



CIRCUMSTANCES AND STRATEGIC DIRECTIONS OF TOURISM DEVELOPMENT IN CĂLĂRAȘI COUNTY

Andreea BĂLTĂREȚU

Faculty of Tourism and Commercial Management-Bucharest, "Dimitrie Cantemir" Christian University, Romania, e-mail: baltaretuandreea@yahoo.com

Abstract *The present article intends to propose a strategy for tourism and marketing for Călărași county, starting from analysing the structure and dynamics of material and technical base of tourism in this area. This analysis of tourism in Călărași county will represent the premise of the developed strategy. We will identify the main objectives of the strategy and at the beginning we will set the general objective, because in the end we'll present the actions to be taken in order to achieve the objectives*

Key words:

Călărași county tourism marketing strategy, strategic directions, technical and material basis of tourism, tourist movement, tourism development

JEL Codes:

L83, R58, Z32

1. INTRODUCTION

The tourism marketing strategy of Călărași County is developed in accordance with the strategic development lines included both in the Regional Development Plan 2014-2020 of the South-Muntenia and in Călărași County Development Plan 2014-2020. Also, they were considered the action plans set out in the document "Priorities for economic and social development of the Călărași county in 2014". Following the analysis of these strategies and the need to harmonize with the **main strategic directions** outlined therein, we formulated the overall objective of the Strategy for tourism marketing of Călărași county, which is the recovery, preservation and promotion in terms of sustainable natural and anthropogenic tourism potential in Călărași County.

The specific objectives subordinated to the general objective are:

- Revaluating and promoting the natural and cultural local potential;
- Support alternative economic activities to increase the attractiveness of the area;
- Develop a calendar of events in the county (customs, traditions, festivals etc.);
- Sustainable use of existing tourism potential;
- Develop activities related to tourism;
- Create a web portal to promote tourism;

- Identify the tourism demand for the area, how to increase tourists' interest in the conditions of preserving the environment;
- Improve the methods of collaboration between interested parties.

2. METHODOLOGY OF RESEARCH

In order to develop this marketing strategy of tourism in Călărași county we started from the analysis of the situation, namely the material and technical base of tourism and tourist traffic in Călărași County during 1990-2014/2015. Starting from these premises, within the framework of workshops with all the interested parties (local public administrations, businesses in the tourism sector, NGOs with relevant experience in tourism and sustainable development) there were discussed the problems they've been facing in Călărași County concerning tourism. Subsequently, the results of the workshops were summarized, analysed, processed and became the base of the development of the project Strategy in cause. We were established the vision, the general purpose and the specific objectives, passing to the development of the Strategy.

3. THE ANALYSIS OF MATERIAL AND TECHNICAL BASE OF TOURISM IN CĂLĂRAȘI COUNTY DURING 1990-2014 /2015

The tourism infrastructure of Călărași County is underdeveloped, as seen in the tables and charts below.

Table 1. Establishments of touristic reception with functions of tourist's accommodation by type of establishment, in Călărași county, in the period 1990-2015

- number -

Type of establishment of touristic reception	Year									
	1990	1995	2000	2005	2010	2011	2012	2013	2014	2015
Hotels	6	2	2	3	1	1	1	1	3	3
Hostels	-	-	-	-	1	2	2	1	1	1
Inns and motels	-	-	2	-	-	-	-	-	-	-
Motels	-	-	-	2	4	4	5	5	5	5
Bungalows	-	-	-	-	1	1	1	1	1	14
Camping	3	-	-	-	-	-	-	-	-	-
Touristic halting places	-	-	-	-	1	-	-	-	-	-
Houselet type unit	-	-	-	-	-	1	1	1	1	-
Touristic boarding houses	-	-	-	1	1	2	3	3	3	3
Agroturistic boarding houses	-	-	-	1	2	3	3	3	3	3
Total	9	3	5	7	11	14	16	15	17	29

Source: <https://statistici.insse.ro>; data resulting from the processing of information

In the period 2005-2015 the development of motels registered positive results, an increase of 3 units due to the specific activities in this county, mainly transit. But the

most spectacular growth belongs to bungalows, showing an increase of 13 units in 2015 compared to 2014.

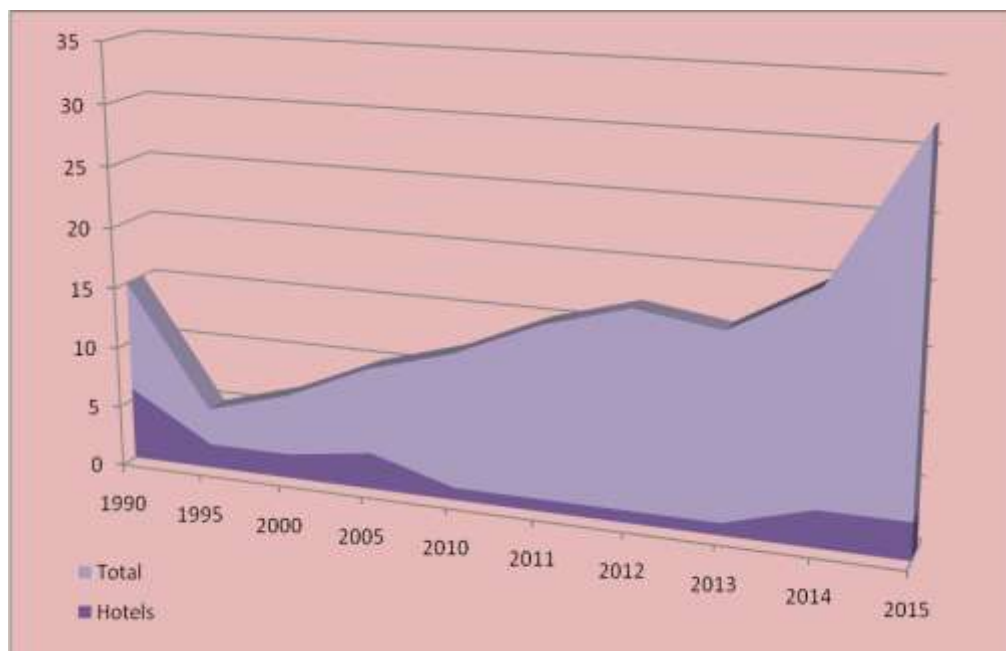


Figure 1. The number of hotels and the total units of accommodation from Călărași county, in the period 1990-2015

In Table 1 we observe that in Călărași County the number of accommodation units increased from 9 in 1990 to 29 in 2015, a threefold increase in the number of tourist accommodation.

If in 1990 there were 6 hotels in Călărași County, they were reduced to half in 2015. It was a period of 5 years (2009-2013) when in Călărași County there was only one hotel, an inadmissible situation for a well-represented county with tourism potential.

Table 2. Existing touristic accommodation capacity by type pf establishments, in Călărași county, in the period 1990-2015

- places -

Type of establishment of touristic reception	Year									
	1990	1995	2000	2005	2010	2011	2012	2013	2014	2015
Hotels	496	299	303	473	206	206	206	206	406	406
Hostels	-	-	-	-	40	53	53	84	84	84
Inns and motels	-	-	36	-	-	-	-	-	-	-
Motels	-	-	-	39	212	212	233	233	233	233
Bungalows	-	-	-	-	8	8	8	8	8	34
Camping	60	-	-	-	-	-	-	-	-	-
Touristic halting places	-	-	-	-	26	-	-	-	-	-
Houselet type unit	-	-	-	-	-	26	26	26	26	-
Touristic boarding houses	-	-	-	20	8	16	46	46	46	46
Agroturistic boarding houses	-	-	-	14	34	40	40	40	40	40
Total	556	346	359	546	534	561	612	643	843	843

Source: <https://statistici.insse.ro>; data resulting from the processing of information

In terms of accommodation capacity in Călărași county, the situation is similar to that relating to accommodation units, meaning a very small number of beds, the smallest at regional and national level. Even if the number of hotels was reduced to half in the reviewed period, the number of beds was reduced by

only 90 encouraging facts for this county in the sense of positive developments in the near future. In 2015, 48.16% of the total number of beds belongs to hotels, hostels 9.96%, 27.64% motels, bungalows 4.03%, 5.46% and 4.75% to lodging houses of rural tourism.

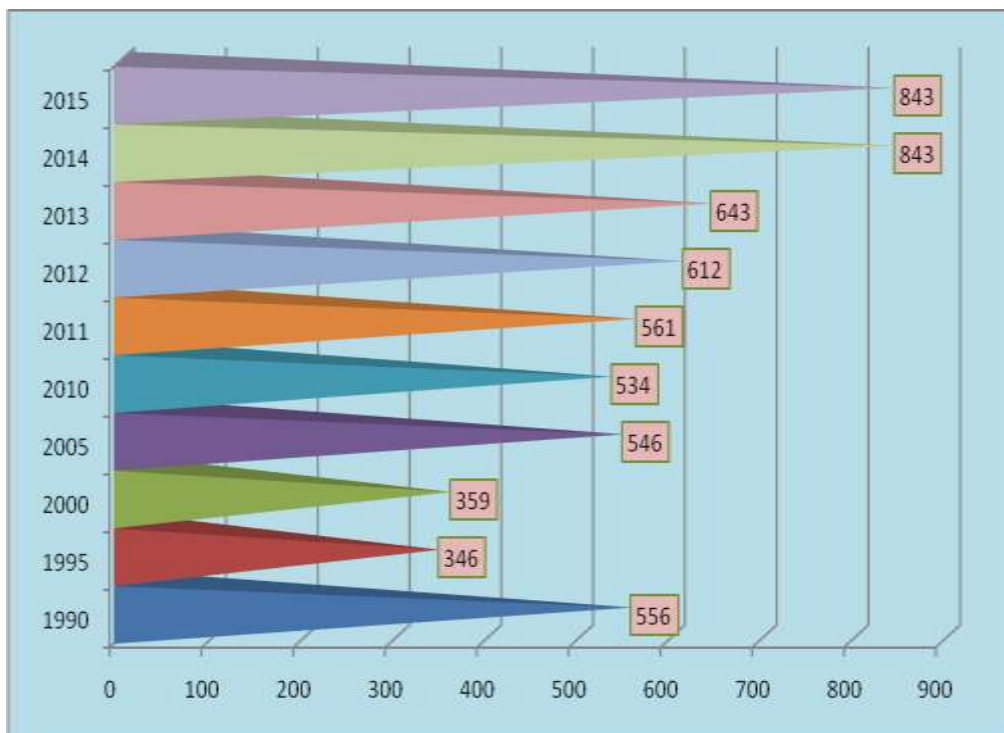


Figure 2. The total number of accommodation units in Călărași county, in the period 1990-2015

In Călărași County, the number of units registered an increase from 556 in 1990 to 843 in 2015, respectively 287 places more. The highest value of

2015 is recorded in hotels (406) and motels (233), indicating a transit area. In 2014, the previous year, the number of beds increased by only 200 due to the

growth registered in hotels, with the opening of two new hotels. Otherwise, the number of beds is the same for other types of accommodation analysed. Regarding 2015 compared to 2014, the accommodation capacity

situation is the same, except the number of beds in bungalows (+26 places) and touristic boarding houses that have been decommissioned.

Table 3. Touristic accommodation capacity in function by type of establishments, in Călărași county, in the period 1991-2014

- places-days -

Type of establishment of touristic reception	Year								
	1991	1995	2000	2005	2010	2011	2012	2013	2014
Hotels	124670	100954	116540	169126	75190	75190	75396	87390	148190
Hostels	-	-	-	-	14600	14600	14640	22696	25536
Inns and motels	2140		13176	-	-	-	-	-	-
Motels	-	-	13176	14235	77380	77380	83011	85045	85045
Bungalows	-	-	-	-	2920	2920	2920	2920	5312
Touristic halting places	-	-	-	-	7956	-	-	-	-
Houselet type unit	-	-	-	-	-	9438	9464	9490	7072
Touristic boarding houses	-	-	8320	7300	2920	3292	12876	14642	7300
Agroturistic boarding houses	-	-	-	5110	10604	7706	3660	1180	-
Total	126810	118015	138036	195771	191570	190526	201967	223363	278455

Source: <https://statistici.insse.ro>; data resulting from the processing of information

During the period 1991-2014 the accommodation capacity available in Călărași county registered a significant evolution, the highest values being registered in the years: 2000, 2005, 2006, 2007, 2009, 2010, 2011, 2012, 2013 and 2014- the top of the evolution.

4. THE TOURISTIC DEMAND

The tourists demand in Călărași county is mostly for the hotels as accommodation facilities.

Table 4. Arrivals of tourists accommodated in the structure of tourist's reception by type of accommodation, in Călărași county, in the period 1990-2014

- persons -

Type of establishment of touristic reception	Year								
	1990	1995	2000	2005	2010	2011	2012	2013	2014
Hotels	58626	8010	8756	10753	7464	7119	6662	5298	10886
Hostels	-	-	-	-	176	168	107	140	719
Inns and motels	-	-	1079	-	-	-	-	-	-
Motels	-	-	1079	677	1934	2201	3076	2448	2500
Bungalows	-	-	-	-	75	140	173	118	434
Camping	1917	-	-	-	-	-	-	-	-
Touristic halting places	-	-	-	-	435	-	-	-	-
Houselet type unit	-	-	-	-	-	596	1069	2328	829
Touristic boarding houses	-	-	277	279	223	268	785	650	489
Agroturistic boarding houses	-	-	-	5	293	165	57	53	-
Total	60543	10284	10112	11714	10600	10657	11929	11035	15587

Source: <https://statistici.insse.ro>; data resulting from the processing of information

From Table 4 we note that in 2014 the largest number of tourists was recorded in hotels (10886), followed by motels (2500) and houselet type units (829). The smallest number of tourists was recorded in bungalows (434).

If we consider the year of grace 1990 and 2014, we see that the number of tourists staying in hotels was reduced by 47 740 people. A comparison of 2013 with 2012 reveals that, with one exception-the hostels, the

number of tourists accommodated was reduced in all the receiving structures analysed. In 2014 to 2013 there has been a doubling in the number of tourists staying in hotels, an increase of more than 5 times in hostels, where a tripling was registered in bungalows. Otherwise, the indicator analysed in this case shows downward trends (houselet type unit, touristic boarding houses and agroturistic boarding houses).

Table 5. Arrivals of tourists accommodated in the structure of tourist’s reception by type of accommodation, type of tourists, in Călărași county, in the period 1990-2014

Type of tourists	Year								
	1990	1995	2000	2005	2010	2011	2012	2013	2014
Total	60543	10284	10112	11714	10600	10657	11929	11035	15587
Romanian	60050	9502	9305	9704	8258	8487	10237	9200	12322
Foreign	-	-	-	-	2342	2170	1692	1835	3535

- persons -

Source: <https://statistici.insse.ro>

In Călărași county, the foreign tourists were registered in accommodation only since 2006, and from then until 2014, their number has declined. In respect of

Romanian tourists, their number was reduced by 47 728 people in 2014 compared with 1990.

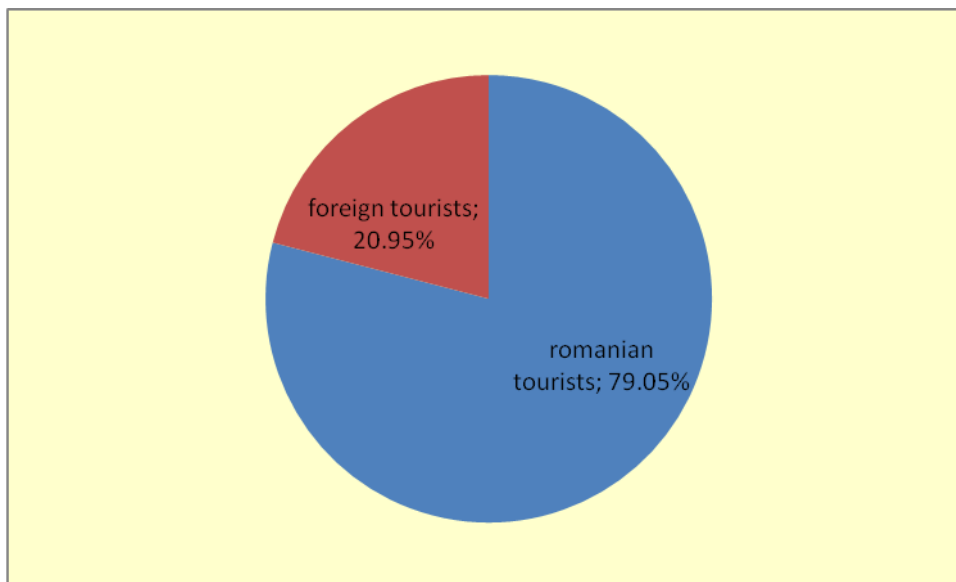


Figure 3. The share of tourists accommodated in Călărași County by types of tourists in 2014

As it happens at regional and county level, in Călărași County dominates the Romanian tourists

(79.05%) at a rate much higher than the foreign tourists (20.95%), 2014.

Table 6. Staying overnight in the establishments of touristic reception, in Călărași county, in the period 1990-2014

- number -

Type of establishment of touristic reception	Year								
	1990	1995	2000	2005	2010	2011	2012	2013	2014
Hotels	103869	26625	24951	49760	12847	14226	15102	18050	20342
Hostels	-	-	-	-	395	444	464	649	1343
Inns and motels	-	-	1601	-	-	-	-	-	-
Motels	-	-	1601	2012	11665	16872	12252	9536	8009
Bungalows	-	-	-	-	268	266	387	305	613
Camping	2917	-	-	-	-	-	-	-	-
Touristic halting places	-	-	-	-	623	-	-	-	-
Houselet type unit	-	-	-	-	-	838	1313	2543	1343
Touristic boarding houses	-	-	2890	1145	707	491	1971	3120	3845
Agroturistic boarding houses	-	-	-	10	1065	486	161	110	-
Total	106786	29709	29442	52927	27570	33623	31650	34313	35495

Source: <https://statistici.insse.ro>; data resulting from the processing of information

Overnight stays of tourists in accommodation registered in Călărași County in 2014 reveals the following distribution: 57.31% in hotels 3.78% in hostels, 22.56% in motels, 1.73% in bungalows, 3.78% in houselet type units and 10.84% in boarding houses.

During the period analysed (1990-2014), the evolution in the number of overnight stays is following one trend, registering a fall of 71291, respectively 3 times less overnight stays.

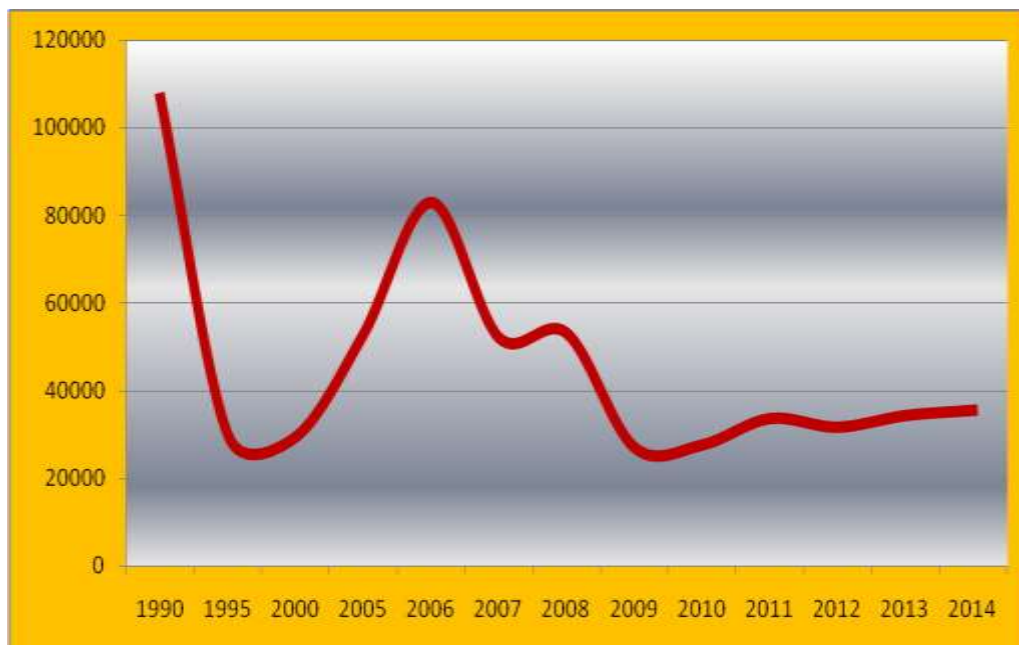


Figure 4. Number of overnight stays in Călărași county during the period 1990-2014

During the analysed period (1990-2014), the highest number of overnight stays was registered in 1990

(103869) and in 2005 (52927), the evolution of the phenomenon being contradictory.

Table 7. Length of stay, in Călărași county, in the period 1990-2014

Type of establishment of touristic reception	Year								
	1990	1995	2000	2005	2010	2011	2012	2013	2014
Hotels	1.77	3.32	2.85	4.63	1.72	2.00	2.27	3.41	1.87
Hostels	-	-	-	-	2.24	2.64	4.34	4.64	1.87
Inns and motels	-	-	1.48	-	-	-	-	-	-
Motels	-	-	1.48	2.97	6.03	7.67	3.98	3.90	3.20
Bungalows	-	-	-	-	3.57	1.90	2.24	2.58	1.41
Camping	1.52	-	-	-	-	-	-	-	-
Touristic halting places	-	-	-	-	1.43	-	-	-	-
Houselet type unit	-	-	-	-	-	1.41	1.23	1.00	1.62
Touristic boarding houses	-	-	10.43	4.10	3.17	1.83	2.51	4.80	7.86
Agroturistic boarding houses	-	-	-	2.00	3.63	2.95	2.82	2.08	-
Total	1.76	2.89	2.91	4.52	2.60	3.16	2.65	3.11	2.28

Source: data resulting from the processing of information

The average length of stay calculated for hotels show that in the analyzed period, the highest value belongs to 2005 with 4.52 days and the lowest value was recorded in 1990 (1.76 days). The average length of stay was reduced for most of the accomodation units

(hotels, hostels, motels, bungalows) and in total (with 0.83). The exceptions are the houselet type units (0.62) and the tourist boarding houses, where the value has almost doubled (from 4.80 days to 7.86 days).

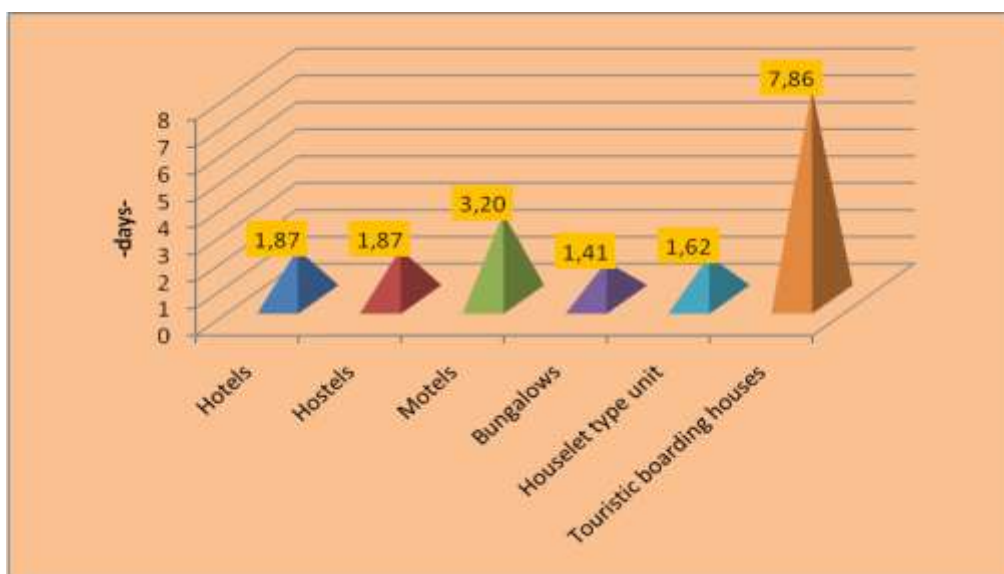


Figure 5. The average length of stay registered in 2014, by types of structures, Călărași county (days)

In 2014, the highest value of the average stay was recorded in touristic boarding houses (7.86 days) and

motels (3.20 days), while the lowest indicator was registered in bungalows (1.41 days).

Table 8. Index of net using the touristic accommodation capacity in function by type of establishments, in Călărași county, in the period 1995-2014

- % -

Type of establishment of touristic reception	Year							
	1995	2000	2005	2010	2011	2012	2013	2014
Hotels	26.37	21.41	29.42	17.09	18.92	20.03	20.65	13.73
Hostels	-	-	-	2.71	3.04	3.17	2.86	5.26
Inns and motels	-	12.15	-	-	-	-	-	-
Motels	-	12.15	14.13	15.07	21.80	14.76	11.21	9.42
Bungalows	-	-	-	9.18	9.11	13.25	10.45	11.54
Touristic halting places	-	-	-	-	-	-	-	-
Houselet type unit	-	-	-	-	8.88	13.87	26.80	18.99
Touristic boarding houses	-	34.74	15.68	7.83	14.91	15.31	21.31	52.67
Agroturistic boarding houses	-	-	-	10.04	6.31	4.40	9.32	-
Total	25.17	21.33	27.04	14.39	17.65	15.68	15.36	12.75

Source: data resulting from the processing of information

In 2014, the capacity rate used for accommodation in Călărași county has a value of only 12.75%, and in the analysed period (1995-2014) the highest value of

the indicator analysed was registered in 2005, respective 27.04%.

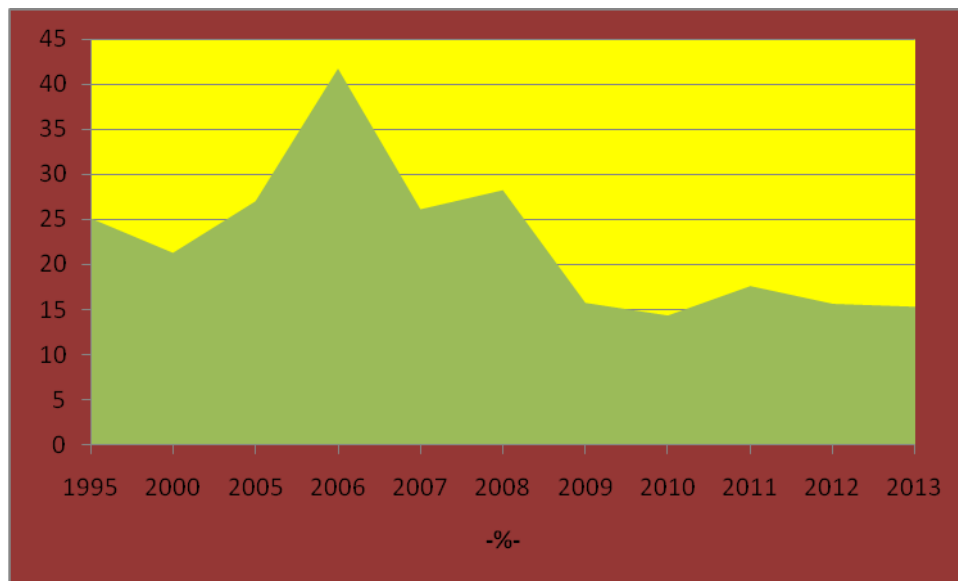


Figure 6. The evolution rate of the use of tourist accommodation capacity in operation by types of accommodation structures in Călărași county in the period 1995-2014

In 2014, the highest rates of accommodation use by types of accommodation structures were registered by the houselet type units (18.99%) and the touristic boarding houses (52.67%).

5. THE WORKFORCE IN TOURISM

The personnel training in tourism is crucial both for those leading the business in tourism and also for the level of satisfaction of the tourist.

Table 9. Civil economically active population in accommodation and food service activities, by gender, in Călărași county, in the period 2008-2014

CANE Rev.2 (economic activities)	Gender	Total country and county Călărași	Year						
			2008	2009	2010	2011	2012	2013	2014
TOTAL	Total	TOTAL	8747	8410.7	8371.3	8365.5	8569.6	8530.6	8431.7
-	-	Călărași	101.3	96.8	100.2	99.2	100.9	98.8	95.8
-	Female	TOTAL	4044	3964	3952.1	3977.3	4054.9	4005.8	3953.3
-	-	Călărași	51	50.3	50	50.6	51.5	50.6	49
Accommodation and food service activities	Total	TOTAL	161.8	125.3	133.1	137.9	154.2	155.7	164.5
-	-	Călărași	0.8	0.7	2.1	1.7	0.9	0.8	0.9
-	Female	TOTAL	93.7	77.4	79.1	80.6	89.1	91.2	97.6
-	-	Călărași	0.6	0.5	0.5	0.4	0.5	0.5	0.7

Source: <https://statistici.insse.ro>

During the period 2008-2014, the employment in hotels and restaurants from Călărași county has a constant evolution, respective 800 people employed in 2008 and 900 people in 2014. The number of employed

population of females has increased in the same period registering an increase of 100 employees in 2014, 77.78% of total employees, being in the national trend.

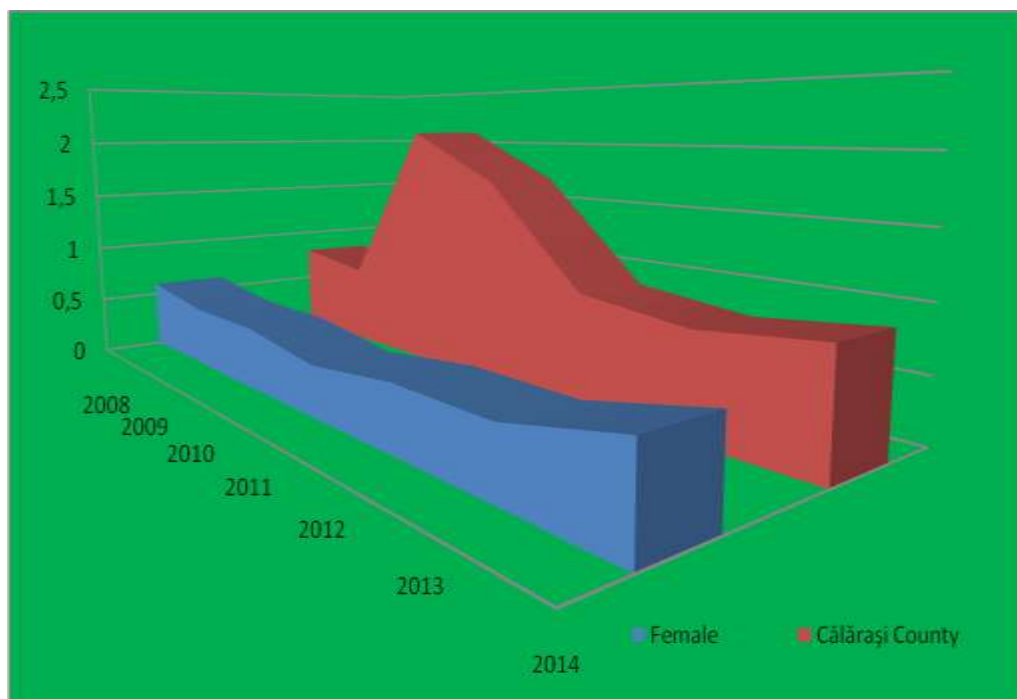


Figure 7. The civilian employment in hotels and restaurants from Călărași county during the period 2008-2014

Reported to civilian employment in hotels and restaurants nationwide, Călărași county share is only 0.55% in 2014, which represent one of the causes of low rates for tourism demand indicators.

6. STRATEGIC OBJECTIVES, MEASURES AND ACTIONS

In order to achieve a superior value of tourism potential of Călărăși County there will be set strategic objectives and measures and actions to be taken to achieve goals to increase the number of tourists and the importance of tourism for the county.

a. Developing and promoting the local natural and cultural potential

To achieve this goal, the following *measures* should be adopted and the following *activities* should be implemented:

- Improve the cross-border cooperation in tourism and related sectors;
- Create bilingual guides for tourists (Romanian-Bulgarian) that contain the sights located near the borders of the two countries, the tourism activities that can be carried out in these areas, including entertainment;
- Create informative materials and flyers that contain the sights of the area, the possibilities for leisure, ways of relaxation, recreation areas, rules of conduct (especially in the protected natural areas);
- Promote the area using posters and flyers in national and international hospitality networks;
- Make reports concerning the area and promote using specialized media (magazines and radio/TV for tourism promotion);
- Make documentaries which present the life of the species and the attractions of the area;
- Participate at tourism fairs in Bulgaria;
- Participate at local, national and even international tourism fairs;
- Promote a touristic circuit and related infrastructure around the chain of lakes from Mostiștea Valley;
- Promoting forms of tourism that may take place during the calendar year, which do not accentuate seasonality phenomenon (cultural tourism, business tourism, religious tourism);
- Promote a religious tourism circuit of the county;
- Evaluate the natural heritage by creating touristic ports in the cities of Călărăși and Oltenița;
- Promote various recreational activities that can take place on the Danube;
- Create info points and centres for tourists in the areas with intense tourist movement;
- Develop themed tours (Danube, fishing, hunting, traditions and culture, protected areas, islands, water meadows, local architecture, religion);

- Create a local brand "Danube of Călărăși" to start from Călărăși Danube story and reflect this history;
- Promote ways of leisure on the Danube;
- Improve the management of the objectives and the touristic areas.

b. Supporting alternative economic activities to increase the attractiveness of the area

To achieve this goal, the following *measures* should be adopted and the following *activities* should be implemented:

- Develop the local tourism that will contribute to the increasing of the life standards of the local population;
- Delimitate in a clear and precise way the areas for sport hunting, under the current legislation;
- Arrange and equip areas for hunting. Thus, on one hand, it has created conditions for the habitat of animals (arrange places with water for the animals; arrange places to feed the animals; arrange places for shelter the animals). On the other hand, the creation of specific equipment for hunting (hunting grounds, hunting houses which provide accommodation and food services; places (camps) for exposing the game and designation of winners; viewpoints, places of ambush);
- Develop a guide for sportive or amateur hunters which will cover the hunting areas in the county, their location in the territory, the existing facilities, the existing fauna species that can be hunted and their characteristics, the ways and methods of practicing hunting, the periods in which they can practice sport hunting, the rules of conduct;
- Develop a guide with the best practices on sport hunting;
- Involve local people as local guides, consultants on tourism, salesmen, developers, technical and material employed in tourism;

c. Develop a calendar of events in the county (customs, traditions, festivals etc.)

To achieve this goal, the following *measures* should be adopted and the following *activities* should be implemented:

- Make an inventory of events in the county. Starting from the idea of a calendar, they can be made to include every month a representative picture of the county with a list of events to be held that month in the county. It is recommended that these calendars are

distributed free of charge to the population, tourists and foreign guests visiting the county;

- Revive and identify the festivals, fairs and other traditional events specific to the region;
- Organize and conduct festivals of the Danube, Save the Danube, gastronomic festivals, cultural festivals, ecotourism festivals, festivals of specific customs and traditions;
- Create spaces of presentation and sale of handicrafts, crafts and souvenirs;

d. The sustainable use of the existing tourism potential

To achieve this goal, the following *measures* should be adopted and the following *activities* should be implemented:

- Practice ecological and sustainable tourism in order to protect and conserve the existing tourism resources, especially the species of birds that are nesting here or are passing through the area and fish species;
- Promote eco- tourism on the Danube;
- Create observation points and watchtowers for nature lovers but also for specialists (ornithologists, photographers) to practice birdwatching;
- Create and develop birdwatching towers and paths of access;
- Reduce the poaching activities by the legislation in force;
- Prepare management plans for the protected natural areas;
- Improve the management of the natural protected areas;
- Reduce the ecological imbalance among predators and prey fish species and restore the quality of the environment;
- Develop and modernize the infrastructure for collecting the wastewaters;
- Collect and manage the floating wastes;
- Promote some transportation methods that are „friendly” with the environment;
- Use boats with paddles that don't produce noise, pollution or any harm and does not consume fuel;
- Develop the infrastructure of natural protected areas;
- Promote green energy;
- Create ecological landfills;
- Green the shores of the Danube and the tourist areas;
- Make more investment in green infrastructure (including protected areas, ecological corridors, ecoducte or eco- passages);

- Create, develop and expand the green parks with social and recreational destinations;
- Invest in the management, restoration and monitoring of ecosystems and habitats (including the forest regeneration and facilities and the restoration of the fund for fauna);
- Promote the environmental education, make a partnership with the Ministry of Education to establish the specific curricula;
- Support NGOs in the awareness of citizens about the environmental protection;
- Control the activities of catching, capturing, buying and selling domestic and foreign plants and animals from the wildlife;
- Organize thematic tourism packages related to nature but avoid parking in areas with natural vegetation and reduce the number of visitors during the year to avoid the formation of paths that facilitate the access to these areas;
- Make a thematic route for observing the micro relief specific to the islands and the animal species.

e. Develop related activities of tourism

To achieve this goal, the following *measures* should be adopted and the following *activities* should be implemented:

- Create premises for a diversified economic development of the county;
- Promote and support business development initiatives in agro-tourism;
- Create and develop small and medium companies in the non-agricultural sector;
- Provide support for the association and networking with manufacturers;
- Develop the cross-border relations and expand this cooperation in culture domain;
- Promote partnerships between cultural operators, business and local government.

f. Creating a web portal to promote tourism in the area

To achieve this goal, the following *measures* should be adopted and the following *activities* should be implemented:

- Promote using e-marketing by creating a dedicated web page with text in Romanian, English and possibly Bulgarian, with representative and attractive images and other useful information concerning the type of arrangements for accommodation, transportation etc.;
- The main info points of this portal include: geographical location, major roadways in the county, natural tourist attractions (relief, climate,

flora, fauna, hydrography, protected areas), anthropogenic attractions (monuments, museums, churches, traditions, customs etc.), accommodations, catering facilities, gourmet specifics of the area, fishing, hunting areas, rules of conduct, rules of access, recreation areas, seating areas, legends of sightseeing, calendar events, development strategies in tourism, maps, video presentations area, photo gallery, useful links and contact;

- Create a web page for every attraction objective in the area, protected area, accommodation and catering structure.

g. Identify the tourism demand for the area and how to increase tourists' interest in terms of conservation of the environment

- Develop studies and research on the preferences of potential tourists for Călărași county, in terms of forms of tourism, favourite accommodation structures, expenses made, tourist destinations preferred, means of transportation used, sources of tourist information etc.;
- Identify the profile of the tourist visiting Călărași county;
- Carry out surveys among tourists in the county to identify qualitative issues on tourism in the area;
- Analyse the results of the surveys, studies and researches so as to identify the tourist's preferences;
- Take the necessary measures to meet the full needs of tourists, exceeding their expectations and adapt to their wishes.

h. Improve the methods of collaboration and articulation between interested actors

- Build a network of local multi-stakeholder to strengthen the local tourism activities in public policies;
- Organize meetings and workshops to inform all stakeholders on legislation, strategies, legislative changes, decisions of the local councils and the County Council;
- Develop a permanent cooperation between the local government, the county, the local population, tourism agencies, NGOs, environmental organizations, professional associations, local businesses, tourism services, owners of accommodation, food, recreation and fishing areas;
- Create a platform for work and discussion among all stakeholders in tourism.

CONCLUSIONS

Starting from the desire of local authorities to develop tourism for sport fishing, the situation and the state of the existing categories of accommodation units does not allow for the moment, to achieve such a goal. The motivation is related to the small number of accommodation units intended for those who practice this form of tourism or even to their non-existence (lack of camping, lack of tourist stops, one single touristic house decommissioned in 2015, three boarding houses and agro tourism).

If at a national level there are 18 types of accommodation units, in Călărași County, in 2015 there were only six such structures, therefore the need to diversify. The accommodation structures such as villas, bungalows, holiday villages, camping, touristic halting places, touristic boarding houses, are all examples of accommodation for those who enjoy fishing. But this county has other anthropogenic attractions which impose the appearance of other accommodation facilities such as hotels for young tourists, hostels, perhaps school and pre-school camps - required due to the proximity of the County with Bucharest - a city with a large school and preschool population, so a potential market.

The access infrastructure is insufficiently developed in the tourist areas, therefore the tourist utilities and technical equipment lead to improper and low use of the functional accommodation capacities.

Therefore, the proposed strategy regarding the tourism marketing of the destination called the Călărași county which includes 8 strategic objectives to be achieved through the development of numerous activities, will increase the tourist demand and bring a positive impact on the local economy. More than that, through this strategy it will be created a working platform for all those involved in tourism in Călărași county.

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