macri (icons on glass), Constanța municipality;
- ✓ Vasile Preda (belt, harnesses), Cobadin commune;
- ✓ Răcaru Tuţa (stitches / folk costumes), Mangalia municipality;
- ✓ Moroşan Adrian (leather processing), Lumina commune;



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

✓ Chitic Ion (drilling), Techirghiol commune;

Suceveanu Romulus (decorative ceramics), Mangalia municipality.

In order to support local craftsmen and traditional activities, the Museum of Folk Art organized several cultural events, namely:

• *Dobrogea Folk Crafts Fair* (May), during Constanta Day - the first such event belonging to ethnic groups in Dobrogea. The fair was attended by Romanian craftsmen, Lipovan Russians, Bulgarians, Greeks, Turks, Tatars and Armenians, who exhibited fabrics, weaves, rush weaves, ceramics, hand embroidery, mats, wooden objects, costume pieces, painted gourds, embroideries and beaded ornaments.

• *Expoziția temporară "Ocupații și meșteșuguri tradiționale din Dobrogea"* (iunie – octombrie 2016) - a evidențiat unele aspecte legate de principalele ocupații și meșteșuguri specifice satelor dobrogene.

• *The event "Pottery, tradition and contemporaneity"* (July 20 - 22, 2018), through the organization of which aims to provide an overview of the evolution and continuity of the craft of pottery over time, in its authentic forms.

In order to promote local traditions and crafts, a series of events are organized, such as local days, country celebrations, multicultural days, kureş (Tatar fights), folk festivals, but also support some local folk ensembles (eg dance ensemble). "Armâni di văr chiro, Cogealac"; "Trandafirul Dobrogean" Ensemble, Crucea; Ensembles "Româncuța", "Mugurașii Cumpenei", "Boboceii Cumpenei", Cumpăna; ", Mircea Vodă;" Luminițe Dobrogene "dance ensemble; Cuci din Lipnița group;" Țărăncuța "folk ensemble, Independența;" Cartalu "dance ensemble, Vulturu;" Tradiții Dobrogene "folk ensemble, Pecineaga," Ensemble " Medgidia, Greek dances - ELPIS - Greek Community).

# Cultural-artistic and sporting events

Tourism is supported by the organization of cultural-artistic and sporting events that have become a tradition, some with the role of providing new reasons to travel to potential tourists, while others are an additional attraction for tourists already arrive at the destination.

The following are the most important events organized in Constanța County:

Tabel 1

Location	Date/Month	Event Theme			
March septemberConstanțaApril		Documentary film screenings - Natural Sciences Museum Complex	Science, general culture		
	Romanian Film Gala - "Jean Constantin" Multifunctional Educational Center for Youth	Cinematic Art			
	Мау	Beer Festival -the exhibition pavilion	Music, gastronomy		



May	Dobrogean Traditions and Crafts Festival "- Constanța Exhibition Pavilion	Traditions, folk art
May	Shell Festival, Ovidiu Square	Gastronomy
May	Constanța Street Food Festival – Piața Ovidiu	Gastronomy
May	Dacia Classic	Auto SHOW
May	Constanta's Day	Cultural – artistic
june	International Theater Festival "Myths of the Citadel"	Theater
June	Ice Cream Festival	Gastronomy
June	4V Rally Raid	Sport, auto
June	Neversea – Constanta beach	Music
July-august	rock ONE! Music Festival– Ovidiu Square	Music
august	Navy Day	Military Navy Parade show, music, traditions
august	Pontus Euxinus Festival – The Story of the Dobrogea Wine	Gastronomy, cultural – arts, Civic involvement, education
august	Marina Food Challange	Gastronomy
august	Festival of the Romanian Taste	Gastronomy
august – November	World Festival of Arts and Interculturality Ovidius, Oleg National Opera and Ballet Theater Danovski, Tăbăcărie Park, Ovidiu Square, Constanța Casino Cliff	Theater, film, coregraphie Fine Arts, poetry
august –	Ancient Festival– Tomis – Roman	History,



		Baths	education,
	September	Amare Street Fest - Constanța International Street Theater Festival - Bd Tomis - Ovidiu Square - Peninsular Area	Theater, parade
	November	"Dobrogei's Day"	Cultural – arts
	November	International Music and Dance Festival, "Oleg Danovski" National Music and Ballet Theater	Music, dance
	december january	Winter Festival - The Magic Land of Christmas - Tăbăcărie Park	Culture – arts, educational, gastronomy
	March	Sand Marathon 6th edition	Sports
	april-may	SUNWAVES Festival	Electronic Music
	May	Autism 24H Black Sea	Sports, charity
Mamaia	July	The Color Run	Sports
	July	"Mamaia Copiilor" National Creation and Interpretation Festival	Music
	august	"Gaudeamus Litoral" International Fair - Perla Square	Books
	august	Strongman	Sports
	september	Thriathlon Challenge Mamaia - Mamaia resort and Siutghiol Lake	Sports
	April	Festival of games and historical reconstructions "DAPYX"	History, tradition
Medgidia	May	"Tinere Speranțe" light and popular music festival,	Music
	September	Medgidia Sports Dance Festival	Sports, dance
Mangalia	May	Mangalia Super Rally	Sports



	June	Mangalia Interethnic Festival	Music, dance, traditions
	July	Europa FM Live on the Beach	Music
	August	Navy Day	Military Navy Parade show, music,traditions
	August	National Folklore Contest Festival for Children and Young Performers of the National Folk Song and Dance "Dobroge, hearth of folklore",	Tradition, music, cotest
	September	Mangalia's Day	Cultural – arts
	August	The days of Cernavoda	Cultural – arts, gastronomy,Exhibitions traditions
Cernavodă	August	"Axiopolis" Light Music Interpretation Competition Festival,	Music
	November	Folk Festival Contest "Aneta Stan"	Music, folck
	November	"ID Chirescu" International Choral Music Festival, XXXVII edition	Music
	May Balneo – Tourism in Eforie		Medical,music, Photographic Art
Eforie	August	Euphoria Eforiei - parade of vintage costumes, customs, traditions, gastronomy, entertainment	Military parade,
Hârșova	May	Festival-Contest for the Interpretation of Folk Song and Dance "Dobrogean Spring - Folklore Spring", 3rd edition - "Carsium" House of Culture	Music, dance
	August	Hârșova Cup in Taekwondo	Sports
	Septembrie	The days of the city of Hârșova	Cultural – arts



	March	Mucenici Gathering	Country celebration, music, traditions	
Murfatlar	June	Murfatlar's Day	Country celebration, music, traditions	
	July	Kureş	Country celebration, music, traditions	
	july- august	Navodari City Days	Cultural – arts	
Năvodari	September	Fish Festival	Gastronomy, music	
	April	Festival du Bonheur (Mamaia Nord)	Gastronomy	
Negru Vodă	September	International Folk Dance Festival "Common Roots",	Dance, music, traditions	
Quilin	June	Folk song Festival "Elena Roizen"	Music, traditions	
Ovidiu June		Ovidiu City Days	Country celebration	
Techirghiol	June	Light Music National Festival "Glasul Speranțelor"	Muzică	
	August	Techirghiol City Days	Cultural – artistic	
Adamclisi	August	Tropaeum Adamclisi Cup	Sports	
Agigea	March	"Spring festival Competition"	Music, dance, poetry, theatre, modelling,paintings	
Albești	May – june	"Proud of my wearing" Competion County Festival	Muzică, dans, tradiții	
Amzacea	May	Village Sons Day	Country celebration	
Castelu	May	Village Sons Meeting - Castelu and Nisipari Country celebrat		
Costinești	September	HOP Young actor Gala	Theater	
Cumpăna	May	International Folklore Competition Music   Festival for Young Performers "Dor Music		



		de Cânt Românesc",	
	may	International worker's Day	Country celebration
	june	"Coexistence on Dobrogea" festival,	Gastronomy/ Culinary art, traditions, music
	September	International "Fruit of the Earth" Festival	Gastronomy, etnography, folck, exhibition with sale, parades, sculpture contest, music
Grădina	april	Dobrogea Gorges Argonauts Marathon	Sports, tourism
	may	Garden Commune Day	Cultural – artists
Limanu	august	The Black Sea Film Festival, Vama Veche	Cinametographic Arts
Lumina	may	Lumina Commune Day	Coutry celebration
Mihai Viteazu	July	Mihai Viteazu Commune Day	Coutry celebration
	January	Hipic Contest	Hipic/ sports
Mircea Vodă	May	Mircea Vodă Commune Day	Serbare câmpenească
Oltina	April	Oltina Commune Day	Cultural - artistic, serbare Câmpenească
Ostrov	October	New Wine Festival	Oenologic, gastronomy
Peștera	May	Commune Day – Sărbătoarea Florii de Salcâm	Country celebration
Siliștea	Мау	"Ethnos - Dobrogea International"Cultural educationFolk Festival of Friendship and Cultural Diversity,traditions, music dance	



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE

DOBRICH-CONSTANȚA REGION

Topalu	july-august	Summer Academy for Youth, Science, Culture, Art and Sports Atlantykron (July-August), on Atlantikron Island, Capidava, Topalu commune	Science, arts, culture, sports
	october	Festival - National Competition for the Interpretation of the Romanian Folk Song "Dan Moisescu",	Music, folk
	March	Historical Cultural Festival "We are what we love"	Culture, art, history
	June	Dakini Festival Internațional	Music, spirituality
	July	AEROMANIA aviation festival - Alexandru Podgoreanu Airport	Aviation
	august	Vocal Performance Festival "Music, My Love!"	Music
Tuzla	august	Living Rock Tuzla	Muzică
	September	Tuzla's cultural week	Tradition, Gastronomy
	October	The Farmer's Fair	Tradition, Gastronomy
	November	Dobrogea's Week	Tradition, Gastronomy
	May	Kureş	County Celebration, gastronomy, music
Valu lui	June	1st June Cup	Sports
Traian	October	Ziua Recoltei	County Celebration
	December	1st December Cup	Sports
	december	Santa Claus Cup	Sports



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE

DOBRICH-CONSTANȚA REGION

Vulturu	January	Vulturu Commune Days	Culture-arts; sports
a	. 10 1 0		1 0 1 1 11 1

*Source:* Information received from the Constanța County Cultural Center Teodor T. Burada and from the town halls in Constanța County

There are a large number of events with free entry, organized outdoors, many of them for local communities (eg local days), but also events with mixed destination, which although may not be a reason for the tourist to come to the destination, still offers an additional factor of attractiveness (eg organized periodically in Ovidiu Square in Constanța). It is also possible to observe a higher concentration of events in the north of the coast and a greater diversification of them compared to the south of the coast.

Although the south of the coast wants to target families with children, there are very few events addressed to this segment. October, which can contribute to the extension of the season through spa tourism and business tourism, is almost devoid of events.

A small number of events are organized in the localities inside the county, outside the coastline. Large-scale events, at which an intense promotion is made (eg Neversea Constanța, Europa FM Mangalia), can be the main motivation of travel for a large number of tourists.

## 4.3. Trends in the development of tourism at international and national level

International tourism has grown steadily over the last six decades, benefiting from increased globalization and technological advances that have led to reduced travel costs, while facilitating travel planning and booking on your own. During this period of sustained growth, tourism has demonstrated significant resilience to various challenges (OECD, 2018).

According to the World Travel & Tourism Council (2018), the total contribution of tourism and travel to GDP creation was \$ 8.272 billion (10.4% of GDP) in 2017 and is estimated to increase by 3.8% annually by 2028, reaching \$ 12.4 trillion (11.7% of GDP). The total contribution of tourism and travel to employment was 313,221,000 jobs (9.9%) and is expected to increase by 2.5% annually by 2028, reaching 413,556,000 jobs (11.6% of the total).

The contribution of tourism to total exports was \$ 1.494 billion (6.5% of the total) in 2017 and is expected to increase annually by 2028, reaching \$ 2.311 billion (6.9% of the total). Investments in the tourism and travel industry in 2017 were \$ 882.4 billion or 4.5% of total investment. They are expected to grow by 4.3% annually over the next ten years, to \$ 1.408 billion in 2028 (5.1% of the total). According to studies developed by the OECD (2016, 2018), a sustainable development of the tourism sector in the next period will depend on taking into account some key aspects, essential in planning the tourism offer, namely:

- financing the development of tourism;
- long-term policies, strategies and plans;
- regional and local tourism structures;
- effective promotion and marketing programs;
- information and communication technology;
- safety and security issues;



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

- climate change;
- Employment.

## Financing the development of tourism

Budgetary pressure during the economic recovery period has had a negative impact on the financing of tourism in many countries, including the reduction of budgets for the development of the tourism sector (Austria, Italy, the Czech Republic, etc.). This has led to a greater emphasis on:

- evaluating the responsibility and performance of organizations;
- more careful study of target markets or niche markets;

• identifying mechanisms for financing cooperation initiatives to support tourism development (OECD, 2016).

In general, most of the tourism budget tends to be allocated to marketing and promotion, including the functioning of the National Tourism Authorities (NTAs). In some countries, large sums are allocated to projects and programs to improve infrastructure and improve the tourism product, often in regions with problems or those with tourism potential (OECD, 2018).

Funds for tourism development come from central budgets. The European Union's Structural Funds also provide a significant source of income in the countries where they are available (Bulgaria, the Czech Republic, Estonia, Italy, Lithuania, Poland, Portugal, Romania). Other sources include taxes on accommodation, air travel, arrivals and departures, and the use of certain resources. Businesses can also pay contributions for the services provided (OECD, 2018).

# Long-term policies, strategies and plans

The development of tourism and related infrastructure to meet the future requirements of tourism demand requires an integrated approach and cooperation between different departments and levels of government, with the contribution and support of the tourism industry. The development of an approved long-term tourism strategy is a necessity for all countries seeking long-term support for the tourism sector. In shaping such strategies, the involvement of government, industry, host communities and other stakeholders is essential to be able to identify specific vision and objectives for the sustainable development of tourism and to set specific priorities, actions and responsibilities (OECD, 2016).

The vast majority of countries have developed medium or long-term strategies. Most strategies have been developed for five-year periods, but some countries have framework policies of ten years or more, on which shorter strategies and plans are based (eg Ireland). Policy and strategy documents set out a combination of principles, policies and objectives, which then form the basis for future action. *Tourist destinations, in turn, need their own policies and plans to achieve integrated tourism development.* The framework and guidelines can be provided by the central government (OECD, 2018).



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

#### **Regional and local tourism structures**

In order to effectively manage marketing activities and develop tourism products, the presence of regional and local bodies capable of planning and taking action within destinations is necessary. At regional and local level, partnerships need to be created to bring together local businesses and the private sector (OECD, 2018).

In some countries with a broad federal government structure, each state or province may have a tourism ministry, department, or other government entity that manages tourism (eg, Australia, Germany, Brazil, and the United States). In most countries, regional and provincial municipal authorities can be involved in the development of tourism, specific management and marketing activities, depending on resources and priorities. Of particular importance is the creation of destination management organizations (MDGs) that are officially set up to support the development of local tourism, with the involvement of the private sector (OECD, 2018).

Overtourism reached number one worldwide this year due to the number of visitors registered in many destinations, prompting protests from residents and various measures from local authorities in some places. Overcrowding also negatively affects travelers themselves, and the international travel and tourism industry must find solutions to manage the number of visitors without limiting growth. Studies show that the busiest destinations are not cities, as they seem at first glance, but ski resorts (ITB Berlin, 2018).

#### Effective promotion and marketing programs

Tourism promotion and marketing policies have not been affected by the reduction of public funding. At the same time, promotion programs must adapt as a result of competitiveness in the global tourism market, government decisions, the development of social platforms. Authorities aim to identify new tourism marketing models, less dependent on government funding; Cooperation between industry operators is being encouraged in more and more countries (Austria, Croatia, France, Iceland, the Netherlands, New Zealand, Portugal, Slovakia, Spain, Sweden, the United Kingdom, the United States).

Tourist destinations develop creative marketing strategies, in an attempt to build the brand of a location or to re-brand, in order to increase the awareness of the local community and obtain its support for tourism development (OECD, 2018).

The promotional activity continues to involve traditional tactical approaches, such as partnerships with travel agencies and operators, the involvement of the media and travel journalists, and participation in travel-themed shows. However, online marketing and the sophisticated use of social media are at the forefront of most tourism marketing campaigns.

In an effort to optimize the value and impact of international marketing activities, some countries have integrated national marketing agencies in economic areas such as trade, tourism and business (Finland, Iceland, Slovenia). Other countries have focused more on target markets or niche markets (France, Germany, Greece, Hungary, Mexico, the Netherlands, New Zealand, Spain) and most focus more on digital strategies (Egypt, Slovenia , Turkey, United Kingdom).





Fig.1. Tourism promotion activity Source: adapted by authors according to the OECD (2016, 2018)

## **Tourism product development**

Mature tourist destinations are repositioned in order to remain attractive, to better meet the needs of the international market and to attract visitors to spend as much as possible. The destinations also aim to improve the quality and sustainability of tourism products.

This process creates added value for tourists and destinations. The attention of tourists is initially captured by a well-known element (for example, the beach) and then connects with the derived tourist products of the respective country or region (for example, culture). Thus, tourists can have a wider holiday experience, for example, going on a trip to the city, followed by a few days spent in nature. Transnational tourism products (Danube region, cultural routes) are also being developed (OECD, 2016).

Different countries are trying *to support domestic tourism*, recognizing its importance in strengthening business performance and ensuring profitability.

A strong domestic market can reduce the risk of over-reliance on some international markets, which can be more volatile. It can also help reduce seasonality.

Tourism product development decisions are determined by competitive conditions. Many countries are concerned about the value for money of tourism products and the differences between destinations on the world market. Digital platforms for renting a private home (Airbnb) or connecting individuals (Uber) challenge traditional operators to develop their own operations. The aim is to develop products that can stimulate revenue rather than the number of visitors. On the other hand, operators in the tourism and travel industry develop low-cost product offerings to retain and / or attract (new) customer segments. This trend can be seen more easily in the field of air transport (OECD, 2018).

*The sharing economy* has grown rapidly in the EU over the last five years, accounting for a significant share of economic activity. The growth has been significant in the field of transport and accommodation (Airbnb, HomeAway, Uber, Lyft and Couchsurfing), but continues to expand in other sectors. Properties in the sharing economy will continue to compete with corporate business trips, albeit with limited success due to government restrictions, but also the need from tourists requesting various travel services, such as room service, security, cleaning.



## A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

## **Diversification tourist products**

Many countries are developing and promoting new niche markets, for example, gastronomic tourism: Belgium - Flanders, France, Greece, Italy, South Korea, Portugal, the United Kingdom, ecotourism and nature tourism (Chile, Finland).

Wellness is supported or expanded in different countries that want to increase employment but also visitor spending (Latvia, Turkey) Hosting cultural, commercial or sporting events remains a special target market (Brazil, Ireland, the Netherlands, the United Kingdom) United Kingdom -Wales) and is often used as a tool to diversify tourism outside capitals and large urban settlements (Ireland, Norway) .Cycling becomes increasingly popular (France, New Zealand, Slovakia), adding value to local communities. Germany and Spain has developed specific plans to promote rural tourism, in order to create distinct experiences for alternative visitors, d would also to support local livelihoods (OECD, 2018).

Many countries have indicated the cultural and natural heritage as the main attraction for visitors, while paying special attention to its conservation actions. A recurring theme is the development of several opportunities that focus on nature-based tourism, wilderness areas and outdoor activities. For example, Malta is developing an extremely profitable niche market for language schools. Business tourism has become a priority for certain countries, in the desire to meet both the demand and supply of tourism (OECD, 2018).

#### Information and communication technology

Operators in the tourism sector frequently use the latest technological developments and new communication tools.

Mobile technology is now integrated, enhancing connectivity and facilitating the provision of real-time information. Digital technology, social media and online distribution platforms change the relationship between consumers and producers, supporting co-creation and facilitating personalized consumer experiences (OECD, 2016).

Various technologies, including biometrics, robotics, augmented reality, portable technology influence the movement of visitors. For example, airports are developing a new Internet of Things ecosystem that increases the efficiency of existing operations and communication tools between tourism facilities, visitors and suppliers. Some of the disruptive technologies that will influence corporate travel are the following (Global Business Travel Association, 2017; OECD, 2018):

 $\blacktriangleright$  Artificial intelligence (AI) = Big data + mechanical learning. AI is the ability of machines to perform routine activities in an intelligent manner. Experts believe that AI will automate certain parts of business tourism, faster than in the case of recreational tourism, providing data on the profile of tourists, travel frequency, program parameters, recurring travel model. Tourism companies use big data and predictive analytics to increase knowledge about consumer behavior and personalize travel experiences.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

 $\succ$  Blockchain is an encrypted database that contains information and users that can remain anonymous. Airlines, hotel groups, travel agencies and other stakeholders seek to adopt this technology to facilitate and manage transactions, especially those involving different currencies, from several countries. Blockchain applications in tourism could include better forms of identity management and safer and more effective communication during travel with the full spectrum of travel service providers, from airlines to loyalty reward programs. Payment solutions are the most commonly used application of blockchain technology in the tourism industry, but the lack of standards and protocols, as well as the understanding of its capabilities can slow down its widespread adoption.

 $\succ$  *Chatbots* are conversational interfaces capable of processing information (voice or text) 1,000 times faster than humans, thus increasing results. Chatbots are supported by AI and are expected to reshape the way consumers interact with business. Websites and mobile applications will soon become obsolete, and tourism providers will have to think about how to develop chatbots in the tourism business.

Smart hotels will invest in beacon technology, messaging, indoor entertainment. Mobile applications will be used more and more often by guests familiar with the technology (check-in and check-out, opening the hotel door, opening the TV remotely, controlling the room temperature, etc.).

 $\blacktriangleright$  Augmented Reality (AR): Visitors and service providers are adapting to new technologies such as holograms or mobile applications that add virtual elements to real-world situations. Easier access to navigation information, translations and even virtual interactions with historical figures are possible ways to improve visitors' experiences using AR technology. In this way, alternative experiences can be offered in places considered ecologically or culturally sensitive, reducing the access of physical visitors, but increasing that of virtual visitors.

There are two main areas in which digitalisation has a profound impact on tourism development, management and marketing actions (OECD, 2018):

- The process of communication with tourists. There are various dimensions of this issue that countries need to address, including:
- the forms of presentation of marketing messages and information on the Internet;
- efficient use of social media in the process of influencing the choice and exchange of experiences;
- the growing importance of the rating generated by customers for tourist facilities;
- increasing the importance of online travel agencies in managing travel purchases, with a significant impact on business performance;
- the use of mobile technology in providing instant information to visitors during their stay. *Management of transactions*, as well as collection and processing of information and data

on tourist demand and supply. This may include the use of larger and more complex volumes of data. A number of countries are embarking on new projects related to the systematic manipulation of digital information.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

*Digital marketing.* The growing importance of digital technology and social media in tourism creates challenges and opportunities for national and regional tourism organizations and tourism businesses. Tourists are increasingly connected to the internet, using mobile applications; accessing news, transportation information, and online booking platforms (e.g., travel agencies, airlines, trains, Uber).

At the same time, tourists use social networks to review, evaluate and book accommodation services (eg Airbnb, TripAdvisor, Booking), food services (eg TheFork, MyTable, OpenTable) and other travel services. These trends, in terms of consumer behavior and expectations of the digital economy, require a shift to digital marketing and promotion. For example, several countries have focused on digital and social media campaigns (using online or mobile channels) to strengthen the promotion of international tourism, target source markets more effectively and streamline visa processes (Australia, Egypt, France). , Italy, New Zealand, Portugal, Slovenia, Turkey, United Kingdom) (OECD, 2016).

As part of digital tourism strategies, countries will need to find ways to overcome certain problems with access to Wi-Fi networks while traveling, removing barriers caused by high roaming costs. The concept of "smart destination" is gaining ground, defined as an innovative tourist destination that uses state-of-the-art technology for its sustainable development.

*Digital platforms* are often used to substantiate travel decisions, and their impact is likely to be of major importance in the coming decades. Indeed, online platforms are used to advertise online and book vacations. Social media is often used to influence the decisions of emerging generations, such as Millennials or Z Generation. While the increasing permeability of social media presents opportunities for some destinations, it can also pose a threat to vulnerable destinations (communities, cultural attractions or environment) unprepared for the rapid growth of tourist traffic due to growing popularity on several social platforms.

**Safety and security issues** remain important concerns for international travelers. This has implications for the mobility and movement of people, with repercussions at the level of tourist destinations. Countries work closely together to support international travel and reduce travel barriers (OECD, 2016). International travel remains secure, despite natural disasters and terrorist attacks around the world that have made people more concerned than justified. However, many people will change their destinations due to fear of terrorist attacks (ITB Berlin, 2018).

#### Employment

Tourism is a labor-intensive economic sector and an important source of employment in many countries around the world.

The tourism sector creates jobs for people of different ages and skill levels and offers opportunities to enter the labor market, gain experience, develop skills and move to higher levels of skills or to better paid jobs (OECD; 2018). Rapid advances in automation through robotics, machine learning and artificial intelligence are set to disrupt labor markets around the world over the next two decades. Many jobs in the tourism sector, from travel agencies to hotel staff, are likely to be affected by increased penetration of automation in the economy.



## A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

## Climate change

Climate change is a challenge that the tourism sector cannot ignore. Tourism contributes to and is affected by climate change. Strategies to adapt and mitigate the impact of climate change on tourism and travel are needed

The economic consequences of climate change underline the need for an optimal combination of climate change adaptation and mitigation policies to minimize their future costs. Analyzes indicate that local climate change is making destinations more or less attractive and leading to changes in domestic and international tourist flows and spending. Due to pressure to reduce CO2 emissions and raise oil prices, companies will have to increase the number of green, environmentally friendly cars.

# 4.4 INTERNATIONAL TRENDS IN THE DEVELOPMENT OF CERTAIN FORMS OF TOURISM IMPORTANT FOR CONSTANȚA COUNTY

# A) Constanta

Coastal and maritime (coastal) tourism. Coastal and maritime tourism is the largest maritime activity in Europe and involves almost 3.2 million people, contributing a total of 183 billion euros to the creation of gross value added and representing over a third of the maritime economy (EC, 2014). In the EU, coastal and maritime tourism account for a large part of total tourism, with about 45% of all overnight stays in the EU in 2016.

Mass tourism dominates the Black Sea basin.

According to Swart and Haar (2017), coastal and maritime tourism is marked by the following trends:

• *Seasonality*: visits are traditionally made during the summer. This applies to all sea basins. Much of the potential socio-economic gain is concentrated during this period, with much of the local facilities usually closing for the rest of the year. The vitality of the sector depends on several factors, including weather conditions, environmental conditions, aesthetic conditions

• Development prospects: Coastal tourism continues to grow in terms of the number of tourists, especially in the Mediterranean region, around the Baltic Sea and the Atlantic Ocean. Due to concerns about political instability and security, coastal tourism has moved to Mediterranean countries for traditional sun-sand-sea vacations. However, average spending per night and the number of overnight stays tend to decrease, thus putting serious pressure on existing tourism models (mass tourism). Other types of tourism, e.g. ecotourism and nautical tourism are growing.

• *Diversification of the tourist product*: The development of traditional sun - sand - sea tourism is closely related to other activities including fishing, underwater cultural heritage and ecotourism. This requires an expansion of the tourist offer in the area (for example, more distant destinations). Some tourists prefer traditional holidays, but also look for other experiences and destinations. Renting a boat or yachts has become more popular, as has the use of other forms of accommodation (Airbnb or free camping, when allowed).



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• *Landscape quality*: is the predominant factor for choosing a holiday destination in coastal areas. Natural capital is of paramount importance to the tourism sector, and tourism operators need to be increasingly environmentally conscious and implement progressive "greening" policies.

• *Digitization:* The application of digital solutions is relatively slow in this sector. For example, many marinas do not yet have an online booking and payment system. Also, not all boats have digital applications on board for navigation, etc.

• *Decreased length of stay*: Average length of stay and average nightly expenses decreased. This trend is expected to continue and possibly become stronger once other competing destinations outside the EU gain or regain competitiveness.

• *Increasing number of non-EU tourists:* the so-called BRIC countries (Brazil, Russia, India, China), with large populations and strong economic development rates, have seen an increase in the middle class and a growing number of rich tourists upper class.

# Regarding the main tourist segments, the following trends are observed:

• *Mass tourism* attracts large volumes of visitors with a relatively low potential of average tourist spending. Traditionally, this has taken place along the Mediterranean coast (Spain, Italy, Greece); The Bulgarian Black Sea coast is increasingly attracting tourists from inside and outside the EU. Due to changing travel habits, tourists prefer either luxurious holiday destinations or holiday destinations in the middle of nature. The number of tourists who choose the traditional holidays sun - sand - high is expected to stabilize or even decrease slightly. However, the spatial implications of this type of tourism will remain the same.

• *High profile tourism* attracts tourists from different age groups, social statuses and nationalities. In addition to offering a relatively unique value and a high level of quality, it also generates pressure on the environment, so it becomes necessary to create additional space for the development of this tourism sector. It is expected that in the coming years, the number of tourists who opt for such a holiday will increase. Spending in this sector will increase substantially, as tourists will be willing to pay for a luxury holiday, both services and additional activities.

• *Niche tourism* attracts fewer tourists because it focuses on certain services or locations. However, these tourists can evaluate the quality of services and are willing to spend more. It puts little pressure on the environment, and the spatial implications will remain limited.

Birdwatching or fishing activities are examples of forms of niche tourism practiced in the coastal area. The growth of this sector will largely depend on the existence of accommodation spaces that address this profile. If accommodation opportunities increase, this sector is likely to grow.

• *Low profile tourism* generates a limited pressure on the environment, and spatially the implications remain low. Given the growing awareness of the environment among people in general, and tourists in particular, the number of tourists opting for a green holiday is likely to increase in the coming years. However, tourism spending will not increase substantially, as this type of tourism occurs in natural areas, and tourists will opt for activities such as hiking, walking and cycling. They will not spend too much money on other activities.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

# **Cultural tourism**

It is estimated that cultural tourism accounts for about 40% of total European tourism. In recent years, cultural travel in Europe has declined as a result of the economic crisis, but appears to have been less affected than other forms of tourism. One of the reasons why cultural tourism has been less affected is related to the diversity of cultural reasons

Instead of a "mass market" for cultural tourism, a growing range of cultural tourism niches can be identified that target specific aspects of the culture that tourists appeal to or that are developed by destinations. Among the most important market niches are (Richards, 2014): creative tourism: tourism *education; visiting* friends and relatives (VFR *tourism*); *religious* tourism; gastronomic *tourism; volunteer* tourism; tourism for learning а foreign *language; spiritual and holistic tourism;* 

Regarding tourism for visiting museums and historical monuments, we note the transition from static experiences to more interactive and intangible experiences and the creative development of the narrative, in which creativity has an important role. Thus, tourists can contribute to the creation of new creative spaces and can play an active role in developing their own travel experiences

Thanks to these *creative skills*, cultural tourists look for the local and defining elements of the place's atmosphere. This allows them not only to see or experience a place, but to live and get involved in cultural life.

Cultural tourism can be characterized by the following trends (Richards, 2014): cocreation; increasing the links between suppliers and consumers; increasing interaction with local culture; an increased emphasis on everyday and intangible heritage; participation in events as a means of capitalizing on the place; creative spaces; holistic and spiritual approaches. Cultural routes could play a new and important role, as they can be places of spiritual charge, meeting and trust. The European Institute of Cultural Routes has identified a number of trends relevant to cultural tourism: the growing importance of European cultural exhibitions and capitals; increasing the importance of science, interactive museums; the growing importance of industrial heritage sites; increasing the importance of military architecture sites; increasing the importance of memorial sites; increasing the importance of natural and historical parks; increasing the importance of festivities.

#### Wine tourism

Wine tourism is in various stages of development around the world. Tourist arrivals generated by this form of tourism exceed 50 million people. The following emerging trends in wine tourism have been identified, which have evolved since 2013 (Mintel, 2017):

• A significant percentage of wine centers consider that wine tourism will form a large part of the wine industry by 2020;



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• Apart from wine tastings, gastronomy is the most important offer of wine centers, followed by the sale of local products, the organization of festivals and the provision of accommodation services. Conferences and music events have become increasingly important. As wine is produced in almost every country in the world, wine tourism has become an opportunity for tourism development for rural tourist destinations. Central and Eastern European countries become wine tourism destinations (Republic of Moldova; Croatia; Georgia; Bulgaria) (Mintel, 2017):

• The Republic of Moldova is known for its old underground cellars and huge wine collections, such as the 1.5 millions of bottles and 200 km of tunnels from Milestii Mici and the 120 km of tunnels from Cricova. The country hosts various wine-themed events, including National Wine Day, and the wine tourism offer receives awards from journalists around the world, including the United States and the United Kingdom, as "the next wine destination in Europe."

• Croatia. Many rural areas have wineries and vineyards, which are increasingly positioned as wine tourism destinations, especially in the Istrian peninsula that stretches along the Adriatic coast. The wine routes combine well with other activities on the peninsula, such as agrotourism, gastronomy, roads through olive groves and cycling trails.

• Georgia has a long history of wine production, and Georgian culture is strongly centered around wine. Wine tourism provides significant economic opportunities to rural communities across the country, and the government is looking for investors and support for entrepreneurs working in the hospitality sector to attract visitors.

• Bulgaria has a large number of old wineries and cultural sites, such as monasteries and churches that have significant historical links.

• Georgia has a long history of wine production, and Georgian culture is strongly centered around wine. Wine tourism provides significant economic opportunities to rural communities across the country, and the government is looking for investors and support for entrepreneurs working in the hospitality sector to attract visitors.

• Bulgaria has a large number of old wineries and cultural sites, such as monasteries and churches that have significant historical links.

# **Cruise tourism**

1.4 billion people traveled in 2018, up 6% from the previous year. The number far exceeded the estimates of the World Tourism Organization, which predicted that this threshold will be reached only in 2021. The accelerated growth of tourism is reflected mainly in the global economy, and official data show that this industry generates revenues of over 8 trillion dollars every year.

River cruises will become more active and respond to increased demand from Millennials and Generation X. River cruises (eg Rhine/Moselle, Danube) are growing rapidly, with new cruise ships with improved facilities being introduced. Tourists want active cruises, which combine admiring the landscapes with carrying out activities, such as hiking, climbing, tasting local specialties, etc. (ABTA, 2018).

Cruise tourism will register the following trends (The Florida-Caribbean Cruise Association, 2018):

• all consumer segments, regardless of budget, will request cruises during the holidays;



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• Transformational cruise tourism: tourists are looking for "transformative" experiences, from cultural immersion and volunteering to extreme adventures.

• sustainable tourism will be increasingly important, with travelers participating in recycling activities, volunteering, both on board and on land;

• The Millennials generation prefers river cruises, aboard small ships, being interested in itineraries and experiences at the destination;

• multigenerational tourism is projected to grow in popularity, and vacations made by grandparents with grandchildren (without parents) are expected to be extremely popular;

• travel from warm destinations to cool destinations: increasing the popularity of colder destinations;

• health and wellness tourism during the cruise (health seminars given by experts, personalized fitness programs, stress management, spa services and even entire cruise itineraries dedicated to weight management and healthy living);

• intelligent technology used on board cruise ships.

## Health and wellness tourism

*The Global Wellness Economy Monitor* (2018) showed that the global wellness industry grew by an average of 6.4% annually over the period 2015-2017, from 3.7 to 4.2 trillion dollars. The wellness industry represents 5.3% of the global economic production. Wellness tourism continues to grow steadily in major developed markets, including the United States and several major European countries (Germany, France, Italy).

Global spending on health travel (\$ 639.4 billion) is spread across several segments of the tourism industry, from food and lodging to recreation, travel, shopping and other services. Within each segment, some expenses may include health-oriented activities (such as visiting a hot spring, massage, meditation, or fitness), while other expenses may be "generic" (such as transportation, souvenir shopping). As more and more consumers incorporate health issues into their lifestyles, there are many opportunities for "generic" businesses to introduce health services into their offerings, which can help them differentiate themselves from the competition, offer more much value in the relationship with their customers and record higher revenues.

For example, hotels promote wellness facilities, such as in-room exercise equipment. Airports offer gyms, spas and walking circuits around their terminals, and airlines promote in-flight meditation and exercise. Museums offer yoga and meditation classes right in their art galleries, while gift shops offer specific local products (Global Wellness Institute, 2018).

The rapid growth of wellness tourism around the world has also been stimulated by the growth of the middle class, the growing desire of consumers to adopt a healthy lifestyle and a growing interest in experimental travel. Developing markets in Asia-Pacific, Latin America, the Caribbean, the Middle East, North Africa and Sub-Saharan Africa have grown strongly in recent years.

Trends in specialized spa and wellness tourism services can be highlighted in three main directions (Kazandzhieva, 2014):



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• increasing their role and importance in combination with other forms of tourism - leisure, cultural, rural, golf, etc. The resorts specializing in spa and wellness tourism are located in regions with high biodiversity and in the immediate vicinity of many cultural and historical sites. Thus, the resources of local communities are used most efficiently and the consumption of additional services as part of the complex spa and wellness product is stimulated;

• stimulating the development of alternative forms of tourism - wellness and spa tourism is related to many growing niche segments: hiking and walking trips, wine tasting trips, rural, ecological tourism;

• attracting new segments of tourists who demand quality services. Spa and wellness tourists prefer an unaltered nature, a rich historical and cultural heritage, active holidays and medical care, opportunities for relaxation and recreation, etc. The major markets are Russia, Greece, Germany, Great Britain

#### Nature-based tourism and ecotourism

Visitors are looking for more individual and authentic travel experiences that ecotourism can offer. Nature and adventure tourism requires a commitment to at least two of the following elements: physical activity, the natural environment and cultural emergence.

The main trends identified in the development of sustainable tourism destinations are the following (Lackey, Joyner, Bricker, 2018; https://www.cbi.eu/market-information/tourism/nature-tourism/nature-eco-tourism-europe):

• *Products sustainable food.* Local and sustainable food contributes to the support of local economies, reduces the impact on the environment and can cultivate a genuine sense of place and culture for visitors. In response to increasing customer demand for local food, the number of hotels with a local food supply policy is growing.

• The demand for authentic and transformational travel experiences is growing. Travelers now have more opportunities to seek out experiences that include cultural immersion and experiential education. Adventure tourists are altruistic and intellectual individuals, looking for unique and transformational experiences that allow them to learn and explore the traditions of indigenous cultural communities. Micro-adventures based on outdoor activities, such as hiking, walking, camping and kayaking, redefine outdoor tourism. Rural destinations are also beneficial for visitors looking for a connection with nature.

• *Authentic accommodation.* For most tourists in Europe, authenticity is more important than luxury. They prefer unique, small-scale accommodation that is run by locals and preferably reflects local nature and culture. However, tourists require clean rooms, good meals and comfortable beds. Ecotourists prefer accommodation services with a minimal impact on the destination. These can range from ecotourism guesthouses or campsites for those on a budget, to luxury eco-friendly hotels.

• *Natural landscapes*, unaltered. European tourists mainly choose a holiday in which they enjoy the quality of natural and unaltered landscapes. This is often more important than the level of facilities. They prefer natural attractions such as waterfalls, nature parks, etc.



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

*Passenger profile.* Ecotourists are generally well prepared, preferring travel, being part of the middle or upper socio-economic classes. What motivates these tourists are: the natural environment of the places they visit and to learn about local communities. There are three important types of ecotourists:

• Seniors. Tourists in this segment are between 50-70 years old. Many are experienced travelers who enjoy peaceful natural environments and are looking for new experiences. They expect high value for money and are willing to pay more for authentic experiences. They are generally looking for higher standards of comfort.

• *Young tourists*. People aged between 18 and 44 are the second major segment for nature and ecotourism-based tourism. Most have traveled extensively and / or worked or studied abroad. They are increasingly interested in exploring new, more distant destinations. There are two groups of young tourists:

➢ with high incomes, but less free time. These are young high-income professionals, but with limited time to travel. They are, for the most part, people between the ages of 31 and 44, often traveling in pairs. People in this group are looking for unusual "once in a lifetime" experiences. Comfort is important to them.

> with lower incomes, but with more free time. This group consists of people who fall into the age category 18-30 years. Their daily budgets are small, but they travel for longer periods of time. They choose cheaper accommodation, are eager to experience local activities and products. They often combine their travel with volunteering in community or conservation projects.

• Families with children. This is an important, growing segment that is looking for high quality facilities and services and a balance between safety and fun. All-inclusive travel is especially popular with families due to the comfort and control over expenses.

#### Trends in tourist demand

At the level of tourist demand, a series of trends were identified, namely: the rapid growth of the population in emerging economies; increasing the share of the elderly population; significant and rapid expansion of the middle class worldwide; emerging generations (Millennials generation, Z generation); changing consumer preferences; tourist products

#### Social and demographic trends

*Rapid population growth* in emerging economies leads to an increase in potential external demand. On the other hand, in developed countries, the share of the elderly population is increasing (aging population). This means that the global population will generally be richer and older in the coming decades. At the same time, multigenerational travel is becoming more frequent, three generations from the same family are used to traveling together (OECD, 2016).



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Due to the aging population, it is estimated that the share of the population over 60 years in the global population will almost double in the next 35 years. Aging can have negative effects on long-term economic growth, putting pressure on social systems and introducing major changes in consumption and investment flows. As such, the range and volume of goods and services that older consumers could consume, including tourism, is expected to increase substantially. Infrastructure and support services will need to be adapted to meet both increased demand and changing visitor needs and preferences.

As a result of these trends, another niche segment that is likely to grow significantly in the coming years is medical tourism. As the cost of health insurance and procedures, whether for health or cosmetic purposes, continues to rise in developed economies, emerging economies will become attractive options. As the quality of practitioners and infrastructure improves and costs remain low compared to those in source markets, tourists will be more likely to consider traveling abroad for wellness purposes and / or a combination of medical procedures with a short vacation.

Significant and rapid growth of the middle class worldwide. This increase in the purchasing power and consumption of the middle class will play a major role in the world economy in the coming years. The combination of these increases, coupled with technological advances, makes it easier for middle-class people to access goods and services, including tourism.

Emerging generations. Generation Millennials and Generation Z will form the basis of future tourism demand, and their travel behavior could lead to significant changes in the tourism market. Both generations have grown with technological expansion and used the Internet, and this will play a key role in how these generations access, navigate and interact with different tourism products and services. It is also much more likely that these generations will travel independently compared to previous generations and be open to temporarily accessing or renting tourism products or services (OECD, 2018).

The data indicate that the Millennials Generation makes more trips per year compared to other generations. However, travel tends to be shorter compared to other demographic groups. In addition, they choose travel experiences that they consider "authentic" and prefer to create their own travel itineraries rather than rely on travel agent advice or travel (OECD, 2018).

#### **Changing consumer preferences**

Travel is getting shorter and shorter - spontaneous decisions, but also job flexibility will increase the number of short vacations. Visitors are looking for more unique, personalized experiences in tourist destinations. The growing demand for unusual tourist experiences is expanding to the level of tourist services.

According to ABTA Travel Trends Report 2018 and Regiondo (2018), among the travel preferences of tourists were indicated the following:

- *City break holidays* and beach holidays remained in the preferences of tourists;
- *Domestic holidays* will increase in the coming periods;



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

• *Responsible tourism* is on the rise. Tourists are increasingly aware of environmental issues, human rights and working conditions and under these conditions, tour operators support these initiatives, developing environmentally responsible tourism. In this regard, there will be several initiatives, such as social enterprise projects that support local communities, carbon-neutral trips and a ban on the use of plastics on beaches;

• *All-inclusive holiday packages* remain the most popular booking option for holidays abroad. One of the main reasons for choosing a package is that it offers "the best value at a certain price", and this trend will continue as people look for options in which they can plan a holiday ahead, on a fixed budget. This will be particularly important due to political and economic uncertainty, as tourists strive to protect themselves against currency fluctuations;

• *Visitors prefer to perform their own services (self-service):* individuals prefer that, after making a reservation, to organize their own trip, without requesting the support services of travel companies, and this is done precisely to increase the degree satisfaction;

• *Travel in the off-season* is becoming more and more popular - because visitors are looking for different experiences and can get in better contact with the local culture;

• *Mobile phone bookings* will continue to grow - visitors will continue to make reservations using smartphones;

• Accommodation preferences change - visitors prefer Airbnb accommodation or ECO hotels.

Today's wealthy consumers are global, digital and discerning, and they are not loyal. Luxury consumers, especially Millennials, are now buying more experiences and fewer products

This means that instead of "universal and coherent" luxury hotels, guests are now looking for "unique and personal" experiences. Luxury accommodation providers are now moving from products to personalized, shared, authentic, immersive, unique and exclusive experiences. They offer memorable moments to guests, surprising them with unexpected experiences and trying to generate a "sense of belonging" (ITB Berlin, 2018).

#### The competition's analysis

According to the data provided by the National Institute of Statistics, the destinations preferred by Romanian tourists for spending holidays are represented by Greece, Turkey, Bulgaria, followed by Spain, Italy, France. The most dynamic destinations, in terms of attracting Romanian tourists, in the period 2008-2017 were Bulgaria (+ 80.5%), Italy (+ 77.1%), Greece (+ 49.1%).



A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Tabel no.2.

# Number of Romanian tourists participating in foreign tourism actions organized by travel agencies, by destination countries

											2017/
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2008
Bulgaria	77.098	62.637	52.018	134.949	138.645	101.026	85.523	110.558	132.515	139.183	+80,5%
Greece	109.052	72.939	40.395	121.246	146.856	98.403	105.752	136.812	136.469	162.545	+49,1%
Turkey	148.003	101.339	76.078	185.040	196.952	117.206	105.470	98.627	102.580	139.815	-5,5%
Croația	7.590	5.007	2.292	6.774	16.655	4.860	3.589	2.025	2.575	3.539	-53,4%
Montenegro	0	1.619	271	1.412	1.134	1.265	374	318	342	249	-84,6%
Egypt	22.297	20.265	31.278	12.770	11.595	2.612	6.214	4.350	926	4.130	-81,5%
Tunisia	22.119	10.380	7.266	957	4.989	1.028	1.644	370	0	285	-98,7%
Spain	48.967	25.646	21.293	56.465	121.586	52.829	55.576	59.735	64.775	56.347	+15,1%
Italy	29.566	11.922	12.369	33.728	90.079	44.735	37.370	47.117	52.384	52.369	+77,1%
France	36.367	11.791	10.583	19.840	91.388	25.784	28.640	33.426	34.126	27.409	-24,6%
Portugal	3.674	671	1.689	1.360	10.399	3.580	5.519	4.354	5.531	7.697	+109,5%
Others	118.407	56.053	55.754	130.791	274.568	124.832	106.360	148.644	164.767	168.968	+42.7%
Total	623.140	380.269	311.286	705.332	1.104.846	578.160	542.031	646.336	696.990	762.536	+22,4%

**Note**: Receiving countries shown were selected on the grounds that they have resorts in the coastal area. **Source**: <u>http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table</u>

From the point of view of competition, three major categories of competitors were identified, namely direct competitors (Bulgaria), competitors with superior tourist offer located in the immediate vicinity of Constanța County and the country (Turkey, Greece), emerging competitors offering tourist destinations attractive, growing in terms of external tourist demand (Croatia, Montenegro) - see Fig. 5.10. For each of the above mentioned competitors, the main development trends have been identified that make coastal destinations major tourist attractions for Romanian.

#### **B)** Dobrich

In recent years, the tourism sector in Bulgaria has seen significant growth, which will continue in the period ahead. Regardless of their origin, tourists are attracted by the favorable climate and the price level, which, despite joining the EU, is still very low, especially compared to traditional destinations in Western Europe.

EU countries continue to be the most important source markets for inbound tourism, accounting for almost two thirds of total overnight stays (61%). The top three home markets are Romania (1.1 million), Greece (1.1 million) and Germany (827,000), which together account for over a third of the total number of overnight stays (36%) (OECD, 2018).

In 2017, tourism directly contributed 3.1% to GDP creation and generated 2.9% of total jobs. The total impact of tourism (indirect and induced effects) accounted for 11.5% of GDP and 10.7% of employment (WTTC, 2018b).



A joint opened window to the universe mysteries STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

Within the resorts in the coastal area, the number of overnight stays exceeded 13.8 million in 2017, increasing by 4.4% compared to the previous year. The coastal area attracts more than 80% of the total number of overnight stays in Bulgaria.

Popular destinations in Bulgaria include summer resorts on the Black Sea coast. Varna and Burgas offer many tourist attractions, shopping areas and cultural events. Sunny Beach, Golden Sands, Pomorie and Albena are summer leisure destinations. A feature of coastal tourism is the high concentration of activity in two municipalities - Nessebar and Varna, where almost half of all tourist income is made.

Tabel no 3

Resort	Description / facilities / Profile						
Albena	The resort has approximately 15,000 accommodation places in 40 hotels of various categories, located in the park area and along the Black Sea coast. It is preferred by families with young children for peaceful surroundings, playgrounds and walking trails. It is also popular as a spa, due to the availability of mineral water and healing mud.						
Golden Sands	ba: mineral springs with healing properties. The resort has several dozen otels, most of which are located in the middle of the forest. The resort is eferred by young people looking for active holidays and adventure, as well families with children.						
Riviera	easide spa. The resort is preferred by people who want a relaxing holiday, as vell as by families with small children						
Sf. Constantin and Elena	Spa: 7 mineral springs. Accommodation is available in 2-4 star hotels.						
Varna	Auseums, parks, Roman ruins, a dolphinarium, an aquarium and much nore. Variety of ecological routes and activities						
Obzor	ports and play facilities for children. It offers excellent conditions for rest nd is preferred by families with children.						
Sf. Vlas	Numerous hotels of different categories. The largest and most modern yacht port in Bulgaria. One of the best yachting destinations on the Black Sea coast.						
Sunny Beach	The largest resort complex in Bulgaria. Hotels vary in style and category. Clubs, restaurants and nightclubs are known throughout Europe. It						

# **Coastal resorts in Bulgaria**



STRATEGY FOR VALUATION OF THE NATURAL AND CULTURAL HERITAGE OF THE DOBRICH-CONSTANTA REGION

has several Blue Flag beaches, designated for the quality of the environment and for a sustainable management. It is one of the most attractive summer destinations for young people in the country and abroad.					
The city has been included in the UNESCO World Heritage List. Hotels and restaurants are concentrated in the new part of the city, and historic buildings in the old town.					
Spa: red mud with healing properties. Lake Pomorie, the old houses of Pomorie and the Thracian tomb are some of the city's attractions. The resort offers guests a wide range of accommodation and entertainment options.					
It has a rich history and culture present in its museums and galleries. It has one of the most important music festivals in Europe - Spirit of Burgas and also a unique festival of sand figures takes place in the city every summer. Burgas offers many accommodation possibilities (hotels, rooms and apartments for rent) and a variety of leisure activities.					
Its cultural points are located in the old town, and hotels, food and leisure facilities are located in the new part. In late August and early September, Sozopol hosts the "Apolonia" Art Festival. The precious relics of St. John the Baptist are kept in the "St. Cyril and Methodius" cathedral in the city. There are two beaches near the city; several campsites are located in the vicinity. The resort is very popular with young people.					
Primorsko Resort is located on a small peninsula, 50 km south of Burgas. It is known as a popular tourist destination among young people looking for entertainment.					
It has beautiful beaches and good recreational conditions. Kiten has many small and medium-sized hotels, various restaurants and entertainment options. Nearby are Mount Strandzha and the Ropotamo Nature Reserve.					
There are many hotels, restaurants, entertainment facilities and beautiful nature.					
Relaxation on the beach can be combined with hiking in the nearby park (Strandzha). The area offers many hiking trails, being a favorite destination for tourists looking for peace.					

Source: http://bulgariatravel.org/data/doc/039\_Chernomorie-ENG\_4969.pdf



Tourism authorities and operators aim to promote Bulgaria as a tourist destination throughout the year. The new marketing strategies emphasize the diversity of tourism products. Bulgaria has appeared in a number of travel exhibitions promoting cultural sites, architectural and religious heritage, wines and spa facilities. Bulgaria is still a favorite place, especially for young travelers, looking for cheap accommodation or cheap, all-inclusive packages.

Coastal tourism in Bulgaria is mainly mass tourism and brings many economic benefits. Ivanov (2017) identifies a number of reasons for the expansion of mass tourism in the coastal area of Bulgaria, including:

• completion of the Thracian motorway (the longest motorway in Bulgaria), which connects Sofia, the capital, with the Black Sea coast in Burgas (2013). This shortened the travel time between the largest city in the country and the largest seaside resort (Sunny Beach) to less than four hours, making the resort more attractive to local tourists;

• In 2004, Malev (a defunct airline) and Bulgaria Air launched regular flights from Varna to Budapest and London; Austrian Airlines introduced regular flights to Vienna and British Airways flights to and from London. As a result, several tourists were able to visit Varna and the nearby tourist resorts (Golden Sands, Sunny Day, St. Constantine and Elena and the Riviera). Varna Airport and other airlines, including Turkish Airlines, Siberian Airlines, Bulgaria Air and Wizz Air, offer regular flights to and from several destinations, providing tourists throughout the year. Two additional positive side effects of regular flights should be emphasized.

 $\succ$  some hotels in seaside resorts, which were previously closed during the winter season, now remain partially open and serve guests visiting Varna for corporate training, short weekend breaks, weddings or gambling;

 $\succ$  Varna has become attractive for tourists visiting the area and in the off-season for medical and dental treatments, cosmetic surgery. Under these conditions, mass tourism in the region has allowed the tourist base to expand, so as to include a niche market, unorganized tourists.

• In the last ten years, several water parks have been built along the coast, to increase the satisfaction of tourists in the resorts near Nessebar (Sunny Beach) and Varna (Golden Sands). The opening of a vast water park in the Golden Sands has accumulated a profit of almost 2 million levs and has determined to attract more tourists by diversifying their opportunities to have fun. The park covers an area of 32,000 square meters and offers various themed entertainment sections, attractions for children, various extreme experiences.

• Albena JSC, the owner of the Albena resort on the Black Sea coast, has affiliated companies in agriculture, construction, renewable energy, medical services, tourism operations and guidance services. This allows the company to internalize a large part of the activities related to the creation of the tourist product and to capture a larger share of tourists' mone



## 4.5. ANALYSIS OF MARKETING TOOLS

A) ConstantaB) Dobrich

#### The market potential of the tourist route

According to the Development Strategy, the Romania-Bulgaria cross-border region has an untapped tourist potential, which requires serious investments, attractive marketing and efficient management. The main preconditions for transforming the tourist route into a search are: authenticity, attractiveness, several experiences, which allow the modeling of a tourist package. The proposed approach for route development is planning in a similar perspective conditions - search - supply. In this sense, the key elements of the tourism marketing concept should be extended through the following stages: exploration, forecasting, action.

The stages of exploring the market potential of the tourist route

**Familiarization with the tourist market** as a starting point for marketing. The development strategy has largely studied the external environment of the tourist units, which are approached in the dynamics and development trends. The analytical part of this document also follows the conditions of the tourism market.

The marketing forecast is a way to discover the conditions under which the tourist route will work. The route will be positioned in an extremely competitive environment, but with a pronounced trend of interest for unknown and new tourist destinations, according to an opinion of the World Tourism Organization. Some of the locations included in the tourist route have already been on the tourist scene, and many tour operators and travel agencies offer them in various tourist products. A characteristic feature is the economic backwardness of the region as a whole, poor access infrastructure and the lack of superstructure. While "exploration" and "prediction" are activities related to external factors, "action" is related to the activity of the tourist unit. Thus, "action" defines the meaning of a conscious, objective and necessary process by which the product adapts to market requirements. Of course, the adaptation process aims to achieve profitable economic activities to ensure the expected profit.

The action regarding the interior environment of the tourist route. This stage determines the decisions that will be taken to provide what the tourist market expects to receive. Tourism marketing means "a policy driven by the tourism unit which, by exploring, identifies the developing tourism demand, through specific methods and techniques, to constantly adapt its offers to these requirements in order to satisfy them optimally and to achieve a profitable economic activity under the given market conditions ".



The complexity of tourist motivations defines a wide range of activities meant to satisfy them. In general, tourism consists of an ordered set of components, each with a welldefined role. In working in the internal environment, it is important to collaborate between the efforts of all stakeholders, because a positive market position is the result of collaboration and concerted action.

The lack of this interaction would lead to a "breakdown" of tourism consumption, with negative practical consequences on the general development of tourism. The market potential of the route "Romanian border on the territory of the cross-border region Romania-Bulgaria" can be successfully developed through integrated marketing.

The development of tourism activities in high performance conditions implies that all economic agents are synchronized at both micro and macro level. Otherwise, the efforts of one or more links in the chain will be undone by others.

The market potential of the tourist route consists of the symbiosis between the following interdependent elements:

• **Authenticity** - The route has a strong cultural and historical value and preserves the authenticity of the sites. It has a certain territorial concentration of the tourist wealth and the tourist offer as a whole. Through this feature, the route focuses the attention of tourists with an affinity for cultural and historical heritage. Entering the Roman heritage recognized as a whole and bearing the specific and unpopular part of the legacy of the Lower Danube limes, it is a strong part for the market.

• Attractiveness - The route is territorially distinct in the cross-border region Romania -Bulgaria, characterized by a rich tourist potential. Despite its poor economic development and its unrecognizability as a tourist destination for both foreign and local tourists, the various natural and human resources are a prerequisite for promoting the region and developing tourism throughout the year. The chosen thematic line of the route - Roman heritage -"coexists" with other elements of the cultural environment, of global, international and national importance: Paleolithic and Neolithic, archaeological, architectural, ethnographic and religious artifacts, monuments of totalitarian and contemporary art, objects from the list UNESCO World Cultural Heritage. The route moves among the unique components of the natural environment that have a tourist attraction: rock phenomena, canyon valleys, karst relief forms, water basins, mineral waters, unique ecosystems and attractive landscapes. Its scope includes natural parks, protected areas, ornithologically important sites that cover the Danube coastline.



• **Opportunity** - for more experiences. The tourist route has the potential to respond to consumer demand trends. Cultural tourism in Europe is growing, the driving force behind this development is increasing the level of education. On this basis, history, culture and art will play an increasingly important role in shaping motivation, organization and meaningful travel. Motivation in cultural tourism is slowly changing from narrow specific cultural interests to the more general and shared ones. This will affect the formation of products and will require a combination of culture and entertainment. The ability to reconcile with natural resources that have a complex impact on the region as a recreational landscape and the attractiveness of the landscape increase the potential of the market. Based on natural resources, there are excellent premises for the development of adventure tourism and extreme excursions, and access to water (cruise, boat, canoe) or cycling to facilities creates conditions for attracting representatives of different types of tourists from different age groups. The added value of the route's potential is both the thematic festivals that complete the thematic line for the Roman heritage, as well as the local customs, holidays and festivals.

The following trends in consumer demand must be based on the market positioning of the tourist route:

• Targeting users towards activities with a higher experimental value and more experience;

• Increasing the demand for "spiritual" products, which will be combined with the existing river tourism and eco-tourism in the region, with rural, wine and culinary tourism, as well as the future growth of urban and commercial entertainment tourism;

• The Internet will be crucial for the distribution of the next generation of tourism products. It is currently perceived as a source of free advertising and not as an environment that should be used creatively and strategically in a competitive environment;

• Knowing the motivation and interests of consumer segments is increasingly important to draw their attention to the information they provide. This emphasizes product segmentation and positioning;

• Marketing messages based on experience and feelings will be more important when deciding on a trip. Much more focused and personalized products will be generated;

• The smaller financial capacities of certain sectors of the population will require the formation of "budgetary" products and the need for "trust marks";

• Tour operators and travel agents will have a new role in how they add value to the product through the service.

The impact on the market potential will be the increase of globalization, which will affect the number and expectations of the movement of young people through which information is available through Internet / communication channels.

Globalization will also strengthen the role of "global nomads" and temporary migrations, which will stimulate visits to friends and relatives. For example, foreign students in Europe, which grow by 5% per year.



According to a study by the European Travel Commission (EQF), the European market will be increasingly affected by the aging population of the development of the youth sector that generates 20% of world tourism, competition from other continents and the desire for sustainability. The growing average age of the population determines the demand for cultural tourism and programs for older tourists.

On the other hand, the youth market will look for more active products, including various forms of adventure tourism. These general trends will determine the advantage of individual holidays at the expense of traditional packages, so individual tourist destinations will develop more strongly. Climate change is one of the most important factors that will determine the long-term development of tourism.

Changes in tourist flows can be expected - an increase in the number of trips outside the summer season and a growing popularity of summer destinations in winter. Providing information on the sustainability of a product will increase the demand for it, the mass consumer being influenced by the image of a sustainable product.

In order to develop the market potential, the partnerships that will be formed are extremely important. Entering the market with a completely common tourism product increases the competitiveness of each of the relevant niche market stakeholders.

It achieves common visibility and recognition on the international market and attracts more tourists. The placement of the objects of the Romanian cultural heritage on a common route ensures, on the one hand, the complementarity of the tourist offer and the possibility to be combined with other types of tourism that contribute to the entire emotional connection on the other hand.

# **Priority markets**

The knowledge of the tourist market as a starting point of marketing allows the knowledge of the external environment of the tourist units. According to the World Tourism Organization, the market segment of cultural tourism has great potential and growing.

# The main priority markets

- **1.** Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Moldova, Ukraine the countries through which the Danube passes.
- **2.** Czech Republic, Poland (traditional markets for Bulgarian tourism) and France, Spain, Italy (traditional markets for Romanian tourism).
- **3.** Israel (increasing number of visits to Romania and Bulgaria)

Geographically, an important market for cultural and cognitive tourism is Europe. The empathy of the common past of the continent, the search for the connection with history, especially with the countries through which the Danube passes, would motivate the interest for tourist trips.

# The main markets with medium priority

- 1. United States and the Netherlands (increasing number overnight);
- **2.** Latvia, Lithuania, Estonia (increasing foreign tourism and interest in studying new cultures);



Strategy for Valuation of the Natural and Cultural Heritage of the Dobrich-Constanța region

- **3.** United Kingdom (extended tourism with target group 66+);
- 4. China (increasing number of visits to Romania and Bulgaria);

In the remote emission markets of the United States and China, cultural-cognitive tourism finds its place by providing contact with other cultures. The route offers a visit to several countries and with that it would be quite attractive. Tourists in the United Kingdom are middle-aged and above-average, with medium and high incomes, and cultural and historical routes are highlighted for them; culinary and wine tours.

# Low priority markets

- **1.** The Russian Federation (traditional market for Bulgarian tourism, especially marine) and the Scandinavian countries (growing interest in river cruising);
- **2.** Portugal, Malta, Cyprus, Ireland (possibility to diversify the forms of tourism practiced by them by river cruise).

Appropriate product accents for selected low-priority markets are: cultural and historical route; culinary tours and wines.

# Limited priority markets

- **1.** Switzerland and Luxembourg (preference for higher and more expensive class destinations);
- 2. Central Asian countries, the Far East, Latin America, Africa, Australia, New Zealand



# 5. TOURIST ROUTES FOR THE CAPITALIZATION OF NATURAL AND ANTHROPIC RESOURCES FROM THE DOBRICH-CONSTANȚA REGION

# 5.1. SWOT analysis

(From the technical specification - to submit routes of 1-3 days, with a minimum requirement to justify their destination, tourist attractions, time required for visits, distances, accommodation and restaurants, opportunities for relaxation and free time, logistics options (gas stations, hospitals and medical) ambulance dispensaries, police stations, etc.) etc. depending on the specifics of the route, public and private structures and stakeholders involved in their provision, organization and reporting)

SWOT analysis is used to develop strategic documents. Based on the SWOT analysis, the following strategic links are examined:

- how to use strengths so as not to lose available opportunities;
- how options help neutralize weaknesses;
- how to use strengths to reduce threats;

• what shortcomings should be eliminated to reduce threats. Marketing strategy and promotion of a common cultural and historical tourism product: it is based on SWOT analysis which offers major development suggestions. The analysis is summarized and directed, and all its conclusions are taken into account in the next stages of the strategy, in particular in defining the vision, priorities and strategic objectives.

#### *Tabel 4* **SWOT analysis**

STRENGHTS	WEAK POINTS
The existence of sites with high cultural and historical value of heritage, bringing together a common European value. Ability to integrate objects through different types of relationships: basic; primary and secondary etc on an administrative basis; at the cross-border level. Existence of conditions for expanding	Some of the sites have the potential to expose them as tourist sites, but a significant part are sites with potential, but currently cannot be offered to tourists. Unbalanced development of sites' potential, which impedes their medium- term integrity. Insufficient prioritization of cultural and historical tourism by national, regional and local authorities. Transport
the offer of products with other types of tourism: cultural, ecological, rural, wine,	infrastructure partially built for connectivity between sites, poor condition of ports and water, lack of markings and


culinary, etc., based on the existing
resources of the region. The presence of
the desire of municipal authorities to
develop routes and tourism in the
region. High degree of recognition of the
individual elements of the route -
important sites, developed tourist
destinations. The existence of a large
number of complementary attractions (art
and ethnography museums, architectural
monuments, cultural events that can be
included in the tourist route;

# **OPPORTUNITIES**

Effective interaction between stakeholders for the implementation of integrated marketing and the promotion of the tourist route. Enriching the range of products with potential secondary sites and developing new forms of integration with other types of long-term tourism (until 2030); Application of flexible mechanisms in charging full and segmented tourist packages, as well as the use of preferential prices for route visitors. Use of appropriate an combination of tools and communication

indicators. Unattractive display of the main objects in the route. Damped tourist infrastructure at locations (lack of parking spaces, toilets, service facilities, access for the disabled, etc.) Unpopularity of the tourist route - a product among tourists and travel agencies. Lack of the recognized image of the cross-border region Romania - Bulgaria as a cultural and historical destination. Poor tourist and sparsely populated region, severely affected by the economic crisis and lack of investment for activity tourism development. Insufficiently qualified staff to serve tourists (eg language skills) in all sections of the tourism service chain (information centers, museums, catering accommodation. etc.); Lack of connectivity between the many websites and tourism projects created in different parts of the region that do not correspond to each other. Sporadic attempts to unite the cultural and historical heritage (tourist heritage between the two municipalities).

# THREATS

Non-recognition of the route by stakeholders as a product with potential and non-application of partnerships for promotion. Institutional marketing and inactivity for carrying out the activities necessary for the exploration, conservation, restoration of sites with the potential until their destruction by treasure hunters; Deterioration of service quality by local providers, price / quality discrepancy and disappointment among tourists. A growing trend in the absence of qualified staff. Lack of flexibility in developing sub-



channels for route advertising, depending on the specific demand of cultural tourism consumers, inclusion of an innovative market positioning technology. Gradual promotion of the route, short-term within the project (main emphasis on creating a new cultural route with certain elements for a tourist medium term visit): in the (main emphasis - promotion of sub-routes, with mandatory tourist places to guarantee quality); long-term (main focus complementarity with secondary sites prepared for tourists). Providing funds for the modernization of activities and achieving the sustainability of the results of this project by applying for EU funds, creating public and private partnerships Integrating tourist routes into related routes and creating the preconditions for entry into tourism markets.

routes and misleading advertising. Delay in secondary preparing tourist offers. Deepening the financial gap for investments in technical and tourist infrastructure, in the development of sites with potential; Acts of vandalism of tourists (eg by scraping materials from archeological sites) and locals (by extracting archeological material and using it in new constructions) that can endanger integrity of sites the and monuments; Operation of tourism programs by entities that do not have the necessary certifications / authorizations (tourism license for operators, guide certificate for persons providing tourist assistance), which may cause a decrease in the quality of services. Demographic changes caused by population aging and emigration, which leads to lack or poor training of the workforce in the field of tourism.

### 5.2 Justification for the choice of routes

In choosing the routes, we started from the requirements of the General Objective of the project, which is at the same time in full accordance with the general strategic objective of the INTERREG V Romania-Bulgaria program.

By choosing the routes, the strategy team aims to support the cohesion objective of the communities and economies in the border region in the area Romania - Bulgaria and will facilitate their participation in joint cooperation for sustainable development of the area

Also, the strategy team, in the research and documentation phase, tried to identify alternatives to consumer tourism, based on the accommodation-table-beach triptych, so used in the coastal area of Romania but also in Bulgaria.

Another objective of the team was to identify natural and anthropogenic objectives in Constanța County that will be proposed as future points of interest in which scientific research activities can be developed.



The challenge on the tourist area offered by the presented routes, consists in the intention of the team to implement the strategy, to attract certain target groups and stakeholders in an adventure different from the usual comfort of large seaside resorts. The content of the routes consists of natural and anthropic objectives, some less known and frequented, in which knowledge, exploration and the new are values far beyond the usual comfort of tourists.

At the same time, the content of the offer is challenging, even tempting for the tourist eager for alternatives to classic tourism, trying to develop the imagination and adventurous spirit of tourists, while highlighting the treasure of Dobrogea's multimillennial history but also the natural beauties of the area.

We cannot pass over this point of argument without mentioning the Hamangia Culture, with the famous ancient statuettes of the Thinker and the Sitting Woman who traveled around the planet in various exhibitions and museums, being considered in a global ranking in the top ten artistic achievements that can represent human civilization.

Here is just one argument to get out of the city daily and the comfort of hotels of as many stars as possible to delight our souls and minds with the perennial treasures of human civilization. The efforts required by such a choice on the part of tourists are not very large, it is only necessary that those who present the offers be convincing and identify the target groups interested in such an offer.

A second argument perhaps equally relevant is the triptych from Adamclisi with the Tropheum Traiani Monument, the fortified Roman fortress and the Adamclisi History Museum. Tourists will find here, almost in an encyclopedia, fragments of the history of the Roman Empire, of the Byzantine Empire and especially, for us Romanians, the millennial history of the creation of the Romanian people.

There are only two of the objectives proposed by the strategy team, but each of the proposed objectives has its own richness and charm.

At least part of these routes can be traveled by bike, there are areas where you can sleep in a tent or locals, you can discover nature, cultural and historical treasures of different objectives, you can know the life and traditions of local communities.

We also appreciate that the proposed routes can be a challenge for researchers passionate about history, culture or nature, there are enough tempting proposals from this point of view.

# 5.3 Route no. 1 The road of birds and lakes from Dobrogea

**Day 1.** Balchik - Waterfalls and Botanical Garden from the summer residence of Queen Maria; The house with ecological honey; Kranevo Spring and Golden Sands Natural Park. Balchik - Tuzlata. Baltata Nature Reserve; Kavarna - fountains; Water fountains - Kavarna square Dobrogea and Sea Museum Farm and mussel restaurant Dalboka, Bolata swamp, Bulgarevo farm



**Day 2**. Birds from Tauk Liman, Green center from Şabla, Salt lake Şabla, Balta Mangalia, Lake Techirghiol, Museum Complex of Natural Sciences - Constanța, Aquarium, Dolphinarium

**Day 3** Constanta Port, Tabacarie Lake, Siutghiol Lake with Ovidiu Island, Tasaul Lake Fish Camp Lake Faclia Lake, Nuntasi Lake, Histria Lake, Zmeica Lake

<u>https://asociatiacallatis.ro/resurse/lacuri/?preview\_id=219&preview\_nonce=629b5abf</u> 30&\_thumbnail\_id=-1&preview=true

For visitors interested in nature, the route " The road of Bird and Lake from Dobrogea" offers many possibilities for those who want to admire the wildlife, especially bird lovers. Researchers have the opportunity to discover in this area many opportunities for knowledge development.

The Romanian coast is full of beautiful lakes, which before were mouths of rivers, which flowed into the sea. Over time, the waves deposited a strip of sand along the shore, which now separates the lakes from the sea.



https://www.alltrails.com/explore/map/map-92262bf--9?u=m





BALTA MANGALIA first stop on the Romanian territory.

To the north of Mangalia Municipality is the Herghelia Swamp Natural Reserve, which covers an area of about 98 ha. After its dredging and arrangement, it became the Saturn Pond, also known as Lake Mangalia. It is flanked by DN 39 (Sos. Mangalia-Constanta) to the west and Str. Lavrion (Sos. Saturn-Venus) to the east.

It is a thermal and sulfurous marine estuary, with a varied flora, with halophilic, hygrophilous, mesohygrophilous species, a former marine gulf transformed into a lagoon and separated from the sea by a cordon 1400 m long and 80–100 m wide. Mesothermal springs and sulfurous in the swamp attract many migratory birds.

The natural area represents a humid area (water mesh, eutrophic swamps, peat bogs, sulfur springs, reeds and meadows) in the Dobrogean Plateau, which houses a diverse range of flora (with halophilic, hygrophilous, mesohygrophilic species) and provides shelter and host conditions and nesting for several species of birds.

The natural area is of great importance due to the presence in its area of several species of migratory birds: whooper swan (Cygnus cygnus), Stork (Ciconia ciconia), little egret (Egretta garzetta), heron (Egretta alba), black tern (Chlidonias niger), pied avocet (Recurvirostra avosetta), greater white-fronted goose (Anser albifrons), gâsca cu piept roşu (red-breasted goose), Kentish plover (Charadrius alexandrinus), black-winged stilt(Himantopus himantopus), ruff (Philomachus pugnax), common tern (Sterna hirundo), smew (Mergus albellus), purple heron (Ardea purpurea) și ferruginous duck (Aythya nyroca), great white pelican (Pelecanus onocrotalus), glossy ibis (Plegadis falcinellus).

The fauna is made up of water turtles, croaking frogs and water snakes. On the bottom of the swamp there are over 25 wells, in the water of which there are bubbles of methane, hydrogen sulfide. The water from the wells has a temperature of about 25 degrees Celsius. In winter, cormorants, ducks and wild geese, swans and pelicans take shelter in the reeds of the pond. The water of the pond has a strong sulfur smell.



Near the Mangalia Stud Farm is Venus Camping Palace which, on the 3 ha of land it owns, offers camping spaces for the placement of tents and caravans. At the same time, it offers accommodation in 18 rooms, 2 apartments and 30 bungalows.



## **TECHIRGHIOL LAKE**

Techirghiol Lake is the largest salt lake in Romania, a large body of water (1,226.97 hectares) located in the immediate vicinity of the coastline, at approx. 15 km south of Constanța; the Turkish name Tekirgöl translates as buckthorn lake (Mullus barbatus). The mud and waters of the lake are used for their balneotherapeutic qualities, starting with the 19th century; in fact, this sludge is produced as a result of the bacterial decomposition of aquatic organisms that have ended their existence, especially Artemia salina crustaceans and algae that live in water.

A river-sea estuary had phases connecting the basin with the sea, when it was a sea bay. The waters of the lake, once disconnected from the sea by forming a cord of coastal sands (about 200 m wide), became naturally hypersaline, as a result of strong evaporation in the subarid climate, which led to lower lake water levels and increased concentration. of salt at a higher level than in marine waters. A penetration of seawater through the deep sand cordon cannot be ruled out.

Today, the waters of Lake Techirghiol are divided into three areas separated by the dams built between 1983 and 1989, so there is a large area with salt water (52-55 grams of salt per liter) located near the sea to the east, a brackish area (6 - 8 g / 1) intermediate, and a sweetened area (1-2,3 g / 1), located towards the "tail of the lake", the western area having areas covered with marsh vegetation characteristic of fresh waters.

The softening of the waters leads to the change of the faunal composition, especially the reduction of the weight of the invertebrate species adapted to the hypersaline waters.

The high salinity as well as the wind that almost permanently mixes the waters of the lake leads to the situation that the freezing of the waters is very rare, especially not freezing the waters from the central area. This characteristic of the waters that remain unfrozen even if they reach -2 or -3 degrees in the winter when "outside" is terrible frost, makes the place



attractive for the wintering of many marsh birds. The landscape surrounding these waters is dominated by arable land, as well as small pastures with sparse bushes or rocky areas.

If you look at the lake from above, you can see how attractive the water surface must be for a large number of marsh birds, which use it especially during the passage period as well as in winter, but there are also consistent nesting populations such as example is the large number of white caliphs (Tadorna tadorna), which nest in cages in the vicinity of the lake and raise their young on its surface.

If you have the opportunity to visit the lake at different times of the year, you will see how different the situation of the birds present at various times, you can see how one day is full of movement and another is quieter, when the flocks of a certain migratory species have ended the stop on Techirghiol and flew on. There are situations when you see grasshoppers (Fulica atra) floating a lot, drifting on small waves, once the corcodes (Podiceps sp) dominate the landscape and are frequent cases of observing some "rare birds".



This landscape is developed in Jurassic and Cretaceous limestones, marls, covered by loess deposits accumulated during the Quaternary periods. The genesis of the lake basin is explained by various approaches; maritime estuaries are formed by river erosion, the deepening of a watercourse and the development of hydrographic organisms, after which the valley is invaded by marine waters as their level rises in phases of transgression; in addition to these aspects, karst phenomena widespread in the Dobrogean landscape of Sarmatian limestones are also taken into account, in which sinkholes and poles deep in relief are formed but not related to a watercourse that flows to the surface to the sea; in order for the situation to be even more complicated, the contribution to the genesis of the basin by some tectonic faults / fractures that have represented development guidelines cannot be excluded.

At the shores of the lake you can see the Sarmatian limestones, over which the loess were deposited.

Here was implemented a Life project focused on protecting the wintering conditions of the red-necked goose (*Branta ruficollis*), one of the rarest species of geese on the planet, which nests in the Taimir Peninsula in Siberia and winters mainly in the Dobrogea area Romania-Bulgaria : at Techirghiol it has unfrozen waters in winter, on which it can spend its nights.



## NATURAL SCIENCES MUSEUM COMPLEX CONSTANTA

A multifunctional and multidisciplinary museum institution, the mission of the institution as main task is to promote ecological, modern education at the level of society, customizing the means and effort according to the target groups approached by their educational level, living requirements and their relations with the environment.

The Museum Complex of Constanta operates through **4 important sections**, which can constitute, without reservation, a living museum, oriented mainly to the various sections of Natural Sciences, namely **Dolphinarium**, **Microreservation**, **Exotic Birds and Riding Pavilion**, **Planetarium - Astronomical Observatory** (location Bld .Mamaia, no.255) and **Aquarium** (location Bld.Elisabeta, no.1).

**The Dolphinarium in Constanța** was opened to the public on June 1, 1972, being the first museum form of its kind in the country and the first in Southeast Europe at that time. Dolphin demonstrations are held in the amphitheater with pool and indoor pool. Three subspecies of dolphins live in the Black Sea: the porpoise, the common dolphin and the aphid.

The Constanța Dolphinarium hosted in its pools all three species of dolphin from the Black Sea. The first were porpoises (Phocoena phocoena relicta) and common dolphins (Delphinus delphis ponticus), and almost 20 years ago, aphids or large dolphins were also brought in, as the species Tursiops truncatus ponticus, of which Mark was also a part, was called. the veteran and also star of the Dolphinarium until 2009.

Currently the demonstrations with the dolphins, Ni-Ni and Chen Chen, take place in a modern hall, with a capacity of 1300 seats, both in summer and in winter. Also, temporary thematic exhibitions and ecological education activities are organized, through which biologists-museographers present to visitors a part of the knowledge gained from scientific research classes and participation in dolphin work sessions.

Periodically are organized symposia, scientific communication sessions with specialists from the country and abroad in the field.





**Micro-reservation, Exotic birds and Horse Riding Pavilion** The heritage of this objective has the aquatic avifauna (pelicans, swans, ducks and wild geese), terrestrial avifauna (peacocks, pheasants) and mammals (mouflons, shovels, deer), which are found in the Danube Reserve Delta and the Negureni Reserve. Most of these specimens are monuments of nature and rare species with an increasing representation in natural biotopes.

Within the Microreservation you can find, in a special natural setting, a number of 86 species with a population of over 460 specimens. The Exotic Birds Exhibition hosts a number of 23 species with a population of 85 specimens. Also, within the section there is a riding pavilion that offers the visiting public the opportunity to do leisure riding with horses and ponies in a covered riding school that has an area of 3,000 square meters and is open all year round.

**Planetarium -** the first public objective of this kind in the country, being created in the year in which man managed to "touch" for the first time with his foot the Moon (1969), the Planetarium still reveals the difficult to penetrate mysteries of the sky. The hall where the performances take place has a capacity of 60 seats, is equipped with an analog and digital projector, and through the European project "A joint opened window to the universe mysteries" RO-BG 528, will be purchased during 2020 a 4k Digital projector that will offer the opportunity to make topical celestial representations. Within the same European project, the **Astronomical Observatory** was equipped with telescopes and suitable equitment with which astronomical phenomena can be observed during the night in an organized setting (Museum Night, eclipses, meteor showers, etc.).

**The ''Professor Ion Borcea'' aquarium** is located in the historic center of Constanța, on the peninsula, on the seafront below Regina Elisabeta Boulevard, in front of the Casino in Constanța. The aquarium was built during the years 1955-1958 according to the plans of the architect A. Bernovschi, the aquariums and the technical space being distributed around a central basin. It was inaugurated on May 1, 1958, as the second public aquarium in Romania.

The aquarium in Constanța is home to a wide variety of fresh and saltwater fish, as well as invertebrates from the Black Sea and Mediterranean migrants. It includes a total of about 2000 fish from 60 species. The distribution of the different species in the basins respects, as much as possible, the taxonomic criterion.

The main pool is home to a valuable collection of fresh tropical fish. Of particular interest are also the non-economic, but ecologically useful species, and less known as the cat and the sea fox, the scorpion and the sea dragon, the horse and the sea needle (respectively the hippocampus and the signature), the woodpecker (respectively the orphia), the owls, starfish, crabs, garrisons (respectively shrimp) etc.

The freshwater section presents species of fish and freshwater invertebrates that populate the ponds and lakes of the Romanian coast and the waters of the Danube Delta: cyprinids, carp, crucian, red, slug, plaice, catfish, pikeperch, perch and pike. The Exotic Fish section includes fish belonging to different freshwater ecosystems from tropical and subtropical areas: varieties of Piranha fish, knife fish, angel fish, shovel fish, sea cat, etc. The space for the presentation of the permanent exhibition of aquatic fauna and flora has 57 specific pools.



**Day 3** Constanta Port, Tabacarie Lake, Siutghiol Lake with Ovidiu Island, Tasaul Lake Fish Camp Lake Faclia Lake, Nuntasi Lake, Histria Lake, Zmeica Lake



https://www.alltrails.com/explore/map/map-d26beb4--8?u=m

# CONSTANȚA PORT



The largest seaport in Romania and the fourth largest in Europe, the Port of Constanta occupies an area of 3,926 hectares, of which 1,313 hectares dry and 2,613 hectares water, having a length of external perimeter area of over 30 kilometers between Constanta and the south of Agigea locality. Being located on the routes of 3 pan-European transport corridors that connect the North Sea to the Black Sea through the Rhine-Main-Danube corridor, the port of Constanta benefits from an advantageous geographical position.



The advantageous positioning is also confirmed by the major role it has in the European intermodal transport network, being located at the intersection of trade routes that connect the markets of landlocked countries in Central and Eastern Europe with the Transcaucasus, Central Asia and East.

The Maritime Station, Saligny's silos and the Queen's Nest are the heritage buildings in Constanța Port.

There is frequent talk about the attractions in Constanța, but too few is known the story of the Maritime Station, an important objective in the Port of Constanța. The building, built between 1931-1933, was officially inaugurated in August 1934 on the occasion of Navy Day, in the presence of King Charles II and other officials.

More than 85 years ago, when the traffic of people in the port and the sea lines were increasing, the authorities at that time considered it necessary to build a sea station, which would ensure optimal conditions for carrying out these activities.

The Maritime Station from Constanța Port was designed by the architect Gheorghe Brătescu. After 1945, the Maritime Station was the headquarters of various institutions in the port, including the Border Police or the Waterways Administration.

After 1990, the building was shared with the Border Police, and today it belongs entirely to the National Maritime Ports Administration Company.

Building them was a technical challenge and there were used new building materials. The modernization works officially started in 1896, and in 1909, a part of the set of 4 silos initially designed was inaugurated. Although the 4 silos appear in Saligny's plans, in the end only three were built. King Carol also attended their inauguration.

The fact that the silos in the Port of Constanța still work today, proves that it was a quality construction. Few lenses last that long, in intensive use. The grain traffic in the Port of Constanța was particularly intense before 1989. The wagons, the way of unloading and loading them, the whole technological line of that time still exists.

The port of Constanța also hosts the **Queen's Nest**, the building where the Royal Family lived, now transformed into a museum. Unfortunately, after the Second World War, the building became a simple warehouse, a place to store construction materials in the port. Absolutely all the things in the Queen's Nest have disappeared and nothing of what was once can be found in the current building.

It is admirable that these buildings are still in working order, although some of them are more than a century old. Unfortunately, they are somehow hidden from view, because few of us go to the port, just to see them.

Many residents of Constanta have not even heard of the Royal Pavilion or do not know where it is located, which is why CT BUS Constanta has extended from April 1 the route of buses 42 to the **Queen's Nest - Military Dock**, so if I made you curious , you can take a walk to admire these architectural jewels.

TĂBĂCĂRIE LAKE, located on the northern edge of Constanța, in a sea bay, still offers a charming geographical setting. The freshwater lake is connected by channels to Lake Siutghiol and the Black Sea.

Lake Tăbăcărie is part of the Siutghiol lake complex, whose name comes, most likely from the Turkish language. From "süt", which means milk, and "göl", which means lake.

In turn, the lake complex consists of Lake Tăbăcărie, known by the people of Constanta as Ghiolul mic, Lake Siutghiol, known as Ghiolul mare (surface difference has its



say), and the lake within the Microdelta Reservation in the Science Museum Complex nature. The latter is located in the southeastern part of Tăbăcărie Park.

In the past, a large amount of fish was taken from this place, and in its western part there were many gardens. "Lake Tăbăcărie has an approximately rectangular shape and low, dry shores flanked by vegetation, without active cliffs." Beyond its geographical description, the history of this freshwater lake in Siutghiol is interesting.

More than 100 years ago, there were two tanneries in the area, where many people from Constanta worked and where leather and furs were processed with a mixture of substances, to make them durable, waterproof, flexible.

Tăbăcăriei Park is the favorite place of most Constanta residents, due to the beautiful landscapes, being the only park in the city, where the fauna and vegetation can provide an unforgettable picture.





Lake Siutghiol, one of the favorite places on the Romanian coast for water sports, such as water skiing and yachting. Another interesting thing about this lake is that it has a small limestone island called Ovid's Island

Ovid's Island is located in Lake Siutghiol, opposite the resort of Mamaia. The transfer on the island is made by boat, from the pier in Mamaia. On the island there is a restaurant and houses for accommodation, and the created landscape is a special one.

Siutghiol Lake with fresh water is separated from the sea by a coastal cordon, with a length of 7.5 km and a width of 2.5 km. The island is made up of Cretaceous limestone rocks.

There are many wonderful legends about how the lake came into being, most of it being variations on the idea that a village of bad people drowned when the lake formed. They were punished for refusing to show kindness to people in need.

We are in Mamaia, on the beautiful patch of land guarded on the right by the waters of the Black Sea and on the left by those of Lake Siutghiol, the Sweet as Milk... You heard that on the lake is Ovid Island, named after the great Latin poet who lived exile at Tomis, 2000 years ago, at the beginning of the 1st century AD (9-17 / 18d.H).

Go to visit the beautiful island you reach after a beautiful boat trip. The stories of the place say that although he was exiled to Constanța, Ovidius would have built a house here and that he also had his grave here. The theory has never been confirmed archaeologically but the myth has survived.

There are many stories about the island and there is another beautiful myth, and strange at the same time, about this island and the poet Ovid. The legend presents him as the main character of the creation of this village. The myth deserves to be known by everyone



It is said that one day God and St. Peter went down to the land of the Getae to see the state of things. They arrived in a village full of bad people, but they did not want to host them. The only person who received them in the house was an old woman, who did not live alone, but with a stranger named Ovid, who according to the fairy tale "had just come from Rome (Rome)" and who had a generous soul and a very clever mind. However, the old woman had nothing to put on the table for the two guests, because her only fortune was a barren cow. But God performed a miracle, and the cow began to give milk at once, enough to fill all the vessels in the house. They all drank milk and went to bed, and the next morning God and St. Peter set out again. When the old woman also left the house, she saw that something unparalleled had happened. The village of bad people had completely disappeared under the waters of a lake out of nowhere, and the old woman's household was now on an island. The woman immediately called Ovid to come and see the miracle and he froze in amazement, becoming a statue. The people from Constanta took this statue and brought it in the center of their city, where it can be admired even today (Ovidiu Square). The old woman's island also continued to exist, but was named after the "foreigner from Rim".

The legend presents strange elements (Ovid's astonishment is unjust), combining the myth of the biblical flood, with the real story of the exiled poet and his statue, made by the Italian sculptor Ettore Ferari at the end of the 19th century. It is clear, however, that this fairy tale started from older legends, from a tradition that tried to explain the birth of the island on Siutghiol, linking its creation to the story of the relegated roman.

The access is made from the Ovidiu wharf located opposite the Casino with the boat Ovidius or with the boats Sabrina and Marina. The ship is scheduled to run every two hours provided a certain number of passengers are met. The ticket price is the same regardless of the boat, respectively 25 lei for adults and 20 lei for children 4-14 years old, round trip. Crossings are made daily between 11.30-22.00.

#### TAŞAUL LAKE

Typical maritime estuary, not having a direct connection with the Black Sea (being separated from the sea by a perissipus with a width of 1,500 m), being located south of Capul Midia and north of Sibioara and Năvodari. The lake is located in the extension of the Casimcea brook valley, its shores presenting promontories and bays. These shores are high (3 m - 12 m) and are made of Jurassic limestone and green shale.

The lake has a water gloss located at an altitude of 1 m and has an area of 2335 ha (other authors give the figure of 22.8 square km). The water is slightly brackish, with a level that is constantly maintained due to the water supply of the Casimcea brook and has a maximum depth of 5.4 m. There are also two islands, the island of Ada with an area of 30.3 ha and a maximum altitude of 12.8 m and the island of La Ostrov, with an area of 3.0 ha and a maximum altitude of 4.6 m. There is little marshy vegetation along the shores, due to the high cliffs and the salinity of the water.

With a large area, it is a refuge for migratory waterfowl. Birds that nest in the Danube Delta, in spring and autumn, fly over this lake or rest on its waters.

On Lake Taşaul there is a small island called "La Ostrov", a small patch of land watered by water and full of history and myths. However, some of the local elders still call it the Nameless Island and tell that there is another great treasure here, buried in ancient times. Legend has it that on these places, hundreds of years ago, lived some monks who had built a



stone house right in the middle of the island. They pretended to live a righteous life, fasting and praying, but in fact they were nothing more than robbers on the highway, dressed in priestly robes, just to better avoid the law. Often, the so-called hermits crossed the lake by boat, went to a crossroads and robbed the travelers, only to then return to their island, with their prey. Their plan went well until one day when one of them, more hurried and more mindless, he thought that he could do wrong on his own. He dared to stop on the way even a potter plundered through the wars with the Tsar. The soldier easily caught the bandit and he, put in dungeons, told what deeds he and his comrades had previously committed. One day the law enforcement officers arrived on the Nameless Island but found no other leg of iniquity. They all went nowhere, but not before swearing that they would not dig up the treasure until they were all together. However, none of them ever reached Lake Taşaul and the prey gathered so bitterly for years remained buried there. Many tried to track them down and turned the earth upside down, but without finding the box with the gold.

## **RAZIM-SINOIE COMPLEX**



The area is declared a Special Protection Area for Birds and consists of Lake Razim, located between the Danube Peninsula, Lake Sinoe, Black Sea, Dranov Depression and Dobrogea Plateau, with an area of approximately 70,500 ha, Lake Sinoe, located between Grindul Lupilor, Black Sea and the Dobrogea Plateau, with an area of approximately 15,500 ha and the lakes Golovita, Zmeica, Babadag, Nuntasi and Tuzla. The Popina and Bisericuta islands are also located within the complex. If you want to get here, you can choose DN22 on the route Constanta - Mihai Viteazul.

Located in the south of the Danube Delta, the complex occupies a total area of approximately 1145 km2, only the surface of the lakes being 863 km2. Most of the complex is the depression area, initially occupied by marine waters, which was later segmented by the formation of cords and ridges.

The presence of the Danube with alluvium deposits, as well as the gradual eastward movement of the coastal currents, as the Delta advanced, contributed to the formation of the complex, over 1000 years old. These processes removed from the direct action of the sea, the



shore of the old Gulf of Halmyris and created favorable conditions for the formation of new shores that closed the Razim Sinoe complex. The actual formation of the lakes began with the partial isolation of Zmeica and Golovita lakes from Grindul Lupilor and the total isolation of Tuzla, Nuntasi lakes from Gridul Saele. In a next stage, the Chituc ridge was formed, which isolated the southern part of Lake Sinoe. In the final stage, the sea isolation of the complex was finalized by forming the coastal cordon between the Chituc ridge and the Perisor ridge.

In the last decades, the complex has undergone great transformations due to human action. After the hydrotechnical works carried out after 1970, the lagoon complex was transformed into two units: the Razim unit formed by the lakes Razim, Golovita, Zmeica and Babadag with the two component lakes Tauc and Topraichioi which was isolated by the influence of the sea and transformed into a fresh water tank for supply of irrigation systems arranged around the complex.

The most important lake, Razim Lake has an area of 415 km2 and a maximum depth of 2.8 m. Razim Lagoon is connected to the Sfantu Gheorghe arm through the Dranov and Dunavat canals, from where it receives a river input from the Danube.

The Sinoe unit consists of the Sinoe, Nuntasi and Tuzla lakes that keep in touch with the Black Sea through a dam. Lake Sinoe has an area of 135 km2 and a maximum depth of 1.6 meters. Within the perimeter of the complex there are several islands, of which the most important are Popina island, Bisericuta island and Gradistea island.

Regarding the Razim Sinoie Lake Complex, through the works of isolation of the complex from the marine waters on the one hand and the southern compartment (Sinoie, Istria, Nuntaşi-Tuzla), from the northern one, on the other hand, produced important mutations in the faunal structure. Due to the increased supply of fresh water from the Danube and the closure of the connection with the Black Sea (Gura Portiței), Razim, Golovița and other lakes have the same ichthyofaunal picture as the delta lakes.

Lake Sinoie in the southern compartment, although it did not withstand the same rate of sweetening (however, the closure, but not firm of the periboines led to the limitation of water exchange with the sea basin and through the dam on Canal V, between Sinoie and Golovița allowing a leak freshwater in the north), has undergone faunal changes to the slightly fresh environment, which has led to the development of a corresponding zooplankton and ichthyofauna.

The restricted connection, through a gorge, first of Lake Istria with Sinoie and then of Lake Nuntaşi with Istria, the semi-arid climatic conditions that determine a higher evaporation associated with the lack of underground and shallow fresh water supply, led in time to the accumulation of salts, the formation of pelard with balneo-therapeutic qualities.

Two lakes, Sinoie and Zătonul Mare, are included in the ecosystem of lagoons connected to the sea. Due to their geographical position and the different degree of anthropogenic impact, the two lakes differ essentially. Sinoie Lagoon evolved from a mesohaline to an oligohaline environment as a result of the transformation of Razim - Golovița - Zmeica Lakes into a freshwater basin for irrigation and the transit of a significant volume of water to the sea, through Periboina. Zătonul Mare with a much smaller aquarium and a larger and undirected opening to the marine environment, is a much more characteristic environment of this type of coastal ecosystem.

The island's vegetation follows from the shores, where the reed (Phragmites australis) grows on the southern shore of the lake and the small elm (Ulmus minor) on the limestone cliff from the north, to the high interior, where sea buckthorn (Tamarix ramosissima), thyme



grows (Thymus zygoides), of Balkan origin, fescue (Festuca callieri) of Mediterranean origin. Among the faunal species are the mallard (Anas platythynchos), the summer goose (Anser anser), the silver gull (Larus argentatus), the white caliph (Tadorna tadorna), the red caliph (Tadorna feruginea), etc. Here is also found the giant myriapod (17 cm) (Scolopendra cingulata).

# THE BALTA FACLIA



The Balta Faclia with its fish development is a microdelta, a paradise of birds and animals, set in a beautiful landscape, on the banks of the Danube-Black Sea Canal, in the area of Faclia, between the cities of Medgidia and Cernavoda.

The microdelta is guarded on one side by the modern wind turbines that remind us that we are in the 21st century, and on the other three sides the microdelta is protected by the geological formations in the Pestera area. These formations are microconglomerates, coarse sandstone with phosphate concretes, quartz sandstone which passes into cretaceous sandstone and greasy chalk, with an ammonium fauna.

The formations date back to the Cretaceous, and we remind you that at the end of the Lower Cretaceous lived the most ferocious dinosaur: Tyrannosaurus Rex. The Cretaceous period marks the extinction of dinosaurs, because it is believed that 65.5 million years ago, an asteroid hit Earth leading to their extinction. Scientists have come to this conclusion, because in the respective clay layers there is a concentration of iridium ten times higher than in the earth's crust.

In the central part of the microdelta there is an island that enhances the beauty of the landscape. Here you can admire birds that fell in love with our micro-delta: swans, wild ducks, pheasants, dives, cormorants, lysites etc. A dear guest is also the buzzard who swims indefinitely here.

The fish population is wild and is made up of fish such as pike, carp, crucian, perch, redfish, bream, etc., some of them even reaching impressive lengths. The location has stateof-the-art facilities (running spring water, modern toilets, septic tank with electronic system), and there is a mobile phone signal in the area.

Itinerant tourism is suitable for small groups of visitors who have the opportunity to explore the variety of wild landscape, combining boat trips with hiking along the canals or sea river ridges, etc. Sport fishing tourism is very popular with visitors of all ages, in any season, for any species of fish.



## 5.4. Route no. 2 "Rocky Phenomena and the Fortresses of Dobrudja"

**Day 1** Dobrich, Regional Museum of History, Krushari-, Zaldapa Fortress, Onogur, Palmatis Fortress, Balchik, Dionysopolis Fortress and Cybele Temple, Kavarna, Museum of History, Bison Fortress and Chirakman Hill

Day 2 Kavarna - Kaliakra Fortress - Yailata Fort and Kamen Bryag Cave -Durankulak Lake City - Kalatis Fort and Museum - Mangalia - Constanta - Museum of National History and Archeology and Roman Mosaic Building, Ancient Tomis

Day 3 Constanta - Histria History Museum Complex Histria, - Fortress Histria, Adamclissi Museum, Roman fortress Adamclissi, Constanta

https://drive.google.com/open?id=1uIXtzgEGjY-VIWFKcXXNV3j0DTRpJO\_s&usp=sharing



https://www.alltrails.com/explore/map/map-507373b--16?u=m

# CALLATIS MUSEUM AND FORTRESS

Callatis is the southernmost of the Greek colonies on the Romanian coast. It was founded by settlers from the Pontic Heracles in the 4th century BC. It is the only Dorian colony with an oligarchic social system. In 262 BC, he had a conflict with Thomis, which was aided by the Byzantine fleet. During the 3rd-6th centuries AD, public buildings, basilicas and enclosure walls were built. The invasions of migrant peoples led to the decline of the city until the seventh century.



The only papyrus in the country was discovered in Callatis, on display in the museum today. The ancient port of Callatis, as well as part of the ancient polis are currently below the level of the Black Sea. Today, some of the remains of the ancient city of Callatis can be admired inside the hotel in Mangalia. The remains were brought to light in 1993, during repairs and constructions. The discovered archeological site was later restored, arranged for visiting in the hotel lobby and in the basement of the restaurant. Thus, the remains can be visited at present, the hotel being considered the only hotel-museum with archaeological remains in Romania.

### **NORTH - WEST CORNER OF CALLATIS FORTRESS**



Near the museum, towards the city center, you can see the northwest corner of Callatis, where there is also a defense tower. Near the northwest corner of the fortress are exposed, in the archeological park, ancient columns and various architectural fragments, as well as sarcophagi from the Roman period.

# THE ENCLOSURE WALL, THE NORTH SIDE OF THE FORTRESS CALLATIS





A particularly important archaeological monument is the north wall of the fortress of Callatis. The defensive wall surrounded the larger area of the ancient city. Two enclosures were built at Callatis: the first - built at the end of the 4th century BC, and the second, in the 2nd century AD. The wall protected the main buildings of the city (temples, squares, public and private buildings). The wall was built of large blocks of limestone, of parallelepiped shapes, with lengths between 0.70 and 1.15 m and with the other sides of 0.40-0.45 m. The Roman defense wall followed the route and overlapped the Greek one.

The Roman construction system is similar to the Greek one: it has two faces built of limestone blocks, connected with lime mortar.

If the initial height was 8-9 m, now a maximum of 2 m of it is preserved, and the width of the wall is 3.12 - 3, 40 m. The building is built of large blocks of limestone, beautifully carved, connected with lime mortar.



**ROMAN-BYZANTINE NECROPOLIS** 

The Roman-Byzantine necropolis (4th-5th century AD) is located in the western part of Mangalia. Here were discovered tombs built of slabs or carved stone blocks and tombs of the hypogeum type. In this area is also the tomb painted with psalms.

**PRINCIPAL TOMB** On the road to Albeşti, 3 km away from Mangalia, in 1993 a funerary complex consisting of a princely tomb and an annex construction whose functionality has not yet been established was investigated. The tomb consists of a large burial chamber (3.56X3X3.62m). The access to the room is made through a dromos, located in the eastern part of the tomb, with a length of 9.55 m and a width of 1.61 m. The construction of the tomb was done in two phases: in the first phase the funeral chamber was built and a part of the dromos, with a vaulted roof and mortar plaster, and in the second phase an extension of the dromos with a gabled roof. The entrance to the burial chamber is made through a door that had a marble frame, with sculptures painted with geometric motifs, and in the burial chamber you can see a polychrome fresco.





#### THE ROMAN - BYZANTINE PERIOD NEIGHBORHOOD

On the place where today is the Romanian Black Sea Business Center, in 1993, on an area of over 1000 sq m were discovered aspects of urban planning from the Roman-Byzantine era of a southern district of Callatis. The neighborhood was crossed by a main street facing east-west, 6 m wide and paved with carved limestone slabs. It had a sewer, built of large limestone slabs, into which flowed other smaller canals that connected the buildings or courtyards north or south of the main street.

The canal and the street date from the 6th century AD. and the beginning of the seventh century AD, as evidenced by the coins discovered here. Part of the walls erected in the 4th century AD. have been redone or doubled. The constructions generally keep the same orientation imposed by the Callatian enclosure and the southern gate. In the southern sector was discovered a small thermal edifice, attached to the enclosure, consisting of two rooms with walls made in opus mixtum, of limestone that alternates with layers of square bricks.

http://danubelimes-robg.eu/index.php/ro/materiale-promotionale/catro

https://www.youtube.com/watch?v=p2e9rEh7h\_M

### CONSTANȚA MUSEUM OF NATIONAL HISTORY AND ARCHEOLOGY

An important cultural institution of national interest, which capitalizes for study and education a rich historical, archaeological and numismatic heritage consisting of over 430,000 objects dating from the Paleolithic to the modern era.

The institution houses objects of Greek, Roman, Byzantine and medieval origin, ancient sculptures, glass vessels, bronze statuettes, jewelry, numismatics, icons, documents, maps, models, photographs, telegrams, magazines, objects that belonged to early personalities twentieth century, pieces of furniture and other objects with a large historical load.

The museum, one of the most important tourist attractions of the Constanta Peninsular area, has been housed since 1977 in a monumental building (former headquarters of the City Hall of Constanta. The massive and imposing building that dominates the entire square was built between 1912-1921 under the guidance of the architect Victor Ştefănescu.

On March 28, 1911, the Communal Council of Constanța decides to conclude a contract between the City Hall (represented by the mayor Eng. Titus Cănănău) and the



architect Victor Ștefănescu, for the latter to draw up the plans for the Independence Square (as it was called then) and erection of the Communal Palace. The cornerstone of the building is laid the following year on May 22, by the heir to the throne, Prince Ferdinand.

After the religious service, officiated by Bishop Nifon, Prince Ferdinand signed the commemorative act, together with: Bishop Nifon, Constantin Pariano, Mayor Titus Cănănău and other councilors.

Initially, the projects provided for the foundations a depth of 3-4 m, then 5-7 m, so that, in the end, it reached no less than 17 m, until the builders encountered solid earth. The palace is built by dismantling Neptun and Thetis streets, on the old access road to the port. The works are stopped due to the ever-increasing costs in 1913, being resumed in the spring of 1914 and stopped again at the beginning of the First World War, when all the urban works in the country were stopped.

Between 1919-1921, the construction of the building is resumed and completed. The works carried out by the enterprise eng. C.M. Vasilescu ends, and on July 17, 1921, the inauguration of the Communal Palace takes place, reported in two successive issues of the newspaper "Farul", by renowned journalists Ioan N. Duployen and Ioan N. Roman

At the initiative of Ion Theodorescu Sion, it is proposed to paint the reception hall of the Communal Palace, but the fresco is executed much later, in 1966-1968, in a non-Byzantine vision, by the painters Niculina Dona Delavrancea and Gheorghe Popescu.

The construction is part of the series of public buildings built in neo-Romanian style with characteristic architectural elements: the loggia on the large pediment with richly decorated columns at the base and capital, the entrance and the two windows of the more advanced side bodies with stone frames, the hall with wide opening and outside the small, narrow windows on the third floor.

The Museum of National History and Archeology Constanta differs from similar institutions in other counties by the fact that, although it emphasizes the history of Dobrogea, it has a national thematic area.

On the ground floor of the museum there are two rooms in which are exhibited archaeological monuments with special value, rarities and unique pieces. From this section are noted: the collection of statuettes "Tanagra type" (from the Hellenistic and early Roman eras); anthropomorphic ceramic vessels or with Dionysian representations; the Tomitan treasure trove of sculptures discovered in 1962 (bust of the goddess Isis, the aedicula with the double representation of the goddess Nemesis, the statue of the Snake Glykon, the statuary group Fortuna with Pontos, etc.); the collection of imperial portraits (Antonius Pius, Caracalla, Gordian III, Philip the Arab, Constantine); collections of gold ornaments (rings, earrings, bracelets, pendants, crosses), gems and cameos; the treasure of silver vessels discovered at Sucidava-Izvoarele etc.

The museum complex of history and archeology is completed on the outside by a large lapidary (set of engraved and sculpted stones) and the Roman Mosaic Building, a unique historical monument in Eastern Europe by its size.

https://www.youtube.com/watch?v=d6iCZxTp4EA&feature=youtu.be

**THE ANCIENT CITY OF TOMIS** is an archeological site located on the territory of Constanța municipality in the area of Constanța Peninsula, between Ferdinand Blvd., the E seafront of the city to Modern beach, Casino, Gate 1, commercial port, Termele Romane Blvd. Trajan containing:



# A joint opened window to the universe mysteries

Strategy for Valuation of the Natural and Cultural Heritage of the Dobrich-Constanța region

1. Remains without monumentality from the primitive commune (Iron Age) invisible today;

2. compact layers from the ancient Greek era (VI-IVa.Chr century) hidden;

3. massive Hellenistic layers (IV-I century BC);

4. large-scale constructions from the late Hellenistic era (1st-2nd century AD);

5. important remains of temples, warehouses, public buildings, mosaic floors, colonnades, streets and aqueducts, commercial squares, missing art monuments, marble, glass and ceramics workshops from the Roman imperial era (1st-3rd century AD) )

6. basilicas with underground apses and crypts, public buildings, paved streets, etc. from the more developed period of Christianity (IV-VI centuries AD);

7. the enclosure walls of about 3 m thick with gates and defense towers erected in sec. III and rebuilt until the sec. VI d.Chr .;

8. the neighborhood of Christian basilicas and pottery workshops on the territory of the old station

The whole peninsula (after the discoveries of recent years) is occupied, just below the layer of the modern city, by a multitude of monuments. The layers of ancient material culture follow one another from under the modern cobblestones in the order: Byzantine, Roman, Hellenistic, ancient Greek and archaic Greek in which native material from the first Iron Age (Hallstatt) also appears. The height of the stratification varies between 1 m and 7 to 10 m, reaching the current sea level.

So far, the latest research has determined in the peninsula: the acropolis of the ancient city, the agora, the workshop district, the Hellenistic necropolis above which is the new wall of the Roman era and the Roman and Byzantine necropolises, numerous streets, sewers, temples and houses; all in one place make known the ancient orientation of the city: NE-SW.

The ensemble consists of the following monuments:

- The Great Basilica
- The small Basilica
- Christian Basilica
- Christian Basilica
- Roman mosaic building
- Amphitheater
- Tomis city dwelling
- The enclosure wall of the Tomis fortress
- Housing
- Aqueducts galleries
- Tower defense
- Therme

The ancient Tomis reveals other archeological vestiges besides those listed above. We can assume, after numerous fragments of columns, capitals, statues, ceramic objects or coins found in the excavations in Ovidiu Square, that AGORA is here.

Near the Gate 3 of the Port were found the ruins of a Greek temple from the 4th century BC. and next to fragments of marble walls from the Roman era (2nd century AD), furnaces of some craft complexes (in extra muros) that were usually used for bricks, but also for ceramic objects.

Next to the Gate no. 2 of the Port, at the upper limit of the slope, the foundations of a Defense Tower were found.



Near the Ethnographic Museum (Tomis Blvd. intersection with V. Alecsandri Street) were found two ovens that were supposed to be used for glassmaking. The traces of a marble processing workshop were found on the western cliff of the city, at the level of the ancient port.

https://www.youtube.com/watch?v=z0x6QJt4Eeo

### **TOMITAN NECROPOLIS**

After the enclosure wall of the ancient city of Tomis, but also in some areas inside it, necropolises were discovered. They stretch around the ancient city, from the eastern corner of the Peninsula to the west and along the coastal roads that connected Tomis to Histria and Callatis.

Necropolis I is located approximately in the part between the Hellenistic enclosure wall and the one of late Roman era. It is the main Hellenistic necropolis, over which the Roman city partially overlapped. About 2/3 of the Hellenistic tombs are cremated, the remaining 1/3 are buried. The most common type of cremation grave is with burning on the spot (fire-grave); Burial is usually practiced in rectangular pits.

Necropolis II stretches beyond the early Roman precinct; it starts immediately near it and stretches north and northwest, from the seafront to beyond the intersection of Tomis and Lăpuşneanu boulevards. Dozens of marble and stone sarcophagi, cyst tombs, several hundred burial tombs with tile protection or wooden coffins have been identified.

The necropolis already existed at the beginning of the century II AD and was used until the end of the century III AD.

Necropolis III stretches along the eastern cliff; it starts in the area of the main gate of the fortress and continues to the north. A large area was destroyed by landslides and erosions. The necropolis is placed at the end of the century IV AD.

The necropolis IV is located to the west and southwest, between the late enclosure wall and the current railway station. Several sarcophagi and funerary complexes in stone cysts, as well as burial tombs with tile protection, were investigated. The necropolis dates from the second half of the century II until the middle of the century III A.D.

Necropolis V occupies the space between necropolises II and IV, partially overlapping the last one. It is placed in sec. IV AD, but in many parts the tombs of the sec. IV interferes with those of sec. II and III AD.

On the funerary monuments from the end of the century. III - the beginning of the century IV AD we find older decorative motifs (ivy, rosette, people represented in relief, columns), replaced one by one by Christian symbols; more common is the simple cross (from the second half of the fourth century AD) - the image of the Christian religion, which sometimes dominates the entire inscription, the monogrammatic cross, rendered several times with the monogram of Christ (Greek letters IX or XP), inscribed in a circle, which replaces the crown, symbolizes the triumph of the Savior over death.

Sometimes other Christian symbols appear next to or separated from the sign of the cross: anchor, fish (reminiscent of the water of Baptism), dove (symbol of the Holy Spirit), palm (victory over death), associated here with the five-pointed star (Pythagorean image taken in Christian art especially by the Gnostics) and prayer (probably a sign of prayer for the soul of the deceased).



https://www.youtube.com/watch?v=L0doHORyqNo&feature=youtu.be

Day 3 Constanta - Histria History Museum Complex Histria, -Fortress Histria, Adamclissi Museum, Roman fortress Adamclissi, Constanta



https://www.alltrails.com/explore/map/map-06eb61b--15?u=m

**ISTROS/HISTRIA**, the oldest Greek colony on the western shore of the Black Sea, was founded by Milesians in 657–656 BC Although the fortress was identified on the ground as early as the second half of the 19th century, the first systematic research was initiated. in 1914 by Vasile Pârvan.

Once located in a sea bay, today Lake Sinoe, not far from the mouth of the Danube, a river to which it has linked its existence, the Histrian fortress contributed decisively for 14 centuries to the definition of an intercultural space northwest of the Euxin Bridge.

The Histria Museum Complex houses some of the most important discoveries in the city and its territory. The collection consists of ceramic and stone vessels, objects for personal and household use, sculptures, pieces of architecture, inscriptions. They are divided into epochs (Greek and Roman, late Roman), following their succession in time. Thus, the rooms on the ground floor are intended for archaic, classical and Hellenistic history, and those on the first floor for Roman and late Roman history.

At the entrance you can admire a beautiful marble frieze, belonging to a Histrian monument from the end of the second century - beginning of the first century BC. She was identified in the immediate vicinity of the civil basilica, located on the south side of the street that starts from the main gate of the fortress, to the east. Made in the Neoatic style, the relief has represented on the front the images of Apollo, Hephaistus, Poseidon, Eros, Aphrodite, Athena, Zeus, Hermes and Hera, and on the sides the figure of Apollo as Helios. In the first hall (L-shaped), after a display case in which are exposed the main publications related to Histria, there are five more that include ceramic fragments belonging to the Hamangia cultures (early Eneolithic, about 5,000–4,500 BC) and Babadag (11th-7th centuries BC).



Among them a menhir statue, discovered at Hamangia (Baia) in a tumulus dating from the beginning of the Bronze Age (early third millennium BC). Following are a series of showcases containing archaic pottery (late seventh-sixth century BC): Greek-Oriental (bowls, amphorae of Clazomene), Corinthian, Attic with black figures, fragments of pottery stone, votive terracotta statuettes, a pond of malachite. In the next room can be seen a fragment of kuros (marble, 560–550 BC, probably Milesian style) and a very beautiful tapir capital, dating from the first half of of the 5th century BC. Along with this imposing capital, other architectural fragments of marble, belonging to the decoration of the same building or other temples, complete the image of the exceptional development of the fortress in the 5th and 4th centuries BC.

Leaving the rooms on the ground floor, the visitor can admire a series of altars, stars and other votive or funerary sculptures. We mention only the altar dedicated to Asklepios, in which the origin of the cult of this god is mentioned: the city of Pergamum. On the right side are also exposed some architectural pieces: Ionic capitals, Ionic with impost (Paleo-Christian), as well as a Corinthian capital of late Roman era.

https://www.youtube.com/watch?v=6rLUTP8sGg8

#### **ROMAN FORTRESS ADAMCLISSI**

Adamclisi commune is located in southeastern Romania, in Constanța county, 65 km from the city of Constanța and the Black Sea. GPS coordinates: 44°05′57 "N - 27°57′08" E

The fortress of *Tropaeum Traiani* was built after Trajan's victory over Decebalus at an important crossroads, leading from the Danube to the Black Sea, where there was an older Geto-Dacian settlement. Until now, the name of the Geto-Dacian village is not known. On the site of the former Geto-Dacian settlement, Emperor Trajan set up a military resort near which a rural settlement (vicus) with a civil character was born, made up of the older local population and the new settlers, mostly settled and owned veterans. Starting with the middle of the second century, the settlement experienced a period of economic and cultural flourishing, becoming an important urban center.

2 km west of the triumphal monument, the Roman fortress Tropaeum Traiani was founded by Trajan, which is mentioned in inscriptions for the first time as a municipality in 170.

The Roman fortress was founded by Trajan on the site of the old Geto-Dacian settlement. It was part of the offensive limes system created by Trajan on the Lower Danube. The fortress is located on a low extension of the hill on which the monument was built, to which it is connected by a narrow tongue of land. The plateau is surrounded on all other sides by more or less steep slopes, which is a natural protection. The enclosure closes an area of approx. 10 ha. The exact plan of the fortress confirms V. Pârvan's statement that the towers are neither equal nor the distance between them is the same.

The differences come from a nonsimultaneity of their construction. The semicircular towers are earlier than those developed on a rectangular plane with a semicircular front, which, in turn, precede the horseshoe-shaped ones. Regarding the density of the towers, there is a particularly high frequency between the northwest corner and the west gate, where the distance between them varies between 18 and 25 m.

The emppleton stripped of the facing blocks has in some parts a height of 4 m above the current ground level. The fortress of Tropaeum Traiani (com. Adamclisi, jud. Constanța)



is one of the most important economic, political and religious centers in Roman Dobrogea (within the provinces of Moesia Inferior and Scythia Minor), specialized research conducted by more than 120 years revealing a large amount of historical, archaeological and architectural information, disseminated in scientific and popularization works. The fortress of Adamclisi, located in the southwestern part of the village, at approx. 600 m from it and 1500 m from the triumphal monument, on the Urluia valley, was built at the orders of Emperor Trajan for the families of veterans who participated in the Dacian wars (and is considered the largest Roman civilian settlement in Dobrogea).

Before the construction of the Roman center, on the respective place, according to the archeological discoveries, that it would have been a Getic settlement. The new fortification evolves demographically through its constant population with various elements of Roman and Greek origin. Already, before 170, there was a flourishing urban center, raised under Emperor Marcus Aurelius to the rank of municipium, led by a senate and benefiting from many magistrates, respectively a corps of priests of the official cult.

The city was at the beginning of the 4th century AD. rebuilt from the ground up, according to an inscription dated in 316 AD, by Emperor Constantine the Great. The damage previously caused by the Goths was removed by equipping them with new massive defensive walls. The fortress is the result of several buildings, identified by archaeologists, some still under archaeological deposits.

The current enclosure wall has several construction phases, namely: a preconstantinian phase from the end of the 3rd century AD. and a Constantinian one that follows the irregular shape of the plateau, having a thickness of 2.60-3.70 m and a length of approx. 1200 m. Two U-shaped towers bordered the two main gates (east and west), which also marked the ends of the axial street (via principalis).

The west gate had a massive arch-shaped vault (4.40 m wide). The east gate had a locking system in the wings, fixed with an iron rod (with a width of 4 m). Two other gates, north and south, were framed by massive quadrangular bastions. All the gates, but especially the western one, provided the connection with the imperial road that crossed Roman Dobrogea from north to south.

The city had running water and sewerage, as well as public toilets. In the second half of the fourth century, a fortified annex to the SE was added. Via principalis, oriented eastwest, had a length of 300 m and a width of 14 m, being paved with large stone slabs.

It has a 7 m wide roadway, with porticos on the sides for pedestrian traffic. In the central part of the street there is a rainwater collection channel, inside it is kept the awning pipe for the transport of drinking water. VI, when the fortress becomes, in addition to an important civic center, an important religious center.

A proof of the religious role played as an episcopal center in Dobrogea is the multitude of basilicas built in the fortress, five inside and two outside. The latter are raised on the plateau in the northern part of the fortress, respectively not far from the western gate. The first had two phases of operation (cemetery and then parish).

The second basilica functioned in the second half of the 4th century as a cemetery church, and from the second half of the same century and especially towards the end of the 5th century it became a parish church.

Their presence in both forms of organization is explained by the development of Christian communities in the city, imposing the officers outside the walls. Inside the fortress the five basilicas are the "marble" one, cistern, forensis, with transept and A or simple. The



"marble" basilica is located near the west gate, at the entrance to the fortress. The name comes from the architectural elements of marble present (columns, columns, capitals with shutters, gate plates).

It was considered an episcopal church at the Tropaeum and consisted, near the atrium, of a baptysterium (with three rooms connected by a narrow corridor), which was intended for baptismal officers. A room to the north-west of the building seems to be the bishop's residence, and others to the east of the apse would form a pastophorium.

The cistern basilica, located further east and parallel to the via principalis, in the south, owes its name to its construction on the foundations of a former water tank. Its appearance is completed by fragments of columns, colonnades, canopy ends and several other monuments scattered around it. Basilica forensis, of secular character, is one of the most imposing buildings of the city, being dated in the third century AD. and rebuilt in the 4th century. today, two rows of 18 columns have been preserved, dividing the interior into three naves, so that later one of the naves (the one on the north) will be transformed into a chapel, sometime during the 5th century.

An apse was also built on the east side. Its destination was dedicated to economic, administrative and legal issues. The strong destruction of the Tropaeum fortress was due to the Avar-Slavic invasion in 586 AD, a fact attested by all the archaeological excavations carried out inside the fortification, a situation corresponding to a massive quasi-final layer affected by the fire.

The same attack affected other important centers of the time such as Ratiaria, Durostorum, Zaldapa, Markianopolis, etc., as literary and archaeological sources tell us. Some extremely scattered and weak elements of life seem to continue in the fortress and in the seventh century. The fortress loses its urban character, betraying strong features characteristic of rural forms. From an archaeological point of view, the first discreet indications of a possible "repopulation" of some sectors inside the former city (especially near the north and south gates, respectively along the enclosure to the southwest) or the immediate surroundings, belong IX-XI centuries, specific to the early Middle Ages.

A phenomenon identified in many places in the fortress is the possible dismantling of the enclosures, gates and important buildings in the fortress. These working conditions seem to have happened during the early Middle Ages, when limestone blocks were reused for various constructions, with military predilection.

Evidence of the existence of an early medieval dwelling near the Roman-Byzantine fortress consists in the signaling of specific ceramic fragments on the slopes that delimit its plateau. A possible necropolis near the fortress is suggested by the fortuitous discovery, over three decades ago, of a burial tomb, on a private property in the built-up area of Adamclisi, located about 1.5 km in a straight line from the side of south of the Roman-Byzantine enclosure. The medieval-early materials in the area of the fortress belong to the 10th century and the first decades of the 11th century AD.



## THE TRIUMPHAL MONUMENT TROPAEUM TRAIANI

Adamclisi is a village in Constanța County with 1200 inhabitants, located in the southern part of Dobrogea, near the Urluia Valley. In this town of great historical resonance is the famous triumphal monument built by Emperor Trajan in the years 108-109, near which were found the traces of the famous settlement "Tropaeum Traiani", which covers an area of 10 hectares. It is interesting that the name of the commune - Adamclisi - comes from Adam Klisse, which in Turkish means the Church of Man, the Turks confusing the ruins of the imposing Roman monument (Tropaeum Traiani) with those of a place of worship.

The monument is located in the region of the Negru Vodă plateau, near the commune of Adamclisi, 60 km away. southwest of Constanța, on the national road Călărași-Constanța. All around, the 54 metopes depict bas-relief war scenes. Of the 54 initial metopes, 48 and 23 battlements carved in bas-relief are still preserved.

It was built on the site of the decisive battle at the beginning of 102, and the inscription of the Monument contained the dedication of Emperor Trajan to Mars Vltor - Mars the Avenger. Also there, in the immediate vicinity and in a significant position, are the remains of the tumular tomb of an unidentified military commander and of the funerary altar dedicated to the several thousand Roman soldiers who fell in battle.

The monument was erected on the highest plateau in the region, located at approx. 150 m altitude above sea level, which makes it visible all around, as today when it is reconstituted, from great distances, before being around it.

The monument consists of a cylindrical drum which can be reached by climbing a series of steps, partially preserved until today, on which were mounted 54 metopes, limestone blocks carved in relief with images of military confrontations that had taken place in the area, alternating with pilasters, decorated with plant motifs.

The upper part of the cylinder consists of a battlement on which were proportionally depicted the fighting barbarian nations.

The drum was protected by a roof made of a kind of stone scales. Above were two hexagonal prisms superimposed, containing Trajan's dedicatory inscription to Mars the Avenger, over which was the trophy itself, typical Roman. According to the studies of specialists, the Monument had a height equal to its diameter, approx. 40 m.

The discovery and research of the three monuments is related to the name of Grigore Tocilescu. For 12 years (1882–1894), he carried out extensive systematic research, which materialized in 1895, with the publication of the monographic work The Monument of Adamklissi, published in Vienna, in Romanian and German. Following the campaigns between 1882–1885, Tocilescu was of the opinion that the Monument dates from the time of Valens and that it celebrates his victory against the Goths. However, the discovery, in the period 1885–1889, of several fragments of the dedicatory inscription allowed him to date the Monument exactly in the years 108–109.

The discovery of such an important monument in Dobrogea, barely attached to Romania, represents a solid support for the national consciousness, with reference to the origins of the Romanian nation. The question then arose of illustrating this picture of the history of the appearance of the Romanians by "restoring" the Monument.

Not on the spot, because, according to Nicolae Iorga's claims from the Romanian Parliament, in Dobrogea, just annexed, the situation was still uncertain. It will be followed, according to the proposal of Mihail Kogălniceanu, widely supported at the time, the



A joint opened window to the universe mysteries Strategy for Valuation of the Natural and Cultural Heritage of the Dobrich-Constanța region

restoration of the monument in a public square in Bucharest. Grigore Tocilescu himself agreed with this proposal.

With great efforts the pieces are brought to Bucharest, but the project of "restoration" has not materialized. Paths in which oxen were pulled to Rasova (the shortest road from Adamclisi to the Danube reaches this locality), were then loaded on barges and transported to Giurgiu, from where, by rail, they reached Bucharest. The transport of the pieces lasted several years, ending in 1888.

Originally brought and deposited in the courtyard of the University, where the National Museum of Antiquities functioned at that time, they were moved in 1923, at the request of Vasile Pârvan, to Carol Park, where they were exhibited according to the organization of the Military Museum. In 1948, on the initiative of the architect Horia Teodoru, they were moved to the courtyard of the Museum of National Art, now the Museum of the Romanian Peasant. Subsequently, the pieces were brought back to the place of discovery, and displayed under glass, near the core of the Monument, in a sui-generis form, reminiscent of the original arrangement and at a height accessible to the visitor.

With the restoration of the Monument in 1977, by mounting copies on a metal frame, placed above the masonry core of the Monument, the original pieces were arranged in the local museum, also inaugurated. This fulfilled the wish of George Murnu, who, in 1910, had the idea of building a museum of the site, designed as a way to house not only the non-transportable pieces in the capital, but also the discoveries in the area, constituting both a point of scientific interest and "A school of practical learning" for the local community. On the occasion of the restoration works, the archeological researches at the three monuments were resumed.

#### ADAMCLISI MUSEUM

The building was inaugurated in 1977 and includes archeological vestiges discovered following archaeological research and fortuitous discoveries in the fortress Tropaeum Traiani, at the monument (original pieces) and in the immediate or more distant vicinity. There are ceramic collections, collections-pieces of architecture, collections-ornaments, etc.

Also on display are the metopes, the lower and upper frieze, the pilasters, battlements and parapet blocks of the scalloped attic, the colossal statue of the trophy, the inscription and frieze with weapons, the remains of the cenotaph altar walls, fragments of the trophy statue pedestal on which is carved the face of medusa and cnemides, a scale support, a scale from the truncated roof.

We continue with the 48 original methods (from the famous 54 once existing) in an order consistent with the presentation of the events of the winter of 101-102 BC. We also list as present of rich epigraphic material (as evidenced by the inscription of the statue society on the mention in 116 of the inhabitants of Traianenses Tropaienses), the proven dedicatory inscription of the triumphal monument, funerary stars (reuse of building material over time) among which that of L. Fufidius Lucianus whose distribution in the administration of the city betrays the declaration as municipium at 170 AD. or other care to remember the presence of veterans from Legio V Macedonica or mentions of negotiable evidence from Syria, Palestine, Greece, etc.), bas-reliefs (with representations of a tropaeum, of Thanatos), fragments of aqueducts, capitals with imposts, other architectural fragments, Roman pottery for common or luxury use, tools, ornaments (gem rings, brooches, sconces, bells), keys, etc.



Last but not least, we note the presence of a very small trophy that reproduces on a much smaller scale the colossal statue / trophy that was discovered at the eastern gate of the fortress, a true emblem of the city in the first half of the fourth century AD.

The museum presentation ends chronologically with ceramic materials specific to the IX-XIII centuries from burial tombs.

# 5.5. Route no. 3 "Green treasures of Dobrogea"

Day 1 Forests of northern Constanta, Forests of northern Constanta: Constanta -Murfatlar Forest, Fântânița - Medgidia Reserve - Dobrogea Gorges – Constanta

**Day 2 Forests of southern Constanta and northern Dobrich:** Constanța – Băneasa, Pădurea Canaraua Fetii, Pădurea Dumbrăveni, Pădurea Hagieni, Mangalia, Pădurea Comorova

# **Day 3 Forests of Dobrich**

https://asociatiacallatis.ro/resurse/paduri/?preview\_id=214&preview\_nonce=1b719393e2&\_t humbnail\_id=-1&preview=true

**Day 1 Forests of northern Constanta**: Constanța – Pădurea Murfatlar, Rezervația Fântânița - Medgidia - Cheile Dobrogei – Constanța





# THE FÂNTÂNIȚA - MURFATLAR NATURE RESERVE

The reservation is located 1 km south of the town of Murfatlar, on the left side of the road Constanța - Ostrov and occupies an area of 82.74 ha, being included in the Murfatlar forest, whose area is 771 ha.

Since 1962, the reserve is protected by law and houses a number of rare species of plants and animals. Here, elements from several areas intertwine, especially those from the Pontic, Balkan, continental, sub-Mediterranean and Eurasian areas

Located in the central-southern area of Dobrogea in our country, Fântânița-Murfatlar is a landscape formed by quite steep slopes, several narrow valleys, plateau areas with steppe vegetation, xeric bushes and thermophilic oak forests. The presence of over 500 plant species is known, with Pontic, Balkan, continental, sub-Mediterranean and Eurasian elements.

Species of trees and shrubs found in the reserve: the Pubescent oak (Quercus pubescens), the Grayish oak (Quercus pedunculiflora), the Oriental hornbeam (Carpinus orientalis), the mahaleb cherry (Prunus mahaleb), the dwarf Russian almond (from Prunus tenella) etc. The diversity of the steppe fauna is also representative, with many species of butterflies, some interesting species of reptiles, mammals.

With the arrival of spring, the steep coast is covered by the richness of the colors of the many flowers that can arouse the envy of any landscape painter. Thus, the spring brandy, the wild irises, the dedications, the wild hyacinths, the russets are a real delight for those who visit this reservation. In the valleys that cross the slope and that border a natural forest, violins and axes are among the first heralds of spring.

In fact, from the "Fântânița" reservation, numerous new plants for science have been described, most of which bear the specific epithet, derived from the name of Murfatlar locality: ruscuța, colilia, violet thistles from Murfatlar. The woody vegetation on the valleys of the reservation is made up of downy oak, Balkan oak, brumariu oak, cârpinița, scumpia, jugastrul and Tartar maple. The multitude of studies undertaken led to the description in the territory of the reservation of about 515 species of plants, as well as numerous species of animals characteristic of the Dobrogea steppe areas. Among these we mention two species of ferret: the steppe ferret and the spotted ferret and a species of small rodent, the grivan.

Also, the presence of the Dobrogean tortoise was reported, whose area of spread in our country is limited to a few points in the Dobrogea steppe, especially on the forested streams of the reserve, as well as the river snake, the largest and fastest snake. from our fauna, along with numerous lizards that populate the sunny coast in the center of the reservation. Among the birds we can see a close relative of the bustard, but much smaller, protected by law: the lizard.

Among the many species of invertebrates we mention first of all the presence of two species of snails resistant to the summer heat of the Dobrogea steppe: zebrine detritus and helicella candicans.



# **DOBROGEA GORGES**

An amazing area, a must visit to know the significance of the land between the Danube and the Black Sea. Here you step on the bottom of the ancient Thetis Sea, the ancestor of the Black Sea. In this location, a landscape awaits you that takes you back in time, in geological periods when dinosaurs, primitive birds and large predators lived on these lands.



Dobrogea Gorges is a Special Avifauna Protection Area in Constanța County, which covers an area of 10,929 hectares. It is located on the right slope of Casimcea Valley, approximately 45 km NW of Constanța, towards Mihail Kogălniceanu commune. The Dobrogea Gorges run from Mihail Kogălniceanu commune, along the road, to Râmnicu de Jos locality.

The reservation can be reached by car on the route Mihail Kogălniceanu - Târguşor (12 km). In the middle of the village there is a sign straight to Pantelimon, and after 8 km on the field appears the sign with "Cheile Dobrogei Reservation". Here, there is a green space dedicated to long walks, full relaxation and the discovery of limestone giants with heights over 30 meters, dating from the Jurassic and Cretaceous.

The stones from the Dobrogea Gorges tell stories of millions of years, so much so that they had to reach the interesting shapes of today. Traces of prehistoric animals such as mammoths and spiny rhinos have been discovered here.

### GURA DOBROGEI CAVE AND "LA ADAM" CAVE

Are the most known and most visited by curious tourists. Even human remains have been found here, namely Homo sapiens fossilis, which lived about 100,000 years ago in the Stone Age.

Sneaking shyly through the gorge of the keys, the sound of the water completes the image of the story created by the chirping of the birds and the amazing view. Also, on this plateau live over 100 species of birds, many of which are protected, being endangered, but also many species of plants that you can admire at the same time.



You need a whole day to discover the quiet corner of nature, which inspires your feeling of the beginning of the world wherever you set foot. It is also important to know that the best time to visit this protected area is in spring or autumn.

Of course, you need energy to be able to climb the limestone blocks and to visit the caves dug into the rock over the years.

The landscapes are of a rare beauty, with natural ditches and gorges plowing the steep banks of the valley, caves dug in limestone, with special plant species. There were also important archeological discoveries here. The Cheia Jurassic Reefs (or Cheia Geological Massif) are a nature reserve of national interest. The Dobrogea Gorges Reserve, in the custody of the Constanța Forestry Directorate, covers an area of 285 hectares. It is extraordinary that the mountain formations in the area are former coral reefs of the Thetis Sea. The fossil species, unique in the country, that are found in the limestone walls here are perfectly preserved.

"The reserve consists of limestone from the Jurassic period, here being a fauna and flora of special interest.

The limestones of the keys represent remnants of atolls, which justifies the semi-round shape of the walls. The walls are oriented east / west and do not exceed 40 meters in height. The limestone plateaus with strange shapes, beaten by the passage of water, border on one side and on the other the road. Along with the natural beauties, the area is dotted with numerous archeological traces, especially those found in the caves scattered along the Dobrogea Gorges - remains of tools, game and even osteological traces of the type of people who inhabited this area in prehistoric times. From a paleontological point of view, the limestones from the Dobrogea Gorges area are home to the richest fossiliferous point with Mesojurassic fauna in the entire Casimce Valley.

Faunistically speaking, the species of reptiles, birds and bats are very well represented. Speleological studies carried out in the "La Adam" cave have led to discoveries of paleontological and archaeological importance that rank this place among the most important in Europe. Numerous species of Quaternary mammals have been identified here, 80 species of Jurassic fossils have been studied, and from here a very important piece has been revealed - a molar of Homo sapiens fossilis. The cave is home to many species of bats protected in Europe, including Pipistrellus nathusii, found only here.

Gura Dobrogei Cave is over 480 m long, with three entrances and two important galleries. The latter is notable for the accumulation of a large amount of compacted guano, forming appreciable mounds under the colonies of bats sheltered during the summer on the ceiling of the cave, which gave it the name of "Bat Cave". Most are protected species with endangered species status.

The vegetation in the external projection area and in the boundary of the cave is characteristic of the Dobrogean steppe.

https://www.youtube.com/watch?v=GUc22XpvfvQ&feature=youtu.be



**Day 2 Forests of southern Constantza and northern Dobrich:** Constanța – Băneasa, Pădurea Canaraua Fetii, Pădurea Dumbrăveni, Pădurea Hagieni Mangalia, Pădurea Comorova



### **CANARAUA FETII FOREST**

Canaraua Fetii natural reserve is located in the southwestern part of Dobrogea, near the Romanian-Bulgarian border, in the form of a shallow depression corridor, a dry valley bordered by quiet hills with several limestone walls characteristic of the Canary Islands, interesting geomorphological landscape and extraordinary biodiversity.

About 100 km from Constanța, near the city of Băneasa you can find an area that will make you think of the mountains and will surely make you feel like a trip through nature. The protected area Canaraua Fetii, because we are talking about this area, is enchanting both by the rather varied biodiversity for Dobrogea, and by the relief forms sculpted by time for the pleasure of those who watch.

But beyond that, that "unique" element of the area is given by the legends, stories and happenings that surround the place in a mystical and mysterious air. The route can be covered in about 2 hours, but they fly by without realizing it, while the beauty of the places invites you to look, sometimes on one side and on the other.

Legend has it that in this place, the Romanians in the area hid their daughters in the caves of the Canary Islands, for fear of the Turks. The story goes that the Turks eventually discovered the hiding places and several girls jumped off the rocks, paying with their lives for the honor they kept unblemished. Since then, the place has been called Canaraua Fetii. The name was then taken over by the whole valley. What the villagers did not know was that in Canaraua Fetii there had been a monastery in the past, from the 4th to the 6th century and from the 9th to the 10th century.

All this was to be discovered much later, in 1981, when a peasant from Cerchezu commune called the authorities and historians from Constanța to investigate some rooms dug



A joint opened window to the universe mysteries Strategy for Valuation of the Natural and Cultural Heritage of the Dobrich-Constanța region

in the shell limestone wall in the hills in the area. The peasant had seen them by chance, because a piece of rock had collapsed and revealed the places.



**CANARAUA FETII FOREST NATURAL RESERVATION** is located in the South Dobrogea Plateau, within the territorial radius of Băneasa, towards its border with Lipnița commune, southwest of the county Constanta.

The site has been declared a special avifauna protection area due to the presence of the 34 species of birds of community interest, half of which are day-catching species. If we add to these the six species that are not listed in Annex 1 of the European Directive, we reach an impressive number of species (21), which make this site a focal point in the conservation of diurnal predators. A large number of pairs of wasp, small eagle, snake, small screaming eagle, short-legged hawk and large mouse nest in the forest on the site, but the large number of them during the passage is remarkable

To the species listed above are added the white-tailed eagle, the osprey, the evening vulture, the little falcon, the bald eagle, the great spotted eagle and four species of herons. The site is among the few in the country where the eagle is also reported, up to three specimens of this species being seen in search of food. The site is also located on the migration corridors of the white stork and the black stork. Overall, the site is used in the spring or autumn passage by 50 migratory species.

Canaraua Fetei Forest, which is part of the site, is home to important populations of hundreds of woodpeckers, gray woodpeckers, black woodpeckers, black-fronted woodpeckers, oak woodpeckers, garden squirrels and corn pigeons, the latter having excellent condition. The meadows on the site are important for the conservation of the red grouse, the woodpecker and the woodpeckers.

From a geomorphological point of view, the site falls within the Negru-Vodă Plateau, having a karstic relief. Canaraua Fetii Valley has limestone walls up to 40 m high, furrowed by cracks, niches, caves or even caves, all formed by the differentiated dissolution of limestone layers by groundwater or seawater in the geological past of the area. These karst formations are a refuge and nesting place for a pair of owls, a resident species of night predators on this site.

Because it is a karst area, the surface waters are missing, characteristic in the site being the presence of dry valleys, the so-called derels or canaries. In addition to the open limestones, the site also has chestnut soils on which is installed a typical forest vegetation of



xerophilous forest consisting of sky, oak, linden and several species of maples, having in the grassy layer specimens of Romanian peony.

In these trees, several pairs of wasp (4-5), snake (2-3), little screaming eagle (1-3), little eagle (4-6), short-legged hawk (8-10) install their nests. and large mice (4-6), which feed on the richness of the site's birds and many species of small and medium-sized mammals. This whole layer of trees is also used by the four species of woodpeckers of community interest of the site (black woodpecker, black woodpecker, oak woodpecker and garden woodpecker).

In the hollow trees at the edge of the forest or in those that have old woodpecker nests, the chicks grow their 80-120 pairs of woodpeckers, and on the soil of the forest camouflage their nests of nightingale pairs (50-60 pairs). In the second layer of trees or shrubs, consisting mainly of sub-Mediterranean species such as Turkish cherry, mojdrean, hornbeam, scumpia, dwarf almond, straw or rabbit bone, shelter and nest the stork. forest, black-fronted lizard and garden press. The reddish lizard collects from its open habitats covered with grassy vegetation of primary petrophilic steppe or from areas with visible limestone favorite food that consists of insects and small reptiles such as leaf lizard, field lizard, steppe lizard or wall lizard the forest lizard.

The 400-500 pairs of this species nest preferentially in the pigeon, rosehip or hawthorn bushes, habitats that are also preferred by the 100-200 pairs of corn pigeon. The meadows in the site present, in addition to the typical steppe species (pyrethrum, black broom, nargara, colilia or fescue) and several rare species of plants such as the yellow sânziana, the berry, the inisorul, the centaurea, the Cossacks, the wild carnation, the five-toed, the small thyme or parechernita, all being part of the preferred habitat for feeding and reproduction of many pairs of Bărăgan storks (200-300), flock storks (80-150) and field strips (200-300).

The temperate-continental climate is attenuated by the influence of the Black Sea, the Delta and the Danube meadow, which determines that the autumns are long and warm, and the winters are less harsh in the area of the site compared to those in the Romanian Plain. These climatic characteristics ensure good conditions for the passage of several birds, of which there are 21 species of diurnal predators, for which the migration roads are tight as in a glass neck in this part of the country represented by Dobrogea.

A large number of pairs of wasps, serpents, lesser spotted eagles, little eagles, shortlegged hawks and large mice nest right in the forest on the site, but the increase in the number of specimens of these species during the passage is remarkable. To the species listed above are added the white-tailed eagle, the osprey, the evening vulture, the little falcon, the field eagle, the great spotted eagle and four species of herons (game, gray, white and reed). Of note are the 500-600 specimens of wasp and the 600-800 specimens of Lesser Spotted Eagle that migrate annually through the site.

All this makes the site one of the focal points for the conservation of birds of prey. It is also on the migration route of the white stork and the black stork, hundreds and even thousands of specimens of these two species being seen during the passages.

Up to three specimens of eagles (the smallest eagle in Europe) have been reported on the site, but these are only erratic specimens in search of food, most likely coming from Bulgaria, where they also nest.

The remarkable value of the site is complemented by the presence of rare species of flowers characteristic of the Ponto-Caspian region and the Macaroni-Mediterranean region,


but also of sub-Mediterranean, Balkan and Pontic species of invertebrates, amphibians, reptiles and mammals, many species of Community conservation interest.

#### DUMBRĂVENI FOREST NATURAL RESERVE

Located south of Şipote village and northwest of Dumbrăveni village, this reservation is a mixed, botanical and zoological one, which shelters an important species protected from birds, reptiles, mammals and plants. Also, the reservation is characterized by a calcareous relief, on which develops a vegetation with rare sub-Mediterranean elements. Also there are two protected natural areas: the limestone walls from Petroşani and the fossil place Credința.

Legend has it that a beautiful Romanian woman named Furnica lived there, whose desire was to roam the forest day and night. Because she had no children, she resigned herself to planting trees. One day, the place was invaded by the Tartars, who mocked and killed her. Soon, nature took revenge, and the Tartar camp perished in a relentless storm, in which mud, branches, and stones shattered the Tartars, burying them in the depths. Water came over, and the river of blood shaped the serpentine keys. In her memory, the locals founded the village of Furnica. It is said that her ghost still haunts these places, especially at dusk, protecting the forest.

Among the emblematic species of the area is the one that bears the name of the reservation, **Dumbrăveanca**. This rare bird, as if detached from the most beautiful fairy tales, lives in open areas, with large, scaly trees, where it nests. The plumage in shades of blue and brown gives it a look like a mystical creature, coming from another world, one of stories. Dumbrăveanca is easily recognizable during the day, due to its cries: "beak-beak" and "rrac-rrac", but also due to the fast flight, with vigorous flapping of the wings. It feeds on insects, amoebas, small reptiles and during migration can also eat vegetables, especially fruits.

Another protected species that has its place in the Dumbrăveni Forest is representative of the entire region, as the name **Dobrogean Dragon** calls it.

Unlike those monsters with many heads that we find in fairy tales with brave princes, the Dobrogean Dragon or the Four-striped Snake, as it is also known, is one of the largest reptiles to be found in our country. It can reach a length of up to two and a half meters. He is a



good climber who does not move too fast. It feeds on rodents, birds and some lizards, which it hunts and then kills by coiling. It bites very rarely, usually when caught.

In addition to these important protected animal species representative of the Dumbrăveni Forest, there are many others, among which we list: the Horned Viper, the Spotted Ferret and the Dobrogean Grivan. Also, here we find a lot of special plants such as: sky forests, misty oak, fluffy oak, hornbeam or candle.

#### HAGIENI FOREST



Located on the left side of the Mangalia-Albești road, Hagieni Forest is one of the most valuable parts of Dobrogea's natural heritage. The reserve amazes with the diversity of the landscape, so different from the coastal one just a few kilometers away and the wildlife rarities that have found refuge in this island of surrounding vegetation. now of agricultural crops. Here we can find ponds with aquatic and marsh vegetation, stony steppes in full sun, limestone coasts and ravines, clumps of thorny shrubs, clearings with steppe vegetation and shady forests of different species, predominant being a sub-Mediterranean natural forest.

The relief is fragmented, consisting of calcareous plateaus and deep valleys, sometimes with water, more or less stagnant. The substrate is represented by Sarmatian limestones. The climate is continental, with some influences from the Black Sea and sub-Mediterranean.

The Hagieni forest appears as an island of thermophilic trees in the Dobrogea steppe. It has a special scientific importance, due to its geographical position at the intersection of the Pontic, Balkan, Mediterranean, Central European, Aralo-Caspian and Illyrian-Moesian flower migration routes, which determined a mixture of numerous and varied floristic elements. The site is home to over 800 plant taxa and important animal species (birds, reptiles and invertebrates), many of them protected nationally and internationally. The unique landscape is also personalized through the Mediterranean bushes called siblyak / şibleac.

If at the beginning of March the Hagieni Forest is full of snowdrops, toads, embers and axes, in April the peonies are the ones that color the reservation. Hagieni Forest has two routes for tourists. The first route is to the Panoiu area, and the second route, which passes through the center of the reservation is called the Cazane area. There are the hornbeam and oak forests. It is called that, because on those lands there are three deeper pits, which look like boilers. In addition to the oaks we all know, there also grows fluffy oak.



The Hagieni Forest Nature Reserve is home to several species that are not found in other parts of the country. The most representative are the hornbeam, straw, expensive, jasmine and plum forests. However, there are also rare animal species that find refuge in Hagieni, including the Dobrogean tortoise, the Dobrogean horned viper, the lizard and the evil snake.

The reserve is also home to wild pigs, pheasants, deer, foxes, jackals, rabbits and many other species of animals and birds. Many are afraid to walk through the forest, so as not to meet wild animals and not be bitten by snakes. The enormous ivy carpets that cover the ground and the trunks of the trees, the lilac and hawthorn flowers, the peonies and many other variously colored plants, all represent during this period a delight for nature lovers who visit the Hagieni Forest.

In the Hagieni reservation is not allowed to make grills nor the flowers are to be picked. However, a picnic can be organized on one of the green grass carpets, a good opportunity to rest after a long journey, to listen to the birds and to admire nature

#### **COMOROVA FOREST**

The uniqueness of the forest is given by its history but also by the mix of flora and fauna. This makes it unique both on the coast and in Romania.

At the end of the 19th century, there was a hamlet of the same name in the area of today's Comorova Forest. Its population consisted of 4 families, counting 14 souls, Turkish and Bulgarian fishermen. Lake Comorova had an area of 60 ha and was covered with reeds. Between 1903 and 1906, more than 5 ha of land were sown in Comorova with more than one million acacia, gladiolus, ash, mulberry, apricot, chestnut, plum, vinegar and oak seedlings.

Over 100 years ago, a cluster of mist oaks planted in the early twentieth century - about 60 specimens on an area of 1.2 ha, at different ages and sizes - was declared a nature reserve and protected by law.

This species of oak of Balkan-Caucasian-Pontic origin belongs to the old tree flora, from the Tertiary-Pliocene period. It penetrated from the eastern Mediterranean along the outer Carpathian area, along with the fluffy oak, sky and garrison, becoming part of today's forest-steppe forests. The forest was spontaneously populated with red goats and deer, hens and roosters, foxes, rabbits, hawks and other animals.





Currently, Comorova Forest hides an enviable fauna and is the favorite camping place for locals and tourists. In the middle of the lush vegetation, luxury villas have been built in recent years, surrounded by fir trees. Their coolness, the specific smell of the coniferous forests makes you think of the mountains, but only 4 km away you have a hot beach, Neptun Beach.

#### **Day 3 Forests of Dobrich**



https://earth.google.com/web/data=Mj8KPQo7CiExdng2bE9xS3N3dkZGYjlsNkJXZEc5RjYzNV81blY0aFUSF goUMDkyOTc4REM3ODEyRUIwMTQyRDc



#### **6.STAKEHOLDERS**

(From the technical specification - to indicate the public and private entities that have the necessary legal authority and competence to implement the strategic proposals)

# A) Constanta

**B)** Dobrich

Stakeholders have an important role to play in implementing the Strategy for capitalizing on natural and human resources because the development and affirmation of tourist routes is possible only by creating an active interaction between them. Three main sectors (public, private and non-governmental) need to combine their efforts and skills to achieve effective and sustainable results.

The objective of mutual interest is the development of the tourism sector, the conservation and sustainable development of the cultural and historical heritage of the crossborder region with special emphasis - the Roman heritage and the creation of conditions for the development of the local and regional economy.

#### **Relationship development**

The key to sustainable development should be relationship development. If they do not have a strong network of relationships, especially weak organizations or even individuals - those who own assets - can hardly achieve anything significant in the environment from which they come. The relationships that such an organization has to develop are very complex and target different segments of its audience: actors, beneficiaries and potential partners / partners.

Developing relationships with long-term impact is difficult to achieve. Today, the Internet offers many ways to do this in a less expensive way, but since we are talking about relatively small regions and in this context personal relationships are important, we also recommend traditional approaches, even if attracting actors in the traditional way is expensive.

In the first scenario, the key activities are participation in joint events and international fairs and the provision of tools and expertise for the process. At regional level, each territorial marketing strategy will aim at this objective through personalized activities.

#### Attracting investment

This project does not in any way limit the types of investments for heritage assets. On the contrary, it must ensure that it provides an appropriate framework for any proposal that will lead to local development.



The investors that can be targeted by the territorial marketing strategy are extremely diverse. There is a general typology of individuals and organizations that might be interested in heritage-based projects, but the actual list corresponding to each region / customized strategy depends on the specific regional conditions.

In this regard, the key tools for identifying them are the profile of the region, SWOT analyzes, stakeholder analysis as well as market analysis.

#### **Investor segmentation:**

A. *individuals* interested in heritage for personal reasons (the desire to live in a heritage house would be the most common reason, but the motivation behind this desire may vary)

B. *groups of individuals* - local community / communities Although groups of people (not part of the same family) are rarely agents as such, some examples can be found when individuals associate informally to use the heritage, after having previously invested. But in most cases, groups of individuals are officially organized into NGOs. Even in the first mentioned case, when groups of people act without being officially organized, in many cases the development of projects leads to a later organization as an NGO or even as a company (social entrepreneurship or company).

C. *organizations* - these will be the main targets of any heritage project. Their typology is extremely diverse in terms of property type, form of association, size or objectives. We will not consider segmenting this group of investors only by the legal status of the private / public organization, although this influences its behavior.

C1. **Public administration**, these organizations are interested in heritage-based projects either as property owners / administrators or service providers. In general, the public administration is in favor of better heritage management, both for cultural / image reasons and for economic reasons. As a result, they will support such initiatives when taking into account regulations and administrative formalities.

C2. **Regional / national and international educational and research organizations.** They can be involved in various stages of renovation and can make an important contribution to these processes. However, their involvement will be mainly through physical work and intellectual services, but not through financial support.

C3. **NGOs**, their variety is extreme, but given the context, the main target is cultural NGOs, whether local, national or international.

Other NGOs relevant for the development / reuse of cultural heritage are the educational and social ones (which could be interested, for example, in the creative use of heritage and its positioning to better target its beneficiaries and achieve their mission), community associations and even professional associations.

However, even if, in theory, NGOs are increasingly important and influential in contemporary society, none of the partners identifies key local NGOs.



C4. **Professional associations** are organized as NGOs, but as they have a very specific profile and stand out in terms of mission and interests towards development projects, they must be considered separately. The relevant professional organizations for CULTEMA are those of architects or specialists in the cultural fields (history, archeology, museum, conservation and the like).

In the case of Bulgaria, Greece and Italy, the partners identified some professional associations as actors (but only in the case of Greece were they considered as key actors: the Nafpaktia Architects Association and the Nafpaktia Association of Civil Engineers).

C5. **Social enterprises,** this is an emerging group of companies that can be involved in heritage-based projects for the same reasons as social NGOs. They can be even more dynamic and determined than other partners. However, the partners, in the analysis of the actors, did not identify any social enterprise in their regions.

C6. **Companies**, the reasons for their involvement are extremely diverse, starting with real estate, continuing with the use of assets in a narrower perspective such as offices, to very complex approaches.

The fields of involvement are also very wide: tourism, services, architecture and construction, real estate, research, marketing and advertising, festivals and others. Companies such as guesthouses and travel agencies, infrastructure developers and service providers are most often mentioned.

### 7. STRATEGIC PART:

#### 7.1. Measures for restoring routes / sites and integrating them into tourist chains.

(From the technical specification - measures related to the restoration and conservation of sites intended for the effective conservation and restoration of the identified cultural and natural heritage, with a wider application for each interested party)

#### A) Constanta

#### Visiting the tourist route

The data show that among the reasons most often as underlying the dissatisfaction of tourists are: poor condition of access roads; absence of qualified staff for tourist assistance and guidance/interpretation; insufficient arrangement of archaeological sites for tourist traffic; insufficient knowledge of the historical context by visitors; absence of documentary and information materials.



It is noted that most of the reasons set out above (absence of qualified staff, insufficient arrangement of archaeological sites, lack of information materials) are related to the way attractions are arranged and managed by entities that own or manage them (local public authorities, cultural institutions, etc.) and which are implicitly directly responsible for their capitalization through tourism.

Another cause of dissatisfaction is due to the access infrastructure, which is, in the vast majority of cases, the responsibility of central or local public authorities.

The current situation of capitalization through tourism of anthropic and natural objectives could be improved through a series of specific measures, such as:

➤ Improving the existing infrastructure, by arranging parking lots, toilets, access roads, information points / centers;

Information / awareness campaigns on natural or anthropogenic objectives;

 $\succ$  Attracting and providing qualified staff for tourist assistance, guidance services and cultural interpretation; • Signaling and marking the objectives, by installing road signs and information panels;

Providing facilities for public catering;

> Arranging spaces for organizing events (eg film screenings, theater performances and historical reconstruction, summer schools, workshops, etc.);

> Organizing thematic cultural events, especially festivals of historical reconstruction. A determining factor for increasing visitor rates is the experience that maintains a high level of satisfaction among tourists. Cultural and historical sites are mainly visited by tourists looking for authenticity, new knowledge and impressions and a memorable experience.

Accommodation in the area of the route

The availability of adequate accommodation both in terms of quantity and quality is a key element in the development of tourism. Through them takes place the connection between tourist resources and their users - tourists.

It is necessary to increase the occupancy of the accommodation. Some of the nearby locations have accommodation, but they represent a segment of the gray sector, do not have an official category and are not registered in the National Tourism Register. They give tourists false information about the category, often do not prepare accommodation invoices, etc. One way to improve the use of the available accommodation base is to attract owners as partners in creating and developing a new tourism product.

#### **Providing information**

The information infrastructure plays an important role in the development of an archaeological site as a tourist site. It is important for the proper exposure and understanding of archaeological sites to provide easily accessible information about them.



The research of the heritage sites in the Bulgarian-Romanian cross-border region highlighted the lack of information of most sites and this is perfectly understandable, because at present they are not developed as tourist products.

**The information infrastructure** in the cross-border region depends directly on the functional understanding of the archaeological heritage site in the cultural tourism system. Therefore, it is well developed mainly in cities with historical museums.

The information infrastructure is well developed, especially in cities with historical museums. A significant disadvantage of information panels is that their information is only in Bulgarian / Romanian, which ignores their use by foreign tourists as an information channel.

In most cases they are compromised (blurred, rusty, broken), creating the unpleasant sensation of visitors. Tourist information centers are the main starting point for most visitors.

Even in Constanța County, where the number of tourist information centers has increased, the offer of information services is much undersized. Thus, the city of Constanța, which concentrates almost half of the sites and museums representative of the cultural heritage, does not have any center accredited by the Ministry of Tourism. In fact, the municipality of Mangalia is in the same situation.

Near the objects located in the urban environment there are other types of museums, galleries, cultural institutions that contribute not only to the general development of tourism, but also serve as an effective communication channel to raise awareness of nearby heritage sites. .

For active tourist sites, promotional materials (brochures, flyers, etc.) are published, some of the sites being also included in advertising and information materials at national level.

#### Service facilities - parking spaces:

**Parking spaces**: Available in a small part of the sites, built to provide tourist flows. For locations located in cities there is the possibility to park on the nearby streets.

Shopping centers: available for objects located in urban areas.

Food places: Tourist facilities located in cities are best provided.

Attractions (indoors and outdoors): In the immediate vicinity of objects or objects located in the urban environment there are various events in the cultural calendar of municipalities, there is the possibility of recreation in a park environment. Objects outside the urban area, adjacent attractions are related to natural heritage.

**Toilets:** public toilets are used for objects located in the city, which are extremely insufficient to satisfy tourist flows. The general finding is that, if they are available, they are in a very poor condition, the necessary hygiene is not maintained and leaves one of the most unpleasant sensations of visiting tourists. It is common practice to use toilets at petrol stations that are a considerable distance from the objectives.

#### **B)** Dobrich



#### 7.2. Measures to promote routes / sites and their integration in tourist chains.

(From the technical specification - Measures related to the promotion of natural and cultural heritage will identify current ways to promote this heritage to attract more tourists, using modern technologies and tourism trends, oriented towards a more interactive and dynamic link between tourist and tourist destination. The indication of the best promotion channels depends on the target group that may be interested in the route / object in question).

#### **Marketing mix - strategies**

The marketing mix is a powerful tool for managing certain elements of the tourist system plan of a tourist destination. This mix analyzes everything that the destination offers and is the basis for creating the marketing plan.

The marketing mix contains 4 key elements: 1. The product; 2. Price 3. Place; 4. Advertising, to which the marketing activity should be oriented by combining them as a whole, in order to achieve the objectives set in the strategic part.



Previewing the marketing mix



#### Competitive advantages of the tourist product

Opportunity to integrate with other types of tourism .The cross-border region Romania - Bulgaria is characterized by a rich tourist potential. Despite its poor economic development and its unrecognizability as a tourist destination for both foreign and local tourists, the various natural and human resources are a prerequisite for promoting the region and developing tourism throughout the year.

#### **Cheap destination**

Although not only tourist products from the Bulgarian part of the cross-border region, but also throughout Bulgaria are defined as "cheap" and the country has the image of a cheap destination, we believe that with the positioning of the new tourist product related to the Roman heritage there are circumstances objectives to change the existing attitude at the level of the Romania-Bulgaria cross-border region.

The expert position is presented in the following paragraphs The competitive advantages associated with the marketing mix are also addressed in terms of product, price, location and advertising.

#### The product

An important competitive advantage of the created product is the possibility of its segmentation: the construction of sub-routes at regional / county level; at cross-border level, by connecting two or more municipalities, either on the Bulgarian, Romanian or Bulgarian-Romanian side; at object level: basic only; primary and secondary etc.

On the other hand, the product has the ability to maintain and display the different types of relationships between the different elements that reflect the importance of cultural value: tangible and intangible traces; cultural (anthropic) and natural landmarks; elements of different periods, etc.

This versatility in the design of by-products offers a high degree of product positioning and ensures the freedom of choice between different types of tourists.

#### Price

A competitive advantage of the tourism product is the ability to apply flexible mechanisms in price formation, which depends on many factors. Due to the need to enter the tourist market of the innovative common tourist product (Bulgarian-Romanian), the most successful is the "price-penetration" strategy.

This allows the implementation of a dynamic model with segmentation of types of tourists by categories, depending on the volume and quality of services used.



#### Location

A strong competitive advantage of the tourist product is its location which offers the possibility to establish one of the new models of tourist trips: cruises.

Cruises have an increasing impact on tourist travel and are becoming the most widely used type of tourism. Apart from the accessibility of the river, the route has the competitive advantage of generating added value for the tourist.

This is reflected in the additional services on the shore: sites with high cultural and historical value, intangible heritage, visits to ancient festivals, shows and much more.

#### Advertising

The advantage of the product is the ability to apply a wide range of marketing techniques, and advertising tools represent its public position.

The existing popularity of some of the objects contributes to the recognition of the route, but the specificity is its publicity as a system of cultural and historical sites of the Romanian heritage that forms the Roman border, which falls within the cross-border region of Romania - Bulgaria.

Advertising must be adapted to the specifics of the types of tourists, on the one hand, their profile (foreign and domestic tourists, information, age), etc.

#### **Product strategy**

From a marketing point of view, the product is, above all, "intangible". The difference between the two resources of comparable quality are the "intangible" aspects that give uniqueness and competitiveness. In this sense, the main products offered by tourism are a specific experience and hospitality.

The integrated tourism product has the competitive advantage of creating several combinations of options and the ability to form tourism by-products at different levels. This flexibility in the design of by-products offers a high degree of product positioning. The emphasis is on diversity, the quality of individual objects and components, the connections between them, their global promotion as an integrated tourist product or individual local tourist routes.

The proposed routes are considered separate tourist products and possibilities for their development and validation are proposed.

The product strategy aims to create a consistent image by creating a unique product identity (brand); cultural calendar (event) and the development of tourist products to improve the tourist experience by developing tourist attractions related to Roman heritage and promoting product development and enrichment of the product range, including the development of by-products.

#### Creating a unique visual identity of the developed tourism product (brand)

In order to build the image of the tourist product, it is necessary to develop a unique visual identity based on the project theme.



Strategy for Valuation of the Natural and Cultural Heritage of the Dobrich-Constanța region

#### **Graphic elements**

Additional graphic elements (tones in tone patterns) and full color models can be used decoratively anywhere if the application of the image (photo) is unjustified (for technical or logical reasons). Graphics should only use color codes to ensure a strong visual presence.

#### Icons

It is recommended to use icons when developing promotional materials. Thus, through the language of the signs that present the main characteristics recognized in schematic form, a better reading of the materials and an easier orientation of the user will be obtained.

#### The style of photography

Art photography is fundamental in the production of advertising and information materials. It is necessary to provide quality photos.

#### Music

The music used in brand communication must have a sense of personal adventure. As a next step, a basic "musical phrase" of the route can be created to be performed in various communication campaigns.

#### Basic instructions for developing a product brand

The brand creates a clear identity, an attractive, authentic look. It is a promise, a request for something of value, memorable, recognized, distinct from others. The development of the brand is not the subject of this contract, but the main guidelines for its development are presented in this document.

In order to constantly communicate the image of the tourist product, it is necessary to develop a unique visual identity based on the project theme (natural and anthropic heritage).

To this end, it is necessary to take the following actions for visual identity:

> Development of a visual identity guide, briefly presenting the basic rules for the use of visual signatures (dimensions, fonts, page layouts);

> Affirmation of the own trademark of the routes.

This will contribute to the comprehensive management of tourist routes in order to achieve a higher market value and maintain a high level of competitiveness.

The brand has a strong influence on consumers and reflects what we create as an image. In order to achieve an effective interaction, in addition to the regional cultural and historical characteristics, the political and economic characteristics of the region must be taken into account.

When developing a regional brand based on tourist resources in the cross-border region Bulgaria - Romania, work should be done on identifying names, terms, trademarks, symbols, patterns or in combination, which are intended to be recognized and distinct from those of others. countries.



It is necessary to define the name exactly in view of its future development. The specificity of the development of a brand that includes parts of two countries united in a cross-border region should be strongly market-oriented and consumer-oriented.

#### Developing a common calendar of events

Creating a cultural calendar (event) will improve the opportunity to inform future stakeholders and target groups about future events related to the tourist route.

In order to ensure the inclusion of events that would be of interest from the point of view of tourists and that will contribute to the image of the tourism product, criteria for their inclusion should be developed.

The application of the criteria will prevent the mechanical reflection of any events organized by the municipalities. Events organized by private service providers thematically related to the product can also be promoted in the calendar. The calendar of events will include at least the following elements: the name of the event and its theme; date of organization and location; the program of the event; main elements of attraction (eg parades, fighting demonstrations, etc.); organizers and contacts.

#### Development of tourist attractions related to the natural and anthropic heritage

Tourist attractions for the purposes of this strategy are divided into two categories: cultural events and ancient festivals. They "give life" to the destinations, enrich the tourist offer and diversify it, highlighting the heritage objectives and giving them authenticity. At present, the offer of events in the Romanian part of the Romania-Bulgaria border region is relatively modest. Cultural events can be: film festivals; theatrical performances; outdoor opera; educational events organized by local cultural institutions for children and young people; exhibitions; pleiners and more.

The development of innovative cultural events is planned. It is necessary to organize cultural events on the theme of natural and anthropic heritage. To support the development of festivals, forms can be organized to support the creation and development of groups for historical restorations.

The organization of historical reconstruction events is directly dependent on the existence of groups / formations of historical reconstruction, which can be formed by volunteers (eg pupils or students, members of cultural associations), amateurs or even professional actors. The advantages of setting up permanent historical reconstruction groups (active and outside festival periods) include: the possibility of involving group members in events other than local festivals and events, such as tourism fairs, openings, book fairs, etc., throughout duration of the year; the possibility of organizing competitions between historical reconstruction groups in the cities of the region or in events organized in other regions of the country or even abroad.

Organizations implementing the strategy can provide an exchange of good practices and an exchange of experience.



#### Product development and enrichment of the product range

The product has the ability to maintain and display the different types of relationships between the different elements that reflect the importance of cultural value: tangible and intangible traces; cultural (anthropic) and natural landmarks; elements of different periods, etc. This versatility in the design of by-products offers a high degree of product positioning and ensures the freedom of choice between different types of tourists.

# Use and capitalization of the resources available in the region: natural and anthropic heritage

The cross-border region Romania - Bulgaria is characterized by a rich tourist potential. Despite its weak economic development and its non-recognition as a tourist destination for both foreign and local tourists, the various natural and human resources are a prerequisite for promoting the region and developing tourism throughout the year.

The common natural and anthropic tourist product, to be formed by the by-products in the field of cultural tourism, especially of the anthropic patrimony with the importance of supporting the pilgrimage tourism, the rural tourism, the festivals and events, the business tourism.

Each of the by-products is built on a specific resource and includes specific objects, attractions, services and animation, and at the same time develops in the context of the rest - in a territorial, resource and functional way, having a role of diversification by providing services and additional attractions.

In order to enrich the product range, it is necessary to create cycling routes and to develop infrastructure and bicycle services. Satisfying this need requires the realization of projects related to the study of possible bicycle routes; building infrastructure and putting road markings; development of cycling services, etc.

In this context, the development of the infrastructure for cycling tourism involves the implementation of measures such as:

 $\checkmark$  Identification of routes suitable for cycling tourism (to optimize investments, you can use existing forest roads, hiking routes, etc.). The aim will be to connect, through cycling routes, some patrimonial objectives located at relatively short distances, as well as the connection of some urban communities, which have patrimonial resources, but which are characterized by a relatively low degree of development of activities. of tourism;

 $\checkmark$  Realization of arrangements for ensuring the safety of cyclists, especially on the slopes with unevenness or on sloping slopes, by laying stone embankment, settlement operations, etc;



 $\checkmark$  Signaling the cycle tourist routes along their entire length, by mounting signs, information panels and marking with colors and specific symbols of some landmarks (eg trees, bollards);

 $\checkmark$  Arrangement of bicycle rental points, repair shops and racks equipped with safety devices, by launching by local public authorities solutions contests, calls for project ideas and microgranules for authorized protected units and social enterprises;

 $\checkmark$  Creation of cycle tourism maps, available both in printed format, at tourist information points and bicycle parking lots on the routes, and in electronic format, in the form of applications for mobile devices;

 $\checkmark$  Organizing, with the support of local non-governmental organizations, with activity in the field of ecotourism, outdoor adventure sports, ecology, non-formal education, bicycle tours for communities of young people, pupils, students, in order to raise awareness with on the cultural heritage of the region.

In the long run, the cycling tourism infrastructure can also support the development of specific tourism infrastructure, by stimulating the development of small accommodation structures, food units, artisanal production workshops.

Moreover, the routes can be the basis for organizing a variety of cultural and sporting events, involving local stakeholders and laying the groundwork for establishing collaborative relationships between them.

Part of the anthropic tourist product are wines and culinary tourism. In recent years, the region has become an attractive destination for wine tourism - not only due to the tradition of winemaking and wine culture, but also due to the many successful cellars, some of which are already successful tourist attractions.

Culinary tourism is a growing phenomenon that has been developing in the last two decades as a tourist product. Almost 1/3 of the cost of tourists is for food.

The valorization of culinary traditions and wine tourism through tourism involves a series of efforts both by local public administrations and by the non-governmental sector and economic operators.

In this context, the following can be considered:

Inventory of dishes and recipes specific to Roman cuisine, which are still kept in the local cuisine or which can be revitalized with local ingredients; Identification of economic operators (agrotourism pensions, restaurants, organizers of gastronomic events) to introduce the inventoried dishes in their offer;

Organizing gastronomic or wine-viticultural events, capitalizing on both the local landscape and the intangible heritage of the area; Organizing gastronomic or wine competitions between local producers in the area of the Romania-Bulgaria border region.

An important element of product enrichment are the individual product lines of local producers of souvenirs, food, etc., and project partners can support their development process.



#### **Price strategy**

For the development of the tourist product a very important choice is the price strategy. The routes are in the less developed economic regions, both in Bulgaria and in Romania, the most successful pricing strategy is price-penetration on the target markets. Through this, the tourist destination offers lower prices to the target markets than most competitors, thus attracting more and more tourists who contribute to the popularity and image of the destination and bring money into the economy.

Price is the only element of the marketing mix that makes a profit while all the other elements spend. The price is also one of the most flexible elements of this mix because it can be changed quickly, as opposed to product features or obligations to distribution channels.

#### Tariffing in the tourist destination

Tariffing the destination and identifying the different elements of the local tourist product is a complex process. Travel companies tend to have combinations of prices and policies.

Tariffing the destination and identifying the different elements of the local tourist product is a complex process. Travel companies tend to have combinations of prices and policies. Although the implementation of pricing policies is extremely difficult, destination managers need to form partnerships with tourism businesses and inform them about the importance of maintaining a relatively standardized pricing structure and policy. In many leisure venues, tour operators also play a crucial role in determining the price consumers pay for local products.

This has significant consequences for destinations that depend on tour operators for their customers, especially for destinations with an excessive source of facilities. The higher the cost of local tourists, the better it is for destinations, as it increases the profitability of local businesses and increases economic benefits.

Consumers take into account the total travel costs, before, during and after their visit. Destinations can only charge premium rates if they offer a unique experience. It is important for consumers to perceive prices as fair and in good value for money because frustration harms the competitiveness of the destination.

#### **Pricing model**

According to the life cycle of the tourism product, the calendar of the marketing strategy will coincide with three phases: "Introduction", "Development", "Maturity".



In the "Introduction" phase, the number of tourists is small and prices must be set with a serious discount to attract visitors and create interest in the destination. The challenge is to convince service providers to rely on very low returns for the start-up period, and the return on investment will take place in the next stages. Accommodation capacity is very low, employment rate is low. The image and attractions are unsatisfactory.

Tabel no 4

Tourist type	Tourist type	Basic package
Ecotourism	Tourist type ,,A"	Basic package -50% discount
	Tourist type "B"	Basic package -20% discount
	Tourist type "C"	Basic package - $10\%$ discount
	Tourist type "D"	Basic package - $20\%$
Urban tourism	Tourist type "B"	Basic package -10% discount
	Tourist type "C"	Basic package
	Tourist type "A"	Basic package -30% discount
Cultural and historical		
tourism	Tourist type "B"	Basic package -20% discount
	Tourist type "C"	Basic package
	Tourist type ,,,D''	Basic package - $10\%$
Rural tourism	Tourist type "B"	Basic package -10% raise
	Tourist type "C"	Basic package

#### Prices in the "Introduction" phase



In the "Growth" phase, the number of tourists is already high, and the prices are high and suitable for special interest. Accommodation capacity is increasing, but still insufficient, the employment rate is very high. The image and attractions are excellent.

Tabel no 5

Prices in the "Grow	vth'' phase			
Tourist type	Tourist type	Basic package		
	Tourist type "A"	Basic package $-10\%$ discount		
Ecotourism	Tourist type " $\mathrm{B}^{\prime\prime}$	Basic package		
	Tourist type "C"	Basic package +20% Raise		
	Tourist type "D"	Basic package		
Urban Tourism	Tourist type "B"	Basic package		
	Tourist type "C"	Basic package +20% Raise		
	Tourist type "A"	Basic package - $10\%$ discount		
Cultural and historica	al			
tourism	Tourist type "B"	Basic package		
	Tourist type "C"	Basic package +20% raise		
	Tourist type "D"	Basic package		
Rural tourism	Tourist type "B"	Basic package -10% discount		
	Tourist type "C"	Basic package		

In the "Maturity" phase (2026-2030 and after) the number of tourists is high, in peak times too high, the prices are high and adequate to the special interest to obtain the necessary profitability from investors.



Accommodation capacity is large and sufficient, occupancy rate is very high. The image and attractions are very good. Price awards are at the expense of higher billing, identifiable by surveys in different segments and by a buffer that increases the price of the components of the non-fixed price package (eg excursions, shows or ancillary services).

Tabel	no	6
Inour	110	<u> </u>

Prices in the "Matu		
Tourist type	Tourist type	Basic package
Riverside and Ecoturism	Tourist type "A"	Basic package
	Tourist type "B"	Basic package +10% raise
	Tourist type "C"	Basic package +20% raise
	Tourist type "D"	Basic package $+10\%$ raise
Urban tourism	Tourist type "B"	Basic package
	Tourist type "C"	Basic package +20% raise
	Tourist type "A"	Basic package
Cultural and historical		
tourism	Tourist type "B"	Basic package +10% raise
	Tourist type "C"	Basic package +20% raise
	Tourist type "D"	Basic package +10% raise
Rural tourism	Tourist type "B"	Basic package
	Tourist type "C"	Basic package +20% raise

Thus, the proposed pricing strategy can be applied to the subsequent preparation of travel packages, for different seasons, with different discounts or preferences to attract customers.



It is especially important to offer a unique experience both for the cultural and historical sites along the route, as well as for the sale of products.

**The advertising strategy** aims at promoting the tourist product by defining the main means of advertising.

#### **Internet Advertising**

The created website of the tourist product has the potential to contribute to the popularization of routes. In the short term, when presenting the tourist route online, it is advisable to use advertising banners in top news, specialized tourist sites, etc., in order to reach a large number of potential users.

When funding is possible and available, Internet search engines should be used. An important part of positioning advertising text links in global Internet search engines, Bulgarian local networks and social networks / media should be done through the product's web address. Attention should be paid to the following Internet search engines:

**GOOGLE** - *the largest search engine in the world.* In Bulgaria, England, Germany and Romania, its usability is 100% of Internet users. There is no other local analogue that can approach 1/3 of the global search engine utility. Any need to satisfy some kind of information reaches her. This makes other search engine analogies not effective enough to cover online audiences in these countries.

**EASYADS** - *Bulgaria's most popular local network*, which is a web-based platform for managing and reporting online advertising campaigns on a network of click-through sites that allows online advertising to be purchased on a large number of websites from Bulgaria.

The platform is a complex technology, developed according to modern standards and performing a precise optimization of the displayed ads. It's a great way to drive traffic to a specific site.

The EasyAds network has over 250 sites, offers over 1 billion ads per month and has over 95% coverage of the Bulgarian internet audience. Ad presence is provided through text links, as well as standard formats, standard banners that rotate randomly across all sites that enter the local network until the required clicks are reached.

#### **Printed advertising materials**

It is advisable to publish advertising materials for local tourists, cruise tourists, bicycle tourists, etc., in which the general concept aims to challenge their interests and provide information that can "inspire" them to make the tourist trip. At the time of developing this strategy, no specific promotional activities are planned, but it is advisable to develop, publish and distribute them where possible.



Particular attention should be paid to the preparatory stage of the creation of printed advertising materials - the provision of artistically designed and animated artistic photographs; developing texts in different languages, depending on the target markets not only to exceed the language limit, but also to emphasize respect for those tourists. Good form is bilingual printed materials - in the language of the country to be visited and the tourist language.

This facilitates communication during the trip. In the case of established lasting partnerships, the possibilities of printed advertising can be requested in information catalogs, professional reference books; transport calendars; cultural event programs.

#### **Outdoor advertising**

Outdoor advertising is very important for interpreting the message of the route - the anthropic and natural heritage, as well as for directing the tourist flow. Through this, the visual elements of the brand can be successfully realized.

Possible forms of outdoor advertising are:

✓ Billboards, signs, street furniture (bus stations, benches, etc.)

✓ Advertising on public transport vehicles;

 $\checkmark$  "Live" advertising - organizing actions or events or demonstrations / flashmobs in lively places on the generating markets;

 $\checkmark$  Outdoor exhibitions (especially during the summer months in crowded places in city centers, etc.)

In the short term, outdoor advertising of the tourist product is mainly applicable on the internal market of the region (Romania, Bulgaria).

#### Participation in international tourism fairs

In order to promote tourist routes, it is necessary to present it at international events and fairs. The opportunity to participate is through:

• National representative stands;

• Information stands. The most realistic in the short term is the organization of participation in TTR - Bucharest (Romania); Holiday & SPA Expo, Sofia; Cultural Tourism - Veliko Tarnovo, Weekend Tourism - Ruse (Bulgaria).

#### **Advertising souvenirs**

Souvenirs could be used in a variety of ways, their main purpose being to provoke a positive emotional response to the product by the recipients. Their main advantage is that they are kept by the recipients, i.e. are a sustainable medium of a creative or image-forming element.

The three main types of souvenirs that are recommended to be made are:



• Cognitive. Their purpose is to associate the regional product with one of the remarkable characteristics - elements of the archeological patrimony, images of the objects, symbols of the natural and anthropic patrimony, etc.

• Standard - magnets, key chains, cups, badges, etc. which satisfy the interest of collectors for tourists and are among the most purchased during tourist visits;

The distribution of souvenirs according to their value and circulation is suitable for tourist fairs, during events as a gift on various occasions, as well as in subsequent communication with guests after their departure.

In order to achieve the objectives of the advertising strategy, it is necessary to plan activities aimed at: organizing and conducting advertising / information / motivation campaigns; application of innovative advertising techniques; organizing demonstration, promotional and exploration trips for stakeholder representatives. It is important to participate in international tourism fairs and exhibitions, as well as in specialized tourism and cultural forums at national, regional and international level.

#### **Communication strategy**

First of all, the communication process is defined as "sharing knowledge about heritage" - an expression of the common European responsibility for preserving it for future generations. It is said that in a globalized market the average person senses the need to discover, touch and try to reach their roots, as well as to deliberately discover the vital cultural environment of others.

This is not a unique desire to accumulate factual knowledge, but to achieve the unique identity of people, as agents of communication and cultural values, reflecting to varying degrees their own history and heritage. As a subject of communication, heritage, in turn, embodies a more open and richer dialogue and more intense cross-border cultural cooperation through interaction.

Secondly, the communication takes place through the distribution channels of the tourist product. The correct choice of distribution channels ensures that the product is successfully positioned on the tourism market.

The distribution of products should contribute to its recognition and validation at national, regional and international level. Therefore, communication is planned to be achieved through two main types of communication channels: information and distribution.

The requirements for the successful implementation of the communication strategy are:

> The information used by the different stakeholders must take into account the credibility of the data about the places included in the route;  $\cdot$  regular presence in the online space (sites, social networks, etc.);



 $\succ$  Establishing effective partnerships with organizations in the field of tourism, tourism operators, tourist information centers, research units, etc., which have the potential to implement communication measures.

Dissemination is an important component of the marketing strategy and includes specific activities, the ultimate goal of which is to selectively create sales networks that provide the best conditions directly or through intermediaries.

Proposed measures to facilitate the distribution of the tourism product include the creation of the necessary infrastructure for communication purposes; creating partnerships with incoming travel agencies and tour operators and, on the other hand, stimulating individual tourism by introducing a subscription / entry permit.

#### **Communication principles**

The communication strategy will be implemented in accordance with the following basic principles:

- Equality ensuring equal access to information for all stakeholders and for all types of tourists.
- Timeliness planning and implementation to meet the identified needs of target groups in a timely manner.
- Adaptability taking into account the particularities of both the target groups and the specific situation in which they are implemented.
- > Partnership open dialogue and interaction with all stakeholders.

#### **Communication tools**

The choice of communication tools and activities in the implementation of the communication strategy is in accordance with:

- the specificity of the message or messages;
- the characteristics of the target group or subset of tourists the recipient of the message as a size, communication channels to reach it;
- possible activities and forms of communication;
- When communicating messages that affect a number of different target groups and subgroups, an integrated communication mix will be used to ensure the efficiency of communication both as activities and forms and as channels.

That is why communication is planned to be achieved through two main types of communication channels: information and distribution. Information communication channels



#### Information communication channels

#### Internet

On-line is the most efficient communication channel both in planning organized and individual visits, with or without the assistance of a tour operator / travel agent, as well as in choosing a tourist destination.

The website and mobile application developed within the project should be used regularly as an effective communication channel by maintaining up-to-date information on site development, future events in the common cultural calendar, etc.

The information through the website is complementary to that on social media channels, which include:

**Twitter** - is used to send a message of up to 140 characters, which can refer to cultural events, new exhibits added to existing collections, projects implemented, changes in the visiting schedule, etc. It is recommended that the message be accompanied by a link to a web page, in which to provide more details about the subject of the message, in the form of written or graphic content.

**Facebook** - is the number 1 social media platform in the world, with over one billion members. Although Facebook was originally created to provide people with a social channel, over time many features have been added to encourage the equal promotion of products / services, businesses / organizations and even tourist destinations.

Facebook provides specific marketing tools, such as Facebook marketing, Facebook advertising, Facebook business, Facebook studio and Facebook studio edge. Facebook also allows users to give grades, depending on the satisfaction resulting from the visiting experience.

This allows tour operators, but also destination management organizations to create an image of the extent to which the tourism product is attractive and meets the needs of the target group.

**YouTube** - is an excellent opportunity to increase the visibility of the product, by publishing promotional videos or even documentaries. It is a very good free advertising tool, which has the potential to attract a large number of internet users in a relatively short time.

**Travel blogs** that have an increasing impact on the consumption of tourist services. By recounting their own travel experiences, bloggers communicate with potential consumers of tourism and heritage in an empathic, personal and credible way. They create a relationship of trust with tourists, to which advertising agencies do not have access in the context of their association with the corporate environment, focused on profit rather than creating social value.

#### Media

**Television and radio**. The use of electronic means is efficient by broadcasting commercials or by presenting the product in thematic shows.



**Printed (specialized) editions.** Among the many top print media available are National Geographic magazine and Traveler Magazine.

**National Geographic Traveler magazine** provides a variety of information for traveling readers and is the preferred source of information on tourist topics among potential tourists. "Traveler Magazine" is a specialized edition that presents the most interesting tourist destinations around the world: from the shores of Great Britain and Europe to the Far East, the exotic climate of Asia.

At this stage, the use of media is not provided due to the high value of using this type of communication channel, but where funding is possible and available, it is good to plan involvement in the implementation of information and promotion campaigns.

#### **Educational organizations**

Putting young people at the center of marketing strategy, as a non-traditional communication channel, can be used secondary and higher education institutions, non-governmental organizations focusing on environmental protection education and cultural heritage, whose target group is students and students. This will facilitate the communication of the messages of the different information campaigns, as well as the faster reaching of the target groups.

#### **Distribution communication channels**

**Tour operators,** travel agencies, travel agencies, travel guides, etc. they have a strong influence on the tourist market. The interest of tour operators aims to expand the possibilities to create competitive packages offering both information on individual resources and services, and the promotion of the tourist area; expanding the circle of potential users of tourist packages by promoting tourist opportunities, respectively provoking interest in traveling in the region.

**Travel agencies**, with their role as intermediaries, can meet their needs both in terms of information and a wider range of services (accommodation, additional services) and packages in the region, both on the basis of advertising for the tourism product to have an extensive circle of motivated travel users. Particular attention should be paid to cruise operators. Their use as a distribution channel is important for the successful positioning and development of the routes in the niches established by them, and the offer of the product will accelerate the entry on the tourist market. Therefore, it is particularly important to promote the tourism product to the representatives of the tourist activity at national, regional and international level and to make a regular communication with them.



#### **Tourist information centers**

Tourist information centers in the cross-border region are connected to a national network and have the function of tourist information services. It is important to establish a partnership with them in order to generate long-term benefits both in terms of the image of the tourism product (through a common promotion that ensures the coherence of the values that define the image) and in exploring the satisfaction of tourists.

In the Bulgarian part of the cross-border region there is a good endowment with tourist information centers. In order to carry out an effective communication campaign, it is important to provide information about the route in order to attract tourists. It is necessary to provide information about the route and the objects to be provided to the representatives of the business environment, tour operators, non-governmental organizations, in order to be used in their activity. It is necessary to create an information infrastructure to promote the objects included in the route (signs, billboards, indicative markings, etc.), as well as to provide information points for the provision of information.

The most important focus is the development of product distribution channels, using distribution capabilities to disseminate information about routes by integrating them into the offer of tour and cruise operators.

Creating partnerships for the implementation of joint initiatives / projects aimed at education, protection of cultural heritage, economic stimulation can contribute to the communication of the product to the internal and external public. In collaboration with stakeholders, it is important to organize discussion events (round tables, focus groups, etc.) for route development.

#### Stakeholder cooperation as a factor in increasing competitiveness

**Increased visibility and market recognition**. The connection between the territorial sphere of the destination and the distance of the generating market is proven, ie the unification of municipalities in a common destination is a precondition for their visibility and recognition on the international market, respectively for attracting more tourists;

Additionality in the tourist offer. In addition to the general offer, each municipality has a certain specificity (or a specific resource) that could complete and diversify the common tourist product. By merging, each municipality uses a certain tourist flow generated by the other municipalities and, at the same time, offers its guests a more complete experience by including services / attractions / resources from other municipalities.

The common tourism product and the implementation of regional marketing and advertising expand the possibilities for tourism development throughout the territory, such as: • enrich the offer in the region with new opportunities;



• creating good conditions for the expansion and development of tourism and the benefits of tourism. The municipalities in the region have a different degree of preparation for the development of the tourist product:

**Differences in the tourist infrastructure**. There are various problems of tourism development, related to tourist resources and their degree of use, deficiencies and peculiarities in the hotel and tourism sector, a place of tourism in municipal economies and a priority as an alternative for future development, and so on

A common vision for building a tourism product can allow common solutions in terms of infrastructure, exposure and capitalization of resources, marketing, human resources.

• **Differences in the tourist product offered**. Municipalities generate a totally different demand and use resources differently. But in the field of cultural tourism they can develop the common tourist product created, which can be combined with resources for cultural-cognitive bypass tours, family leisure in nature, walking, cycling, cruises and event tourism.

• **Degree of recognition** and different target groups. Municipalities demonstrate a different level of recognition on the Bulgarian market, despite certain individual characteristics, their products are oriented in different segments. Overall, the positioning of the product on the developed tourist route is the attraction of a larger number of foreign tourists.

#### 7.3. Budget estimates for the implementation of the measures

# A) Constanta

#### B) Dobrich

In implementing the project objectives, a set of at least 20 natural objectives and a set of at least 20 anthropic objectives were identified. Aufost proposed three tourist routes containing the most significant objectives among those identified (Route 1-Road of birds and lakes in Dobrogea, Route 2 - Rocky phenomena and fortresses in Dobrogea, Route 3The green treasures of Dobrogea). Also, this Strategy for the valorization of the natural and cultural patrimony of the cross-border region Dobrich-Constanța was elaborated.

One of the requirements of the project is to identify and evaluate, as far as possible, the sustainability and development needs of the identified objectives, to estimate the amounts needed for such actions as well as potential sources of funding.

In this sense, in the Objective Sheet, for each of them, solutions of sustainability, accessibility and / or publicity were identified, analyzed and proposed according to the dialogue with the managers / experts of each objective, where we had the possibility and also their own estimates were made by the experts co-opted in the project.

The centralized situation of these amounts is presented in table no. 8.



Table no. 7

Estimations of financing needs for natural and anthropic objectives analyzed in the project:

Nr. Crt.	Objective categories			Value	proposals by
			Min.	Max.	sources
1	Natural Objectives	Continuation of scientific research of the area, for the knowledge and protection of heritage and development of measures for tourism development Development and application in the field of visual materials for presenting the area (maps, panels, etc.): name, characteristics, legislation, rules and restrictions, fines, etc.	25.000	104.000	national budgets (Ministry of Environment, Ministry of Culture, etc.) Local administration budgets; European funds sponsorships
		Improving accessibility (possibly a tourism plan) in accordance with the need to protect the environment, including: access roads made of environmentally friendly materials; special places for tourists to observe the area and birds; tourist areas, such as camping, on the edge of the protected area, sport fishing areas.	111.000	345.000	
2	Anthropic objectives	Continuation of scientific research of the area, for the knowledge and protection of heritage and development of measures for tourism development Development and application in the field of visual materials for presenting the area (maps, panels, etc.): name,	1.043.000	3.123.000	national budgets (Ministry of Environment, Ministry of Culture, etc.) Local administration budgets; European



characteristics, legislation, rules and restrictions, fines, etc.			funds sponsorships
Improving accessibility (possibly a tourism plan) in accordance with the need to protect the environment, including: access roads made of environmentally friendly materials; special places for tourists to observe the area and birds; tourist areas, such as camping, on the edge of the protected area, sport fishing areas	47.000	135.000	

In both Romania and Bulgaria, budgetary allocations to support natural or cultural objectives are marginal. Public priorities are different, the economies of the two states are developing, pressing needs are in areas such as health, education, infrastructure.

Starting from this paradigm, we believe that the solution to include in the tourist circuit of these objectives can be the chance they need to obtain more visibility and finally the financing of at least partially their needs. After all, any such objective does not in itself constitute a value for human society except insofar as it is visible, accessible, it can provide emotions, feelings, memories, history and any other form of social expression.

The proposed amounts do not constitute the result of a dedicated economic-financial analysis, this is not the purpose of the project. These are estimates that can be used in a future analysis of what is needed for a particular project or group of projects.

As a case study, for the arrangement of an access road or a parking lot for example, according to the legislation in force, it is necessary to go through the following stages:

➤ urbanism certificate;

- ➤ construction permit;
  - o environmental permits;
  - o utilities; an archaeological discharge;
  - o utilities; an authorization from the Ministry of Culture for monuments;
  - o etc.
- feasibility study;
- ➤ design;
- ➤ execution;
- ➤ reception;
- ➤ commissioning.



The steps presented are only indicative to give us an idea of the complexity of the approach. This does not mean that we should not be proactive and initiate such projects.

We cannot conclude this chapter without referring to the realities of 2020 in Romania, Bulgaria and worldwide. The economic effects of the pandemic that will affect the entire world will be seen sharply in the years to come. Austerity will also affect our societies and inevitably or especially areas such as culture and nature protection.

Maslow's pyramid of needs is a socially proven tool for how individuals and society prioritize their resources. Obviously, the primary existential needs of the society (food, shelter, security, jobs) will have priority in this context. From this perspective, it may be good to understand that what has been achieved so far in the field of national and universal cultural and historical heritage must be preserved, preserved and passed on, even if for a time there will not be sufficient resources for development.



## CONCLUSION

According to the World Tourism Organization, expectations refer to an average annual increase in international travel in tourism by 3.3% by 2030. Forecasts aim to increase the interest of travelers to lesser-known destinations in Eastern Europe. In the case of intensive work to implement the current strategy on enhancing the natural and cultural heritage of the Dobrich-Constanta region, there is a real chance for all stakeholders to take advantage of these trends to attract more tourists. A significant increase in tourist trips in the region can be expected.

With the dynamic image of the top markets, the Dobrich-Constanta region has the potential to enjoy a constant place by attracting new tourists from countries, to which attention is directed to position the region as a tourist destination. A real possibility for this is the efficient and sustainable absorption of the tourist potential, the creation of a specific and recognized tourist product.

The implementation of the strategy can be a factor for solving the real and potential problems of the territory, improving the well-being and quality of life of the region, the quality, comfort and accessibility of public services.

The strategy also ensures the creation of conditions to meet the cultural needs of the population and the need for active and cognitive recreation, the development of tourism and related activities.



#### **BIBLIOGRAPHY**

- <sup>1.</sup> Cohesion Policy Support for Local Development: best practices and and future policy options, DG Regio, CCI n. 2009.CE.16.0.AT.081, Final Report
- <sup>2.</sup> *Toyama Proposal on Heritage and Sustainable Development*, 40th Anniversary of the World Heritage Convention, UNESCO World Heritage
- <sup>3.</sup> Teodoreanu Elena, Dacos-Swoboda Mariana, Voiculescu Camelia, Enache L., *Bioclima stațiunilor balneoclimatice din România*, Ed. Sport Turism, București, 1984
- <sup>4.</sup> Pricăjan A., *Ape minerale și termale din România*, Ed. Tehnică, București, 1972
- <sup>5.</sup> Teodoreanu Elena, Dacos-Swoboda Mariana, Voiculescu Camelia, Enache L., *Bioclima stațiunilor balneoclimatice din România*, Ed. Sport Turism, București, 1984
- <sup>6.</sup> The Florida-Caribbean Cruise Association, 2018
- <sup>7.</sup> Titus Cergău și Emanoli Papazisu, în "Legende Dobrogene"
- <sup>8.</sup> Analele Dobrogei 1935, "De la bătrânii dobrogeni", culegeri de Titus Cergău
- <sup>9</sup> Plan de management ROSCI0073 "Dunele marine de la Agigea", 2011
- <sup>10.</sup> Strategia jud.Constanta
- <sup>11.</sup> Ariadna Breier, în "Lacurile de pe litoralul românesc al Mării Negre"GORAPOLIS, Strategia de dezvoltare și promovare a turismului în municipiul Constanța, 2018
  - 12. Titus Cergău și Emanoli Papazisu, în "Legende Dobrogene"

https://domeniileostrov.ro/

http://www.closdescolombes.eu/

http://cramarasova.ro/

http://www.cramadarie.ro/index.php

http://cniptmurfatlar.ro/restaurante/

https://cramagabai.ro/

https://www.cramaviisoara.ro/

https://cramahistria.ro/

#### https://audiotravelguide.ro/peretii-calcarosi-de-la-petrosani-petrosani/



http://mangalia.ro/index.php/2012/10/28/cetatea-callatis-locuri-ce-pot-fi-vizitate/ https://hotelnewbelvedere.ro/mangalia/ http://primaria-adamclisi.ro/istoric.html http://primaria-adamclisi.ro/istoric.html http://www.minac.ro/cetatea-elenistica-de-la-albesti.html http://www.harsova.ro/cetatea-carsium/ https://www.replicaonline.ro/palaz-incepe-restaurarea-cetatii-capidava-371633/ https://ro.wikipedia.org/wiki/Axiopolis https://audiotravelguide.ro/cetatea-bizantina-vicina-insula-pacuiul-lui-soare/ http://www.minac.ro/cetatea-ulmetum.html http://www.minac.ro/santiere-arheologice.html https://www.pantelimonct.ro/comuna/traditii-si-obiceiuri/ http://www.murfatlarorasul.ro/atractie/ansamblu-rupestru-murfatlar http://www.primaria-constanta.ro/docs/default-source/documente-pwpmc/de-interespublic---legea-52-2003/transparen%C8%9B%C4%83-Decizional%C4%83/regulament-de-acces-%C3%AEn-zona-peninsular%C4%83-amunicipiului-constan%C8%9Ba.pdf?sfvrsn=2 http://www.merglamare.ro/ghid-arhitectura http://www.merglamare.ro/ghid-arhitectura https://audiotravelguide.ro/palatul-arhiepiscopiei-constanta/ https://audiotravelguide.ro/conacul-mihail-kogalniceanu-murfatlar/ http://ghidulmuzeelor.cimec.ro/id.asp?k=243&-Moscheea-Carol-I-CONSTANTA https://ro.wikipedia.org/wiki/Geamia\_Hunkiar https://ro.wikipedia.org/wiki/Biserica\_Sf.\_Nicolae\_din\_Constan%C8%9Ba https://ro.wikipedia.org/wiki/Biserica %E2%80%9ESchimbarea la fa%C8%9B%C4%83%E 2%80%9D\_din\_Constan%C8%9Ba https://ro.wikipedia.org/wiki/Biserica\_armeneasc%C4%83\_din\_Constan%C8%9Ba https://www.vacanta.ro/lucruri-de-v%C4%83zut/moscheea-esmahan-sultan-mangalia/94



https://www.experttravel.ro/individual/Costinesti-807191-7697/Complex+Balnear+Sf.+Elena+de+la+Mare-247743 https://www.crestinortodox.ro/manastiri/manastirea-inaltarea-domnului-mircea-voda-117466.html https://www.crestinortodox.ro/manastiri/manastirea-sfintilor-romani-poarta-alba-117471.html https://www.crestinortodox.ro/manastiri/manastirea-histria-117465.html https://www.crestinortodox.ro/manastiri/manastirea-adamclisi-117456.html https://www.crestinortodox.ro/manastiri/manastirea-basarabi-117459.html https://audiotravelguide.ro/biserica-sf-constantin-si-elena-harsova/ https://www.i-tour.ro/biserica-ingropata-comuna-istria-dobrogea/ http://www.delfinariu.ro http://ghidulmuzeelor.cimec.ro/id.asp?k=231 https://www.vacanta.ro/lucruri-de-v%C4%83zut/muzeul-marinei-mangalia/287 http://ghidulmuzeelor.cimec.ro/id.asp?k=246 http://ghidulmuzeelor.cimec.ro/id.asp?k=225&-Complexul-Muzeal-Histria-ISTRIA-Constanta http://ghidulmuzeelor.cimec.ro/id.asp?k=1660&-Muzeul-Axiopolis-CERNAVODA-Constanta http://ghidulmuzeelor.cimec.ro/id.asp?k=1635&-Muzeul-Carsium-HARSOVA-Constanta http://ghidulmuzeelor.cimec.ro/id.asp?k=229&-Muzeul-de-Arta-Lucian-Grigorescu-**MEDGIDIA-Constanta** https://muzeuldeartaconstanta.ro/muzeul-topalu.html http://www.murfatlarorasul.ro/atractie/muzeul-viei-i-al-vinului http://ghidulmuzeelor.cimec.ro/id.asp?k=1828&-Casa-tatareasca-%E2%80%9DZulfie-Totay%E2%80%9D-din-cadrul-Fundatiei-Insanlik-**Omenia-COBADIN-Constanta** http://ghidulmuzeelor.cimec.ro/id.asp?k=1869&-Punct-muzeal-al-Uniunii-Democrate-a-Tatarilor-Turco-musulmani-din-Romania-CONSTANTA



http://ghidulmuzeelor.cimec.ro/id.asp?k=1878&-Muzeul-etnografic-alaromanilor-Gheorghe-Celea-MIHAIL-KOGALNICEANU-Constanta http://ghidulmuzeelor.cimec.ro/id.asp?k=1779&-Colectia-muzeala-a-Manastiri-Ortodoxe-Dervent-GALITA-Constanta http://www.sfanta-maria.ro/ https://www.statiuneatechirghiol.ro/gradina-botanica-techirghiol/ https://ro.wikipedia.org/wiki/Canalul\_Poarta\_Alb%C4%83-Midia\_N%C4%83vodari https://audiotravelguide.ro/gara-maritima-constanta-constanta/ https://www.ziuaconstanta.ro/stiri/social/istoricul-sediilor-institutiilor-constantenegara-maritima-cladire-monument-in-care-functioneaza-apm-498946.html http://www.radioconstanta.ro/2018/01/27/planuri-pentru-reabilitarea-farului-de-la-mangalia/ Lackey, Joyner, Bricker, 2018; <u>https://www.cbi.eu/market-information/tourism/nature-tourism/nature-co-tourism-europe</u>

http://bulgariatravel.org/data/doc/039\_Chernomorie-ENG\_4969.pdf https://peterlengyel.wordpress.com/2011/11/03/lacul-techirghiol/

https://discoverdobrogea.ro/gara-maritima-silozurile-lui-saligny-si-cuibul-reginei-cladirile-de-patrimoniu-din-portul-constanta/

http://blog.icar.ro/legendele-lacului-siutghiol-satul-cu-oameni-rai-insula-lui-ovidiudumnezeu-si-sfantul-petru/

http://wikimapia.org/12212370/ro/P%C4%83durea-Furnica-Dumbr%C4%83veni-P%C4%83durea-Mireselor

https://discoverdobrogea.ro/padurea-hagieni-oaza-de-verdeata-din-sudul-litoralului/