

THEMATIC TOURIST PROGRAMME, ESSENTIAL ELEMENT OF THE ROMANIAN TOURISM PROMOTION

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Tourism is the brilliant and efficient combination of the natural elements existing in a geographical space, of the general components of human existence (language, culture, traditions, folklore, hospitality), of the human factor and of the infrastructure. If one of these elements is inefficient, then their combination will be an unfortunate one. What Romanian tourism needs is the infrastructure and efficiency in the exploitation of its rich natural elements. If to all these we add an unhealthy mentality of tourism performers, then we may say we sketched the image of the Romanian tourism. A special natural foundation is an absolutely wonderful thing, but without the rest of the components, without attractive tourist programmes to highlight those natural beauties, and without material basis at European standards, tourism will remain one of the national economy fields insufficiently exploited.

Key words: *tourist programme, tourist motivation, promotion*

1. Introduction

Tourist programme represents the tourist offer materialization in packages of contractual services initiated and organized by tour-operators. Creating tourist offer, initiating the programme and ensuring its activity impose the analysis and systematic research of tourists' preferences. The determining elements of the offer structure that tourism organizations take permanently into account are age, sex, profession, level of income, number of family members, period of legal leaves of absence and school holidays, as well as tourist motivation.

A successful tourist offer takes into consideration the following:

- Satisfying the tourist motivation;
- Analysis of tourists' general but also particular preferences;
- Particularization of tourist offer;
- Coordinating organization's actions with those of performing ones from the territory: transport, telecommunications,

culture, sports, and those due to tourist consumption;

- Using specialized, well-trained personnel with obvious skills in the front-office activity;
- The permanent implementation, during the whole programme period, of a strategy focused on the respect towards the consumer.

A well-organized tourist programme has as foundation the permanent gratification of tourists' needs and wants. Present tendencies manifested at international level consider that this is possible if tourist programme respects certain rules:

- Correct service performance
- Minute organization of services, to the smallest details, from the point of view of content, as well as of quality
- Introducing the all-inclusive system
- Attaching a special importance to amusement
- Modernizing tourism infrastructure

- Correct and precise division of contractual travels
- Introducing artificial tourist arrangements in tourist offer – such as amusement parks.

2. Thematic tourist programme

The efficient carrying out of a tourist programme presupposes the exact knowledge of its component elements and their brilliant combination. The tourist programme has as foundation two essential stages: the actual conception of the programme and tariff analysis. The effective conception of the programme imposes a previous research of the tourist demand and of the elements of major interest from the respective area and it is materialized in a tourist circuit, stay, long stay or mixed programme. Nowadays when at every level we try to attract foreign tourists in our country, the carrying out of a tourist programme having as foundation the exploitation of the country's main elements of attraction, i.e. the combination mountain, places of interest, sea and delta, in a relatively limited territory, constitutes the main best card in comparison with the other competition tourist countries.

This combination can be exploited from the tourist point of view by tour-operators, through the carrying out of a tour-programme to unite these important natural elements that our country possesses mountain-sea-delta through the connection of sights within the framework of the initiated tourist line.

A proposal of integrating this geographical area in a tourist line may be the following:

SIBIU – SIGHISOARA – BRASOV – TG SECUIESC – ONESTI – MARASESTI – TECUCI – GALATI – BRAILA – TULCEA – JURILOVCA – GURA PORTITEI

The circuit covers approximately 800 km including variants and turning offs from the initial line. Highlighting every city and specific tourist sights is essential to the detailed establishment of every site. Cities like SIBIU and SIGHISOARA have been

chosen for the multitude of sights and for their historical background.

Proposed tourist attractions for SIBIU: Brukenthal Museum (1817), The Museum of Natural History founded in 1849, The Museum of Popular Technique, arranged in Dumbrava Forrest, where one is able to admire technical objects from rural farms and old Transylvanian Saxon buildings, The old city hall (XV-th – XVI-th centuries), The Tower of Council (XIII-th – XIV-th centuries) an important point of observation belonging to Sibiu fortifications and the host of the exhibition "From the History of Sibiu", The Evangelical Church (the XV-th century) in Gothic style, The Orthodox Church (XVIII-th century), The Stairs Tower, The Haller House built in Gothic style in 1470, The exhibition "From the History of Pharmacy" housed by a building from the XVI-th century,

Other variants to be included in a tour depending on the tourist motivation: The Museum of Wooden and Glass Paintings from Sibiel, The Museum of Rasinari, The resort of Paltinis, The balneary and climatic resort of Ocna Sibiului, The exhibitions of woven materials and folk costume from Gura Raului and Saliste, The Artisans Centre of Cismadie, Brukenthal Castle (XVIII-th century) from Avrig.

Sighisoara, a city – monument protected by UNESCO from 1999, included on the list of world heritage sites takes pride in a medieval citadel that is still lived nowadays. Here a walled city was built for the first time in 1280. In the XIV-th century, under the citadel craftsmen organized in strong guilds settled and they built around it a stone defensive wall, 930 m long and 4 m high. In the XV-th century the wall was raised with 3-4 m, and in the next 200 years the height of the wall reached in some places 15 m. Fourteen towers were also built, and they carry today the name of the guilds that raised them. We can see today nine towers: the Tanners' Tower, Tins', Jewelers', Rope makers', Butchers', Furriers', Tailors', Shoemakers', Blacksmiths' Tower, and the Clock Tower.

There are not anymore the Weavers', Locksmiths', Coopers', and Barbers' Tower.

The sights proposed for SIGHISOARA: The citadel of Sighisoara and its defensive wall and ten towers, The Clock Tower, at present 64 m high, dating from the XIV-th century. From 1899 it houses the city's History Museum and the wooden statues symbolizing the days of the week, The Monastery Church, The Festival of Academic Music and the Summer Music Academy (16th -26th of August), The Medieval Festival (29th - 31st of July), The Covered or Schoolboys' Stairs; having 300 stairs they were built in 1662 to protect children that were going to school; after the modifications from 1849, there were left only 175 stairs, The Evangelical Church also called the Lepers' Church, Vlad Dracul House where Vlad Tepes also known as Dracula is supposed to be born, Every August Sighisoara is waiting for Europe at the Festival Proetnica, The church on top of the hill built between 1345 - 1525 - the winner of the Grand Prix Europa Nostra, given for the restoration and structural consolidation, and of the EU prize for heritage. Under the church, there is a crypt with tombs from the XVI-th - XVIII-th centuries, and inside there are real masterpieces, sculptures, religious paintings and altars.

Sights proposed for BRASOV. The Black Church (XIV-th century) - considered as the most representative monument of Gothic art from our country, having an organ of 4,000 pipes and a famous collection of Oriental carpets, The Council Square- dominated by the old building of the Council (XV-th century) with the control tower of city entrances, whose ground floor houses the Museum of History where there are exposed objects from the Paleolithic and Neolithic age, and also some images of old Brasov, St Bartholomew Church (XIII-th - XIV-th centuries) - a building in late Romanic - early Gothic style from the first half of the XIII-th century, The Roman-Catholic Church - built in the place of an old basilica between 1776 -1782, it is a representative Baroque monument with stained-glass windows, The

Museum of Art - it comprises highly valuable paintings of Romanian artists: Nicolae Grigorescu, I. Andreescu, Stefan Luchian, Nicolae Tonitza, The Merchants' House also called Hirscher House (built in 1545) where today it is the famous restaurant Cerbul Carpatin, The County Museum, The museum of the first Romanian school, The Prefecture House, The County Library, The Dramatic Theatre, The Ethnographic Museum, The Franciscan Monastery (XVI-th century), St. Nicholas Church, St. Peter and Paul Church (XVIII-th century), The Saint Trinity Church (XVII-th - XIX-th century), The Assumption of the Virgin Church (Dealul Melcilor), The Black Church was the Catholic church of the Transylvanian Saxons until the XVI-th century, when the reform of Honterus happened and the Saxons became Lutheran - Since then, the Black Church is the Evangelical church of Augustan confession (Lutheran). The development in the Medieval Ages (and not only) is due to the Saxon population, The citadel of Brasov - built between the XIV-th and XVIII-th century, it keeps numerous historical traces (Ecaterina's Gate, Poarta Scheilor, Clothiers' Bastion, Weavers' Bastion, and Blacksmiths' Bastion). From the system of fortifications outside the city walls only the White Tower and the Black Tower remained.

Sights proposed for TG. SECUIESC: The City Museum with the history of guilds, exhibits regarding the Revolution of 1848 and an impressive collection of dolls wearing the traditional costume specific to this area, Valea Crisului, Kotnoky Castle built in the XVII-th century, Szentkereszty Castle from the XIX-th century, an architectural monument, dendrologic park, amusement lake and a camp of wooden sculpture, Handicraftsmen House, The pension situated in the centre of the city, in a building which is historical monument, in the style of the XVIII-th - XIX-th centuries, The Commemorative Monument of Oituz erected in the memory of the battles carried out there in World War I, The Pass of Oituz.

Sights proposed for ONESTI: The Church of Borzesti, The Oak tree of Borzesti, The

secular-old forest near the town of Racova is a natural reservation of around 60 ha of 150 year-old beech forest, with impressive diameters and heights, unique along the whole country, Mihai Eminescu Monument, Perchiu Hill is a natural reservation situated on the hill with the same name (at the altitude of 398 m), north of Onesti and it is covered with forests characteristic to forest steppe, Balatau Lake is a lake of natural barrage, declared monument of nature, Casin Monastery situated at 16 km from Onesti was built in 1655 by the voivode Gheorghe Stefan, Tazlau Monastery also called "The Birth of the Virgin" church was built by Stefan the Great between 1496 – 1497, The City Museum of History founded at 1st of March 1958, in Targu Ocna and transferred to Onesti in 1962, comprises exhibits of archeology and local history: tools made of silex and horn from Targu Ocna, materials discovered in Borzesti, Cabesti, Viisoara, medieval traces from Targu trotus, numismatic collection, Neolithic collection of Cucuteni,

The Cross on top of Perchiu hill situated at the altitude of 398 m, 30 meters high and light. It was turned on for the first time in the spring of 2001. In the concrete foundation there is a metallic cylinder containing a vacuum glass tube where it was put an official document that those who raised the Cross from Perchiu hope to be found by future generations. The document comprises the names of those who brought their contribution to the creation of this cross.

Sights proposed for MARASESTI: The Mausoleum of Marasesti.

Sights proposed for TECUCI: The Statue of the Scout, The Island of the Scout, The Mixed Museum of Tecuci, The City Library, "Ghe. Petrascu" Art Gallery, Calistrat Hogas Memorial House, St. George Cathedral, The Central Park.

Sights proposed for GALATI: The Greek Church, The Museum Collection of the Orthodox Archiepiscopate from Galati, The Fortified Church of Precista, Museum of

Natural Sciences, Galatii Bistritei, The Zoological Garden, The Museum of Visual Art, The Museum of History, Mavromol Church, The Roman Camp of Tirighina, The Fluvial dunes of Hanu Conachi, Garbovele Forest-park – forest reservation, Breana Forest – natural oak tree reservation, The Geta-Dacian settlement of Piriboridava-Poiana, St. George Church, St. Dumitru Church, The Orthodox Cathedral St. Nicholas

Costache Negri Memorial House.

Sights proposed for BRAILA: The Greek Church, St. Michel and Gabriel Church, Panait Istrati Memorial House, The city center clock, Danube Esplanade, Emilia Dumitrescu Art Gallery, The Great Garden, The Small Island of Braila, Zoo mini-garden, The Museum of Braila, Museum of Braila – Nica Petre Cultural Centre, The Art Museum, The Museum of Ethnography and Folk Art, The Museum of Natural Sciences

- The Monument Park, The Independence Square, Maria Filotti Theatre.

Sights proposed for TULCEA: The Art Museum, The Museum of Ethnography and Folk Art, The Museum of History and Archeology, The Museum of Natural Sciences Danube Delta, Beroe, Piatra Frecatei point, the ruins partially uncovered of Roman and Byzantine fortifications (I-st – VI-th centuries and X-th – XII-th centuries) near a Paleo-Christian basilica (V-th – VI-th centuries), Dinogetia, a Geta settlement that was covered by the Roman one, from which there are very well kept the massive defensive wall with 14 towers, partially restored, the streets and ruins of some interior buildings, such as the Command's edifice and the Roman house of the commander, a Paleo-Christian basilica, and in the exterior, to the south, the ruins of the Roman thermae, Murighiol, the ruins of the Roman ancient town Halmyris (I-st – VI-th centuries), an old port of the St. George branch of Danube Delta, a place of sacrifice from the beginnings of the Christianity, of the martyrs Epictet and Astion, with a massive defensive wall with towers and gates, Roman thermae, Paleo-Christian basilica with its crypt for martyr relics, Enisala, the Byzantine fortress, the citadel of Heraclea raised by Genoese

seamen, irregular polygonal plan and defensive towers.

Places of interest proposed for JURILOVCA:

- Dolojman Cape, on the high and abrupt shore of the lake, the partially uncovered and restored ruins of the Greek – Roman fortress Argamum (VII-th BC – VI-th centuries AD). Carrying the name of Orgame, it is the first ancient settlement from Romania ever mentioned in a written source of the Antiquity. Today one can still see a gate of the citadel with its defensive wall, streets, Paleo – Christian basilica, earthen defensive walls, etc.
- BABADAG LAKE, a natural lake with an area of 25 km²; 8,8 km long, 3,4 km wide, 3,5 km deep. Ichthyofauna: sheat fish, pike, pike perch, carp, etc.
- RAZIM- SINOE LAGOON COMPLEX (RAZIM) – Lagoon complex on the shore of the Black Sea, the widest from the country. It is made up of Razim Lake – 415 km², Sinoe Lake – 171,5 km², Golovita Lake – 80 km², Zmeica Lake– 54,6 km², Babadag Lake – 30 km², Tuzla Lake – 10 km², Istria Lake – 9 km², Calica and Agighiol Lakes- 2 km². The total area is of approximately 800 km². The maximum depth – 3,5 m. Inside the lagoon complex there are a few islands: Popina, Bisericuta, Istria, and the land is very uneven with numerous windings, peninsulas and capes: Dolojman Cape, Iancina Cape, etc. The complex is included in the Biosphere Reservation Danube Delta. On its shore there are the ruins of some ancient cities: Heraclea, Enisala, Argamum
- THE RUINS OF ARGAMUM CITY – archeological reservation. A Greek city raised at the end of the VII-th century BC in the place of a settlement belonging to the autochthonous population (IX-th – VIII-th centuries BC) from the period before the coming of the Greek colonists. Inside the city walls from which it remained a fragment of the defensive wall, there

were discovered the foundations and pavement of a basilica from the VI-th century, bronze objects, coins, ceramics.

Sights proposed for GURA PORTITEI

- PERITEASA – LEAHOVA – PORTITA RESERVATION – a natural reservation occupying an area of 3,900 acres, from which almost half is covered by water, offering optimum living conditions for birds. In this reservation biocoenoses meet, developed by sands bathed by sea water or by Razelm Lake

The tourist programme can end with a stay at Gura Portitei, one of beautiful resorts where one can find conditions of three and four stars, beneficiating of Black Sea waters, as well as of Razelm Lake's. Here one can spend an unforgettable holiday in a wonderful zone where the strategy of tourist organization successfully combined with the natural background, the resort being bordered by the Black Sea, as well as by Razelm Lake.

The material basis, endowments, service quality, animation and amusement (nautical sports, flight with paraglide, rows in oar boat or motorboat, sporting fishing, trips along the Danube Delta) meet international standards.

3. Conclusions

From tourism point of view, Romania is one of the richest countries in natural resources and historical traces, which entitles us to believe that this sector is one for the future. Our problem is that these two important elements in success ensuring are not sufficient also. They must be sustained by a series of other elements equally important, components which are either scarce or inexistent for the Romanian tourism. These are:

- Material basis, a determining element in settling of the tourists' satisfaction or dissatisfaction, that is why bringing this to international standards, to a higher degree of comfort, and endowments to ensure an unforgettable holiday are a must.
- Developing the infrastructure

- Service quality
- Personalization of tourist offer
- Diversification of tourist offer
- A special attention given to details in organizing a tourist programme
- Changing the mentality of tourist organizations
- Capitalization of unique tourist attractions existent in our country
- Growth of the attention given to amusement and animation
- Permanent supply of souvenir-type products, of maps, leaflets, and postcards
- Promotion

All these elements combined with the capitalization of natural resources with high tourist value: ethnic, endemic, religious, ecological tourism or that focused on the thematic tourist circuits: Salt Tour, Legends Tour, that of Dracula's myth, Citadels' Tour or Wine Tour play the part of ensuring a civilized, strong tourism, able to gratify consumers, to keep their loyalty and to

occupy the place it deserves in the national economy.

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