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The Influence of Cultural Diversity and Local Traditions in Dobrogea in Support of The Sustainable Development of Tourism

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Abstract

Upholding events and public-private partnership projects by the business environment offers the possibility to diversify the activity of tourism, these being in turn business generators. They are tightly linked with the quality of services, of the environment, of the infrastructure at local level and the way in which local, county and governmental authorities answer to the challenges and requirements at city level in the historical region of Dobrogea. In this article, we present an analysis of the role that cultural diversity has and the role of local traditions in showcasing the objective of local communities. To this end, we analyzed and highlighted the interdependence between events generated by ethnic, cultural, religious diversity and the possibility of concluding contacts both national and international, established under such actions that they offer the possibility of being transferred in the economic, social field, keeping a local specific and a special dynamic. At the same time, we have identified a consolidation of niche tourism and the seasonal one, both having competitive economic actors, which established and tested high standards in their work to meet current and future challenges, based on the experience they accumulated.

Keywords: *cultural diversity; sustainable development; tourism; public-private partnership.*

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Introduction

The year 2020 represents a landmark both from the point of view of concluding a cycle of local and governmental administration in Romania and of defining the local development objectives for the next years (2020-2024), as well as of establishing the governmental priorities by fields of activity, at national.

There are at least two directions of action: capitalizing on existing resources at a high level for successful fields (tourism and agriculture), and locating attractive investments based on local support and the interest of local and county authorities and their local development strategies, defined and improved over time.

The global phenomenon COVID-19 changes quite a lot of context and forces governmental and local authorities to identify other solutions to solve existing problems, but also to actively promote areas that immediately support economic growth and have a positive impact in supporting a balanced national budget. .

Thus, we redefine the quality of services in conditions of increased safety for the general public, having the conviction that sustainable tourism proves its sustainability on all three components: economic, social and environmental. Tourism must be seen as a positive activity that benefits the environment, the relationship between the environment and tourism can be developed so that the environment supports long-term tourism activity, without being affected [4]. Modern society has the opportunity to demonstrate that it can define tangible objectives in the three directions, to ensure future generations the possibility of an active life, a healthy environment and the capitalization of an institutional experience, supported by technology, generated today for the future.

In the conditions of an imminent world economic-financial crisis, the efficient and programmed development of tourism represents a chance for some states or regions to progress. It is normal in today's world to talk about the efficient implementation of new types of tourism, which capitalize on regional and local potential in terms of competitiveness and safety. The phenomenon manifests itself on a large scale, both in the states with a long tourist tradition, and in those with little experience in this field.

Dobrogea, the cradle of traditions and multicultural tourism

This paper aims to make an x-ray of the main modern forms of tourism, which along with the traditional ones, can capitalize on the

historical and cultural traditions of Dobrogea localities, their ethnic specificity. Within the Dobrogea territory, the tourist activities cover almost all the existing forms: rural, urban, cultural tourism, eco-tourism, niche tourism, and the traditional and balneotourism, they interfering in some places [1].

In this context, in order to anchor the study within the territorial framework, it is necessary to present the historical region of Dobrogea, with origins in the settlements of the Greek colonists and of the Roman settlements in the province of Moesia. Dobrogea is delimited by the Danube, the Black Sea and the border with Bulgaria, with an area of 23,400 km and a population of 971,643 inhabitants. The population structure is made up of 90% Romanians and Aromanians, and the remaining 10% being made up of 27,580 Turks, 23,409 Tatars, 21,623 Lipovans, Greeks, Ukrainians and Bulgarians [11]. The religious cultural traditions and customs of the ethnic Turks, Tatars, Lipovans, Ukrainians, constitute a realistic and solid argument regarding the positioning of cultural tourism as the most important component of tourism among those mentioned above. In objective terms,

The previously mentioned aspects regarding the cultural diversity, generate a combination of the cultural components and the tourist services and can lead to the amplification of the typological variety of the cultural and niche tourism. The reality shows that there are much interference of cultural tourism, urban, rural, and coastal and spa tourism. For example, localities with remarkable history and ethnic diversity, such as Techirghiol, Mangalia, Constanta and Tulcea, have as attractions historical and religious monuments, but also a good representation in the area of spa tourism. Ethnic diversity, the consequence of historical transformations and cultural transfers, has been the basis of a multitude of traditions and customs, which permanently offer the Dobrogean space, attractiveness.

The dimensions of the interference fields offer us the possibility of a detailed analysis of the local sustainable development of tourism, which would favour the business environment, the main engine of raising the standards of tourist services and related activities. Thus, cultural tourism can be seen as a form of eco-tourism, arguments in support of this interpretation being expressed by efforts to support cultural heritage, in close connection with protected areas.

According to the structure of the UNESCO World Cultural Heritage, in the field of culture, protected areas have been introduced, as spaces of wild nature, very little modified by anthropogenic activities. Cultural tourism and eco-tourism, through their connection, argue their inclusion in the broad sphere of sustainable development [2].

Analysis of tourism in Dobrogea

We will analyze in the following the influence of the categories of resources of the types of activities practiced, of the level of tourist arrangement of the existing resources, in close concordance with the quality of the environment. For the analysis of most aspects related to the forms of tourism practiced, the research correlated the scientific reading of some documents and information from the specialized literature that we organized and systematized in the context of the territorial framework that we studied. Based on the data selected from statistical databases, official and public documents of the local administrative authorities from Dobrogea, we were able to make a comparative study of them, both theoretically and practically. For the evaluation of the tourist potential,

A method often used to identify solutions for the development and enhancement of successful forms of tourism is that of zoning the region. Within this study method, we started from the inventory and knowledge of all the components of natural and anthropic tourist potential in the current context of their capitalization by the local and county authorities, which already have sustainable development strategies in implementation.

The PEST method (analysis of political, economic, socio-demographic and technological factors) is particularly useful for the analysis of rural tourism [9].

PEST analysis refers to the influence of the external environment in generating changes in the local administration.

The cultural and material life of the peoples is reflected in cultural edifices, monuments, valuable architectural ensembles, revealing to the visitors mentalities, own conceptions, the capacity to create epochs in flourishing. They arouse the tourist interest, triggering real pilgrimages, proving that the historical architectural achievements constitute through their attractiveness over time, basic elements of contemporary tourism [5].

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Cultural tourism is based on several defining requirements:

- the existence of a cultural, national and international heritage that should be subject to its protection and conservation;

- to respect the cultural traditions and the way of life of the local population;
- to be supported by local or regional tourist services of a special quality.

Figure no. 1: Factors influencing the development of tourism

The promotion of cultural tourism must ensure the motivation of desire of knowledge, leading to the consumption of the tourist service, with cultural significance (shows, monuments, and works of art, archaeological and natural sites) in the conditions of the existence of a mediator who can

be a person, audio-visual material, documents, to highlight the cultural product.

In the perception of the World Tourism Organization, cultural tourism includes:

- youth tourism, in which the cultural - educational aspect predominates, including study trips, for learning a foreign language, international youth camps;
- mutual exchanges of artists, writers, etc. and the manifestations occasioned by them;
- rural tourism, stays with the families of the region or country visited;
- stays in holiday villages integrated into the local cultural environment;
- participation in regional, national, international festivals;
- cultural-themed tours, which include visiting museums, historic sites and participating in various cultural events;
- pilgrimages to historical and religious places and monuments.

Thus, it is obvious that cultural tourism relies on a variety of resources (artists, heritage, historical traditions, ethnic diversity, cultural objectives). Cultural tourism has a specific demand for goods and services, which is closely related to the cultural life of the local communities in which it develops, as well as the segment of tourists to whom it is addressed.

The rehabilitation and modernization of the historical centers in the rural and urban localities, becomes out of demand, an active factor in sustaining the tourist function and increasing the local incomes from the resulting taxes, in the tourist activity. It is necessary at the same time, a coherent environmental protection policy, in which there are these cultural objectives, which should be correlated with a medium and long term landscaping strategy, favorable to the development of activities related to tourism. The economic-social connection expresses the connection between competitiveness and solidarity, in support of the sustainable development of tourism in Dobrogea.

There were such models in the US and France that referred to national and regional territorial development policies. We are talking about models that highlight the issue of the distribution of surplus resulting from economic growth. We are in a transfer policy, in which the notion of spatial solidarity, as a form of supporting economic development in order to allocate space to investments in productive activities, leads to the development of economic and social infrastructure, which benefits the population of that territory. These actions will be complemented with an awareness of economic and social actors (economic agents, associations,

local authorities) in order to cover the current needs of the local community, regarding the decrease of the unemployment rate, professional reconversion, creation of new jobs,

The creation of awareness programs, which should explain the advantages of tourism development for the community and the city, is necessary to establish common objectives within the public-private partnership. Thus, the population that today is not sensitive to the argument of tourism development and that feels the effects of the pressure of the spatial dimension of investments in tourism, will understand, little by little, the economic importance of tourism.

We present in the following, depending on the locality, population, local ethnicities, cultural traditions and tourist objectives, the structure of the historical region Dobrogea, made up of the two counties, Constanta and Tulcea:

Table 1. Cultural traditions and tourist objectives in Constanta county

Settlements	Population	Local ethnic groups	Cultural traditions	Tourist spots
The city of Constanta	283.8729	Tatar, Turkish	Constanta Days, Dobrogea, a festival of customs and traditional Fair of good taste, with rețyou are from strcomplicatedgood Shell Festival, Theater evenings at Pontus Euxinus, Romanian Navy Day	Romanian Navy Museum, Museum of National History and Archeology, Sea Museum, Museum of Natural Sciences, Genovez Lighthouse, Mamaia Coastal Resort
Mangalia municipality	36.364	Tatar, Turkish	Multiethnic Festival, Fringe Festival, Mangalia Days	Calatis Archaeological Museum, Elmahan Sultan Mosque, Comorova Forest, Tourist resorts: Neptune, Olympus, Venus, Saturn
Techirghiol City	7292	Tatar, Turkish	Techirghiol City Days,	Techirghiol Lake, Spa Sanatorium,

			The Turkish-Tatar Qatlama Festival held at the Botanical Garden	St. Mary's Monastery
Agigea commune	6992	Tatar, Turkish	MihaiVasile Folk Dance Festival	Ballet School, Village Museum
Cumpana commune	12.333	Tatar, Turkish and Roma	National Festivals: The Sea Dolphin, Longing for Romanian Singing, According to the Ancestral Tradition International Festival The Fruit of the Earth	Techirghiol Lake, Spa Sanatorium, St. Mary's Monastery

Source: [6], [11]

Table 2.Cultural traditions and tourist objectives in Tulceacounty

Asettlements	Population	Local ethnic groups	Cultural traditions	Tourist spots
Tulcea municipality	90.553	Lipovan Russians, Roma and Turks	Golden Fish International Children's Folklore Festival, Interethnic Week Festival, International Rowing Boat Festival, National Minority Show, The fair of folk craftsmen	Danube Delta Complex (aquarium), Faleza, Mushroom Lake, Asian Mosque, St. Nicholas Episcopal Cathedral, Museum of Ethnography andArtcomplicated People, History Museum and Archeology, The Museum of Science and Natural Delta Danube complicatedcountry
The city of Sulina	4308	Lipovan Russians, Ukrainians, Greeks	Sulina City Days, Festival of national minorities Delta Celebrations, Porto Franco Festival	Palace of the European Commission of the Danube, Sulina Lighthouse Museum, The old lighthouse

				in Sulina
Jurilovca commune	4734	Russians, Lipovans	Celebrating fish borscht, Country celebration, Jurilovca Bike Day, Flight - the day of the locality	Jurilovca Tourist Port, Razim-Sinoe Lagoon Complex

Source: [7], [11]

As can be seen from the tables above, we will have different approaches in urban and rural areas. Urban concentration has greater and better managed resources in terms of experience gained in applying the local development strategy over time.

The municipalities of Constanta, Tulcea, Mangalia, represent top cultural destinations, the consequence of a rich cultural heritage that includes museums, theatres, archaeological sites, gastronomy and cultural events with tradition. In these conditions it is clear that tourist flows and related activities must be well managed, scheduled and rethought in terms of information flow. We could also talk about a common agenda of the localities within the two counties, which would offer complementarity and sustainability to the development of tourism.

Must to keep in mind that 40% of European tourism is cultural tourism, i.e. 4 out of 10 tourists choose their tourist destination depending on the cultural offer. The diversity of the cultural offer is closely related to local traditions, ethnic diversity, and economic, social and environmental resources and is dependent on the involvement of local authorities in the public-private partnership, can generate future projects that will ensure the sustainability of tourism activities varied.

EU Strategy for the Danube Region (SUERD) [10], conceived as a necessity for cooperation in order to support economic development, and therefore tourism in a sustainable way of the Danube area, offers Dobrogea real perspectives in promoting quality tourism through intervention areas, namely the interconnection of the Danube Region, protecting the environment, increasing prosperity, consolidating the Danube Region.

Conclusions

In the context of a potential economic crisis generated by the COVID-19 pandemic, local authorities have the chance to put traditional

local factors and the architectural potential of administrative units at the forefront of their objectives in the short and medium term. It is clear that we will talk about a rural and urban tourism where the open spaces will be capitalized, well organized, systematically promoted and supported both locally and nationally. The man is at the centre of this concern, the family; the homogeneous social groups have the chance to orient themselves towards a type of tourist services in which the transfer of information with cultural predilection to be done in conditions of increased security.

Cultural diversity and local traditions represent a solid foundation on which the directions of sustainable tourism development can be defined, which should prepare a portfolio of projects that meet the new requirements of these forms of tourism, which will in turn support the activities of these territories.

The city of Constanta, with over 40 important socio-cultural heritage objectives, is already an example of the tourism development strategy in current conditions, which has already promoted in the online formula, cultural events [8] that will increase their value when meeting the conditions of sports safety, namely:

- ✓ Online Theater Festival Theater Evenings at Pontus Euxinus;
- ✓ Poetry evening by the sea;
- ✓ Opening entitled "The sacred in art - classical and contemporary interferences.

In this order of ideas, the economic actors and the inhabitants of the city must be able to benefit from a privileged access to the cultural events and manifestations. The involvement in the tourist development process of the inhabitants of the municipality ensures the coherence of the actions in all the economic and social development plans.

It is necessary to improve and optimize communication at the level of stakeholders and involved in tourism development, including the creation of a strategic map.

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