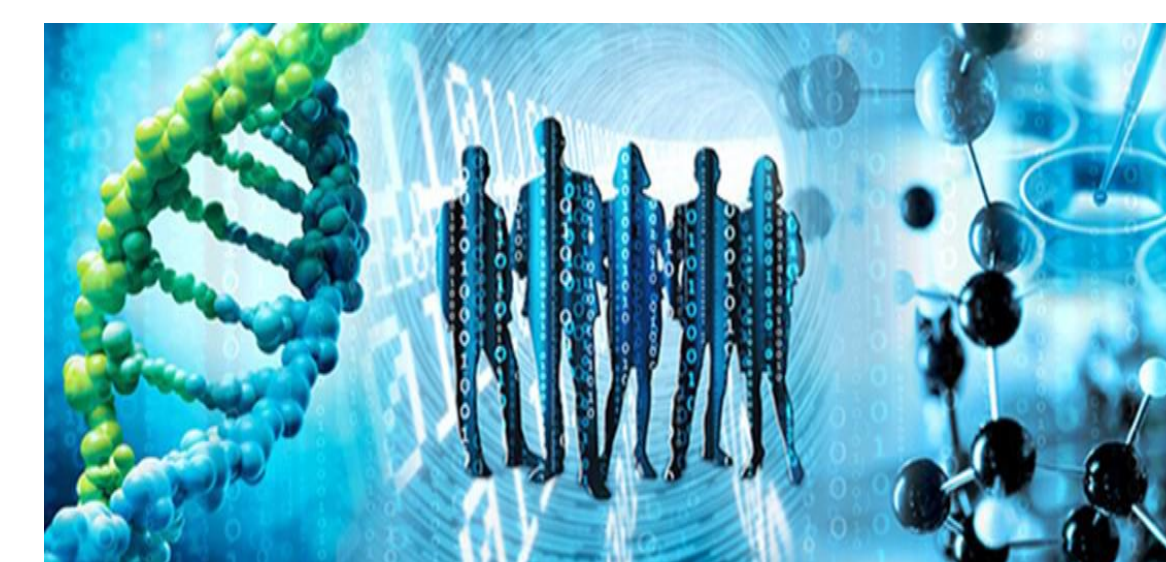




USAMVB Timisoara

"YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES"

27 November 2020



"Young people and multidisciplinary research in applied life sciences"

COASTAL TOURISM. PARALLEL BETWEEN ROMANIA AND INDIA

VELCOTĂ IONELA-IASMINA¹, GHEORGHESCU IONUȚ-COSMIN^{*1},
PRANSHUTA ARORA², RAVI KUMAR GOYAL², FEHER ANDREA ANA¹

¹*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism, Romania*

²*School of Entrepreneurship Skills, Bhartiya Skill Development University Jaipur, India*

Abstract: The purpose of this paper is to define the concept of coastal tourism and highlight this kind of tourism in Romania and India. The article presents the main tourist attractions in the Black Sea and Kakinada beachfront, which generate a number of tourists that fluctuate each year. Based on statistical data, the authors analyze some touristic indicators, such as: the tourist reception structure with tourist accommodation functions; the existing (installed) tourist accommodation capacity; the tourist accommodation capacity in operation; arrivals of tourists; staying overnight in the establishments of touristic reception; average length of stay.

• Introduction

Within the tourism sector, coastal tourism is by far the most important in terms of tourist flows and income generation. Among the tourist destinations, the coastal regions are the most preferred by tourists, and the coastal region is the main tourist destination in Romania according to the data provided by the National Institute of Statistics.

• Material and method

The purpose of this paper is to make an radiography of coastal tourism at the level of the Romanian coast and that of India. In this regard, several indicators were analyzed, based on data provided by statistical institutions. With the Indian Government making way to develop 17 new spots across the country for utilising the bountiful coastline of the country and making it one of the top coastal destinations India has a 7517 km long coastline sprawling across the southern part of the country.

• Conclusions

An x-ray of coastal tourism on the Romanian coast and India highlights its strong points and weaknesses. Among strong points we mention the following:

- the existence of a rich and diversified tourist potential;
- the existence of a large number of tourist resorts;
- accommodation structures varied in terms of the type of unit, the comfort category, the facilities and the prices offered;
- the existence of numerous spa treatment bases;
- the existence of a large number of cultural institutions that ensure a permanent cultural offer;
- the existence of tourist ports in Constanța, Eforie Nord, Mangalia, Limanu important tourist attractions;
- the general pattern that has been observed is that tourists from Russia and Eastern Europe are interested in visiting the coast in India.

Among the weaknesses we mention:

- tourism of national interest, foreign tourists representing only 3% of the total number of tourists;
- the accentuated decrease of the duration of the tourists' stay (from 6.6 days-tourist in 2000, to 4 days-tourist in 2019). The destination is no longer perceived as a stay;
- overcrowding during the peak season (July-August) and especially on peak weekends, when the beach's carrying capacity is often exceeded;
- strong seasonality of the tourist demand.

• Results and discussions

The development of tourism is favored by the existence of accommodation possibilities for tourists. That is why the accommodation capacity conditions to a large extent the volume of tourist flows in a certain area or tourist resort.

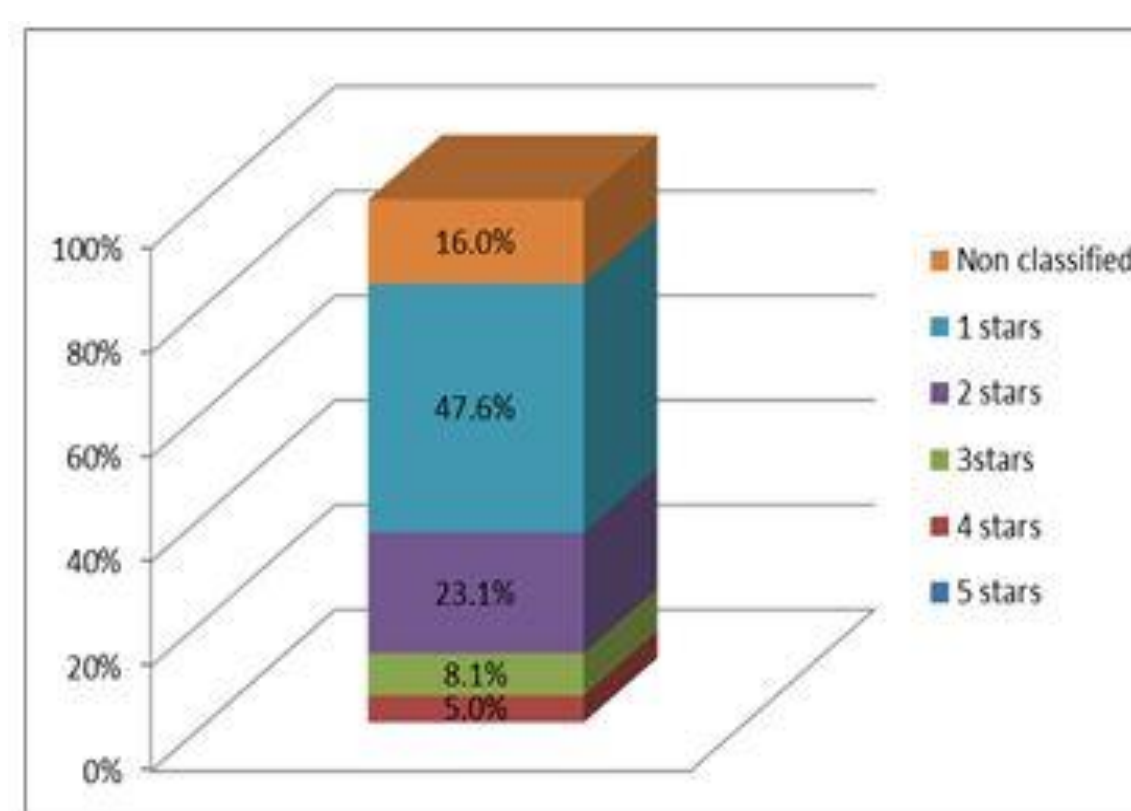


Figure 1. Establishments of touristic reception by category of comfort, year 2000

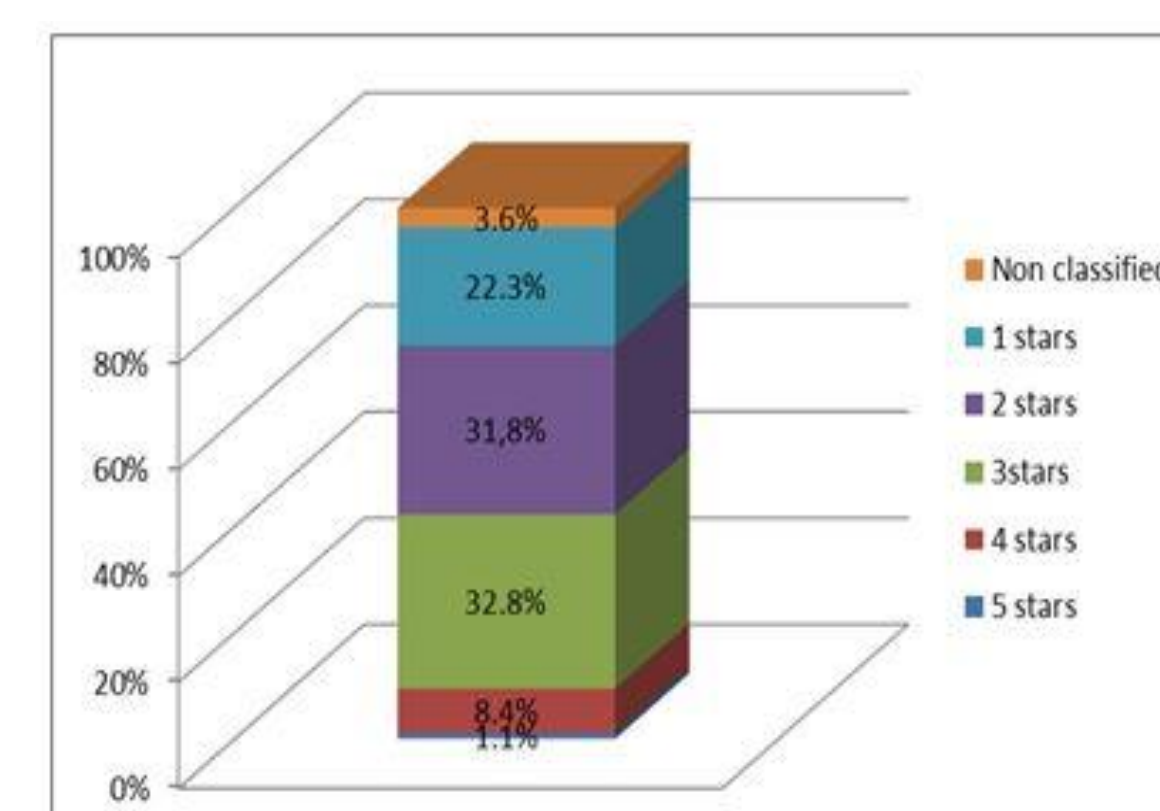


Figure 2. Establishments of touristic reception by category of comfort, year 2019

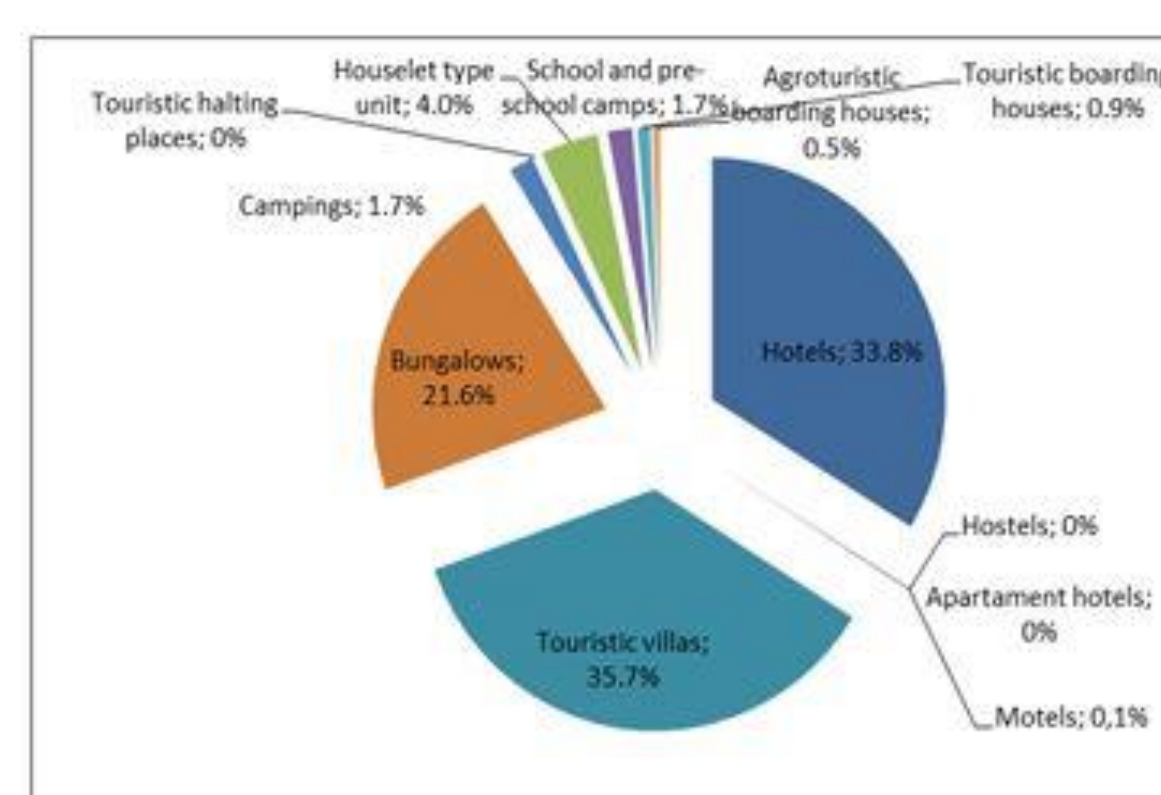


Figure 3. Establishments of touristic reception by type, year 2000

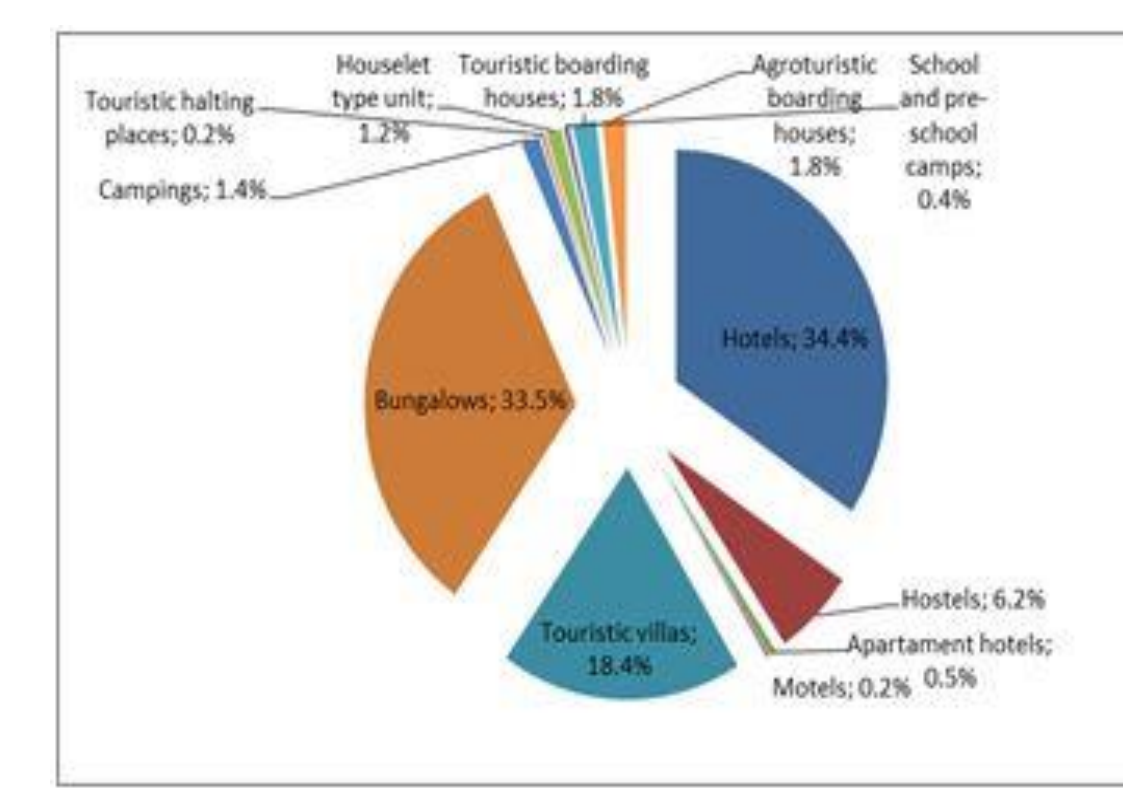


Figure 4. Establishments of touristic reception by type, year 2019