

"Ion Mincu" University of Architecture and Urbanism

Danube Delta:

A chance for sustainable tourism?

dr. arch. Marius Voica
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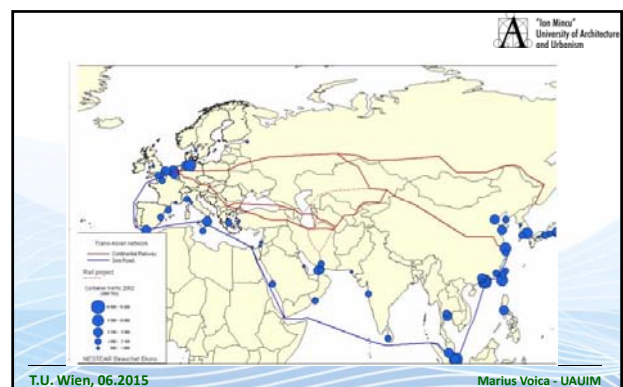
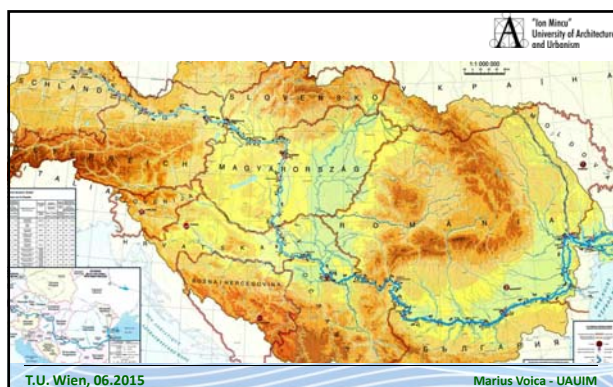


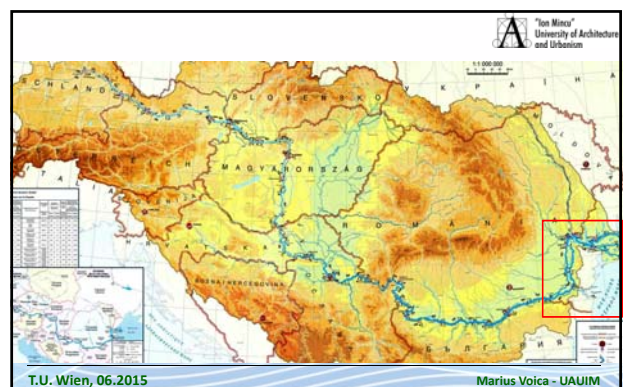
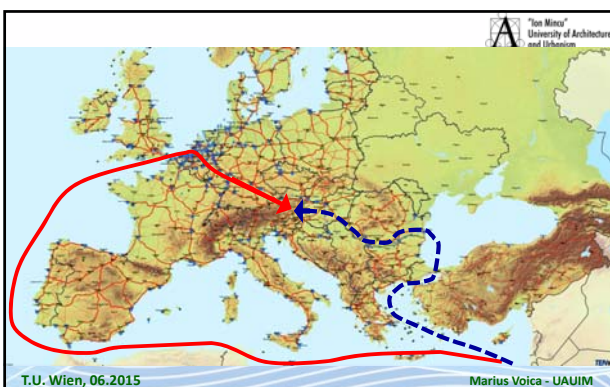
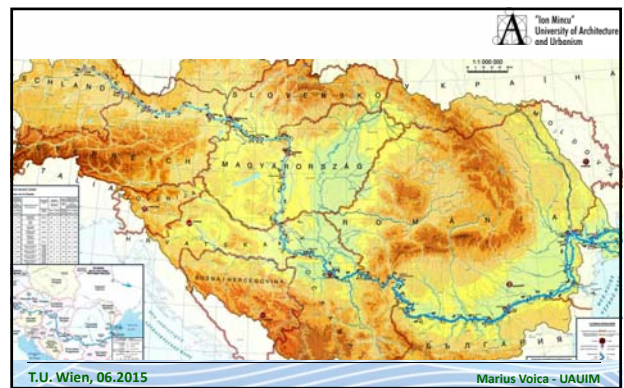
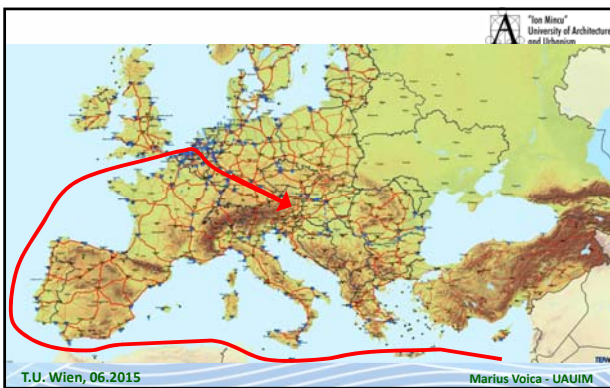
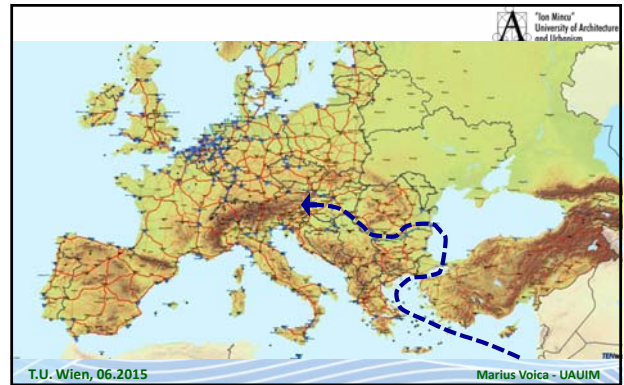
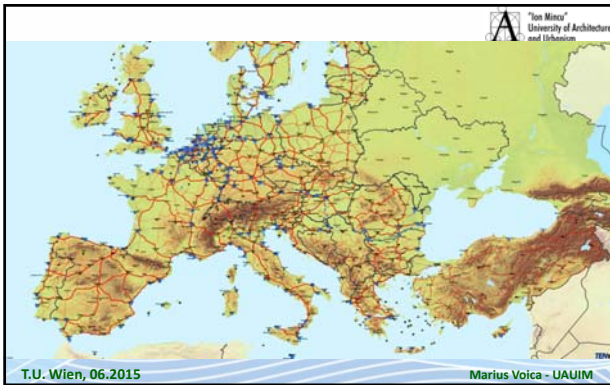
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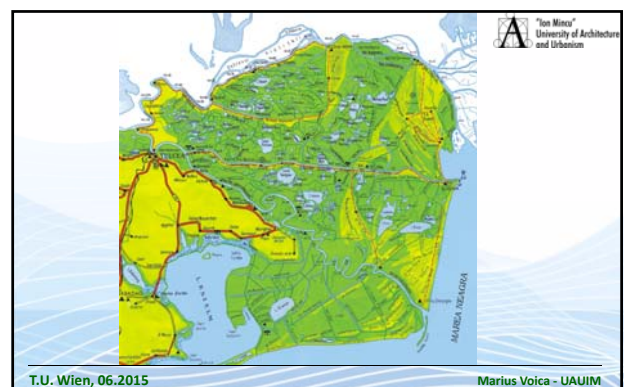
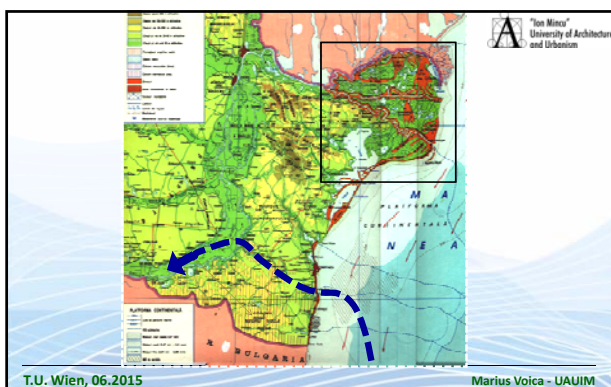
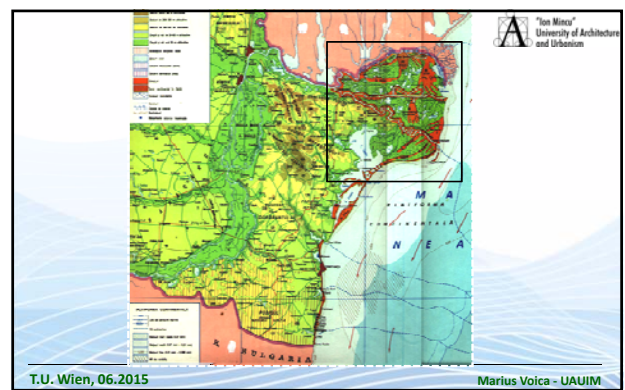
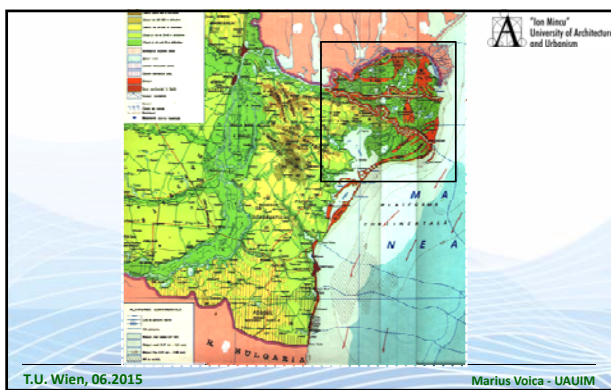
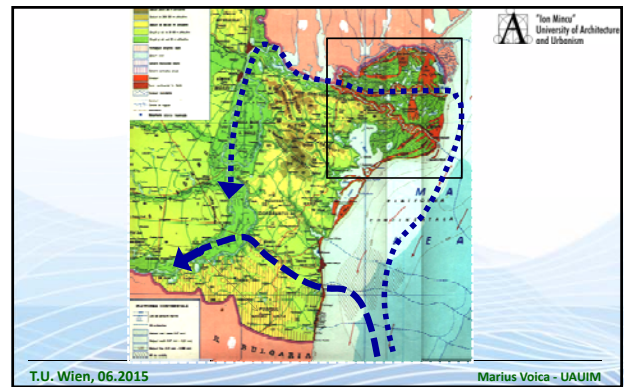
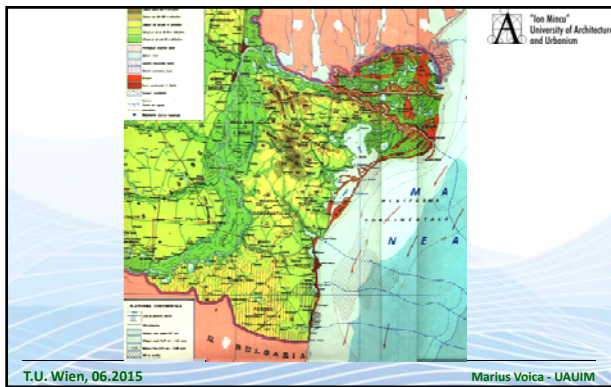
Summary:

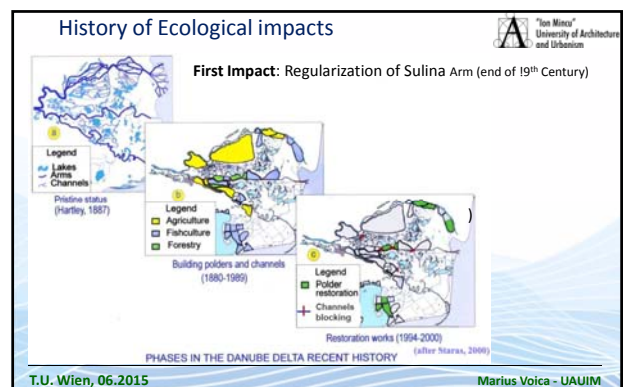
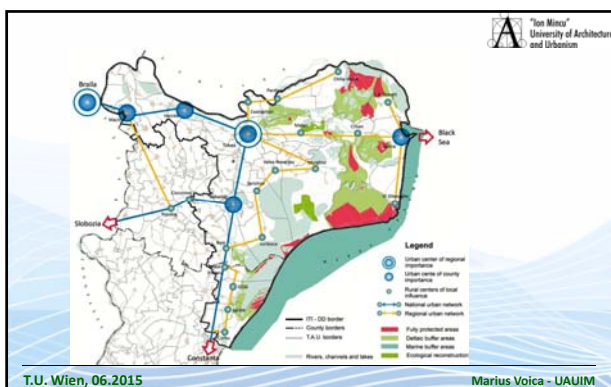
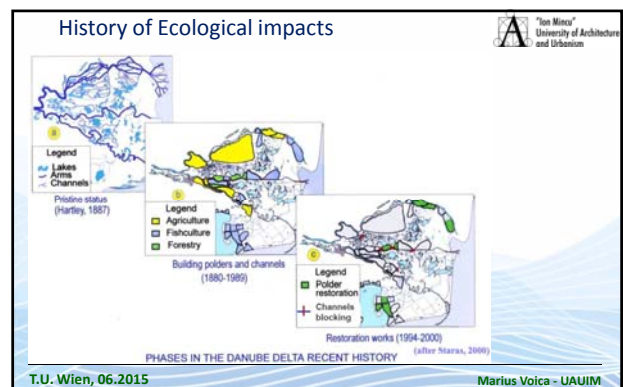
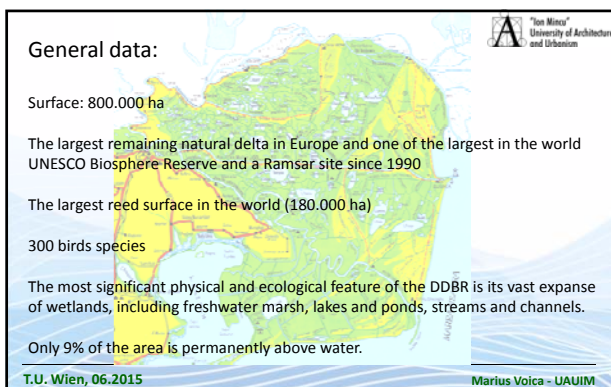
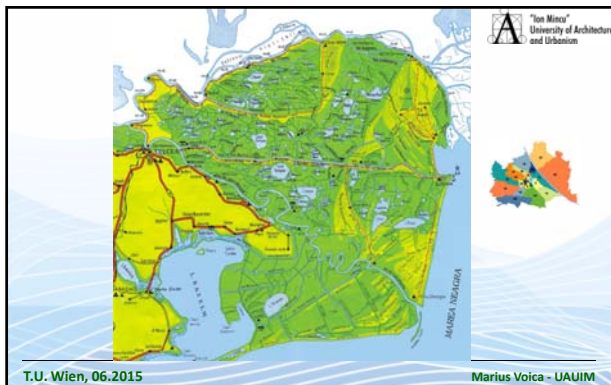
- Danube and D.D. - general review
- History of Ecological impacts; Sulina
- Tourism: Romania/DD/ Tourism scale/Carrying capacity
- Architecture in DD/sustainability impact
- Youth Programs Tourism: workshops, student low architecture proposals
- DD 2020 Agenda

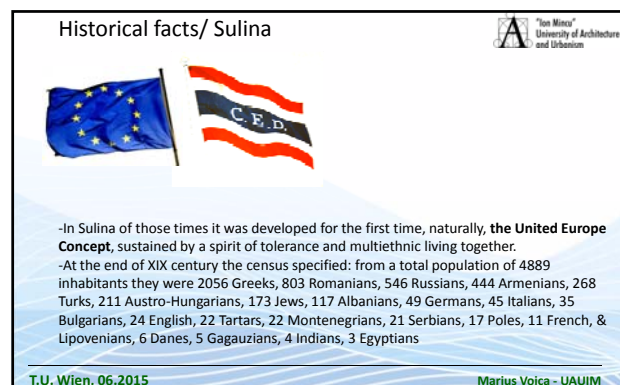
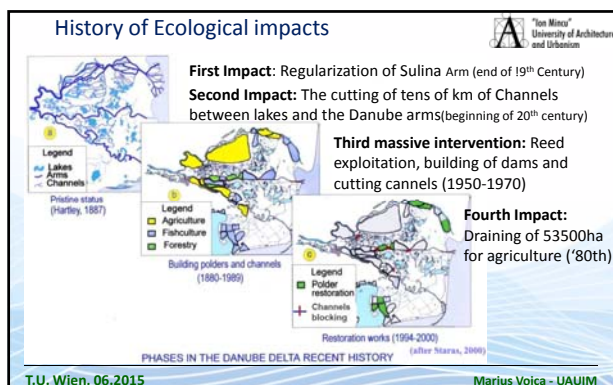
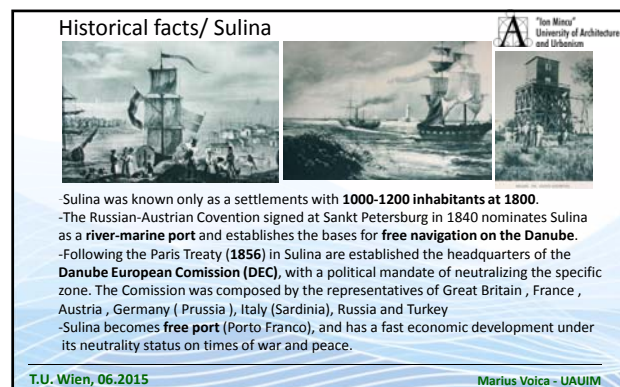
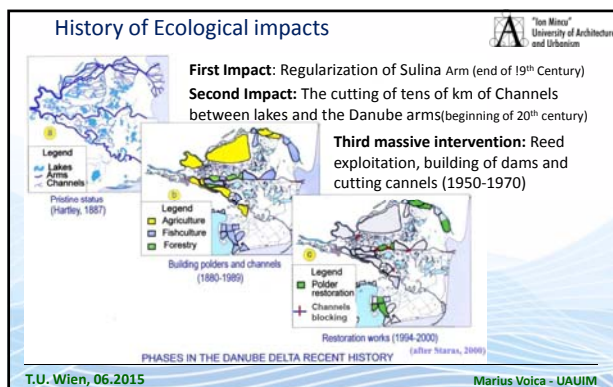
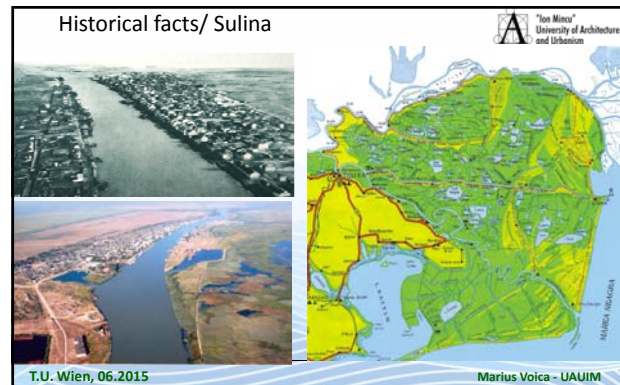
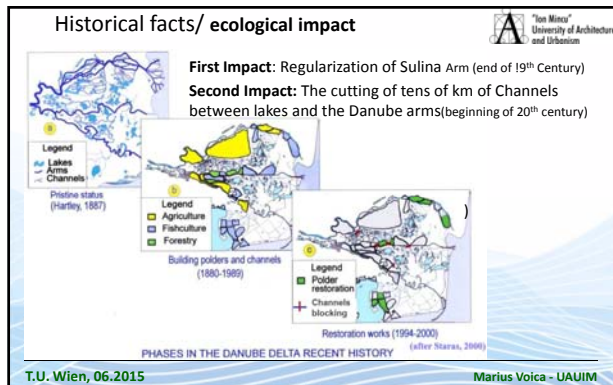
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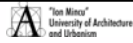








Historical facts/ Sulina

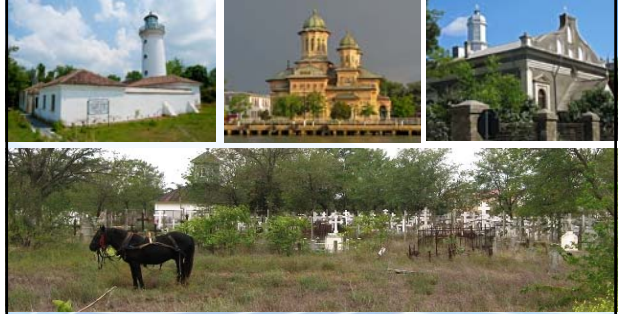


- Between the 2 wars, the population number varied between 7000-15000
- They were **9 Consulates in town**: the Austrian Consulate, the English, German, Italian, Danish, Greek, Russian, Belgium Consulates and Turkish Viceconsulate,
- The war generates the decision of **dissolving the Danube European Commission in 1939**.
- the town is bombarded by the allied forces in **August 1944** when **60% of its buildings were destroyed**.

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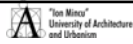
Historical facts/ Sulina



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Historical facts/ Sulina



- Sulina has now a population of about **3600 inhabitants**, a marked **depopulation of 20% in the last 12 years** due to an accentuate decline of socio-economic life

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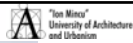
Weaknesses/ Danube Delta



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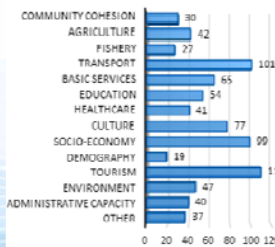
Historical facts/ Sulina



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Weaknesses/ Danube Delta



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Weaknesses/ Danube Delta

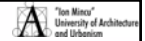


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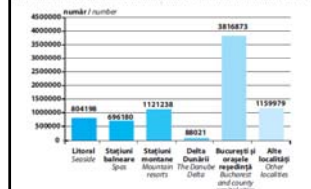
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Tourism

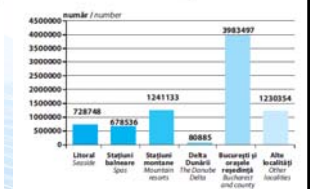
Current Situation / Romania



Tourists accommodated in the establishments of tourists' reception with functions of tourists' accommodation, by tourist destinations, in 2012



Tourists accommodated in the establishments of tourists' reception with functions of tourists' accommodation, by tourist destinations, in 2013



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Tourism

Current Situation / Romania



Travel & Tourism's Total Contribution to GDP	2012 % share
19 Croatia	27.8
31 Albania	21.4
40 Greece	18.4
World Average	14.1
57 Bulgaria	13.6
62 Austria	12.5
73 Hungary	10.8
78 Italy	10.3
100 Czech Republic	8.7
140 Slovakia	5.8
155 Romania	5.1

2012, Romania
 479,000 jobs, which constituted 5.7% of total employment
 7.9 million international arrivals
 41 million domestic arrivals

2012, Austria
 13.6% of total employment
 24.2 million international arrivals

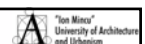
Main destinations attracting foreign visitors in Romania are: Transylvania and the Carpathian Mountains, and then the Danube Delta

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Tourism

Current Situation / Danube Delta



Year	Number of Visitors			
	Domestic Arrivals	Change %	International Arrivals	Change %
2008	115.653	-	27.192	-
2009	93.979	-18%	20.483	-25%
2010	56.256	-40%	16.072	-27%
2011	48.110	-14%	28.079	75%
2012	33.385	-30%	28.303	0%
2013	20.444	-39%	36.270	28%

Source: DDBRA

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Tourism

Current Situation / Romania



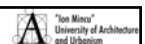
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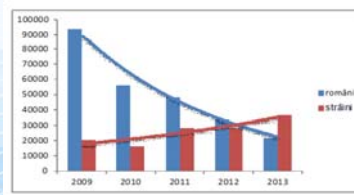
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Tourism

Current Situation / Danube Delta



	români	străini
2009	93849	20473
2010	56256	16072
2011	48042	28079
2012	33385	28303
2013	21846	36366



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Current Situation / Danube Delta

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Attractive natural asset of European and global significance - Distinct culture and lifestyle - Existence of some nature-based attractions and service providers - Existence of assets and attractions supplementing DD nature-based activities 	<ul style="list-style-type: none"> - High share of informal tourism activity - Lack of tourism attractions, adequate standard of visitor infrastructure, lack of interpretation - Limited skills and knowledge of local stakeholders in tourism development and operations - Lack of infrastructure critical to limiting negative impact of tourism (waste, waste water, destruction of natural resources) - Lack of capacity to enforce protection regimes and limit non-sustainable behavior of some visitors - Poor accessibility - Lack of stakeholder ownership and committed involvement of stakeholders in the protection of DD

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Tourism

Typologies of tourism:



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Tourism

Current Situation / Danube Delta

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Continuous growth in demand for nature-based, activity and other special forms of tourism (global) - Low level of current development offering opportunity for effective development - Proximity to Constanta (enabling access, expanded market and breadth of facilities) - Potential improvement of local airport (enhancing destination access) - High-level of willingness and commitment to tourism among local institutions and the private sector 	<ul style="list-style-type: none"> - Weak tourism policies and management on national level - Ineffective political dynamics influencing development of tourism on local level - Corruption and ineffective law enforcement - Negative attitude among local stakeholders towards nature conservation regimes, programs and institutions (DOBRA, NATURA 2000) - Unrealistic vision about possible tourism development - Potential conflicts between local and non-local tourism operators - Destructive behavior and lack of respect for fragile nature asset by stakeholders (operators and tourists) - Weak and somewhat unattractive image of Romania on international markets as a growing deterrent for travelers to come to the region

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Tourism

Typologies of tourism:

1. Leisure/ Recreation- tourism companies



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Tourism

Current Situation / Danube Delta

Conclusions/ Current Situation

- Tourism policy and management on national level are weak and inconsistent. This directly handicaps efforts at the regional level, including the Danube Delta region.
- There is lack of a realistic strategic vision for tourism development in the Danube Delta region. Current ideas about possible tourism development are unrealistic and contradict contemporary tourism demand and supply trends in the context of nature-based tourism.
- The DD is an underdeveloped destination with a solid set of assets that can be translated into an economically productive tourism value chain in the form of a competitive attraction portfolio complemented by job-generating support services.
- The grey economy in the DD region leads to unproductive tourism development and limited ability to generate socio-economic benefits from tourism, including employment and linkages to other economic sectors. An integrated destination management mechanism combined with effective regulation can help overcome current challenges and link tourism to employment and other benefits more directly.

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Tourism

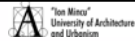
Typologies of tourism:

2. Nature discovery-wilde landscapes, channels- individual or small groups



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Tourism



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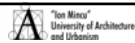
5. Rural Tourism- accommodation and guiding by inhabitants



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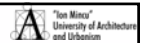
3. Scientific/Research tourism- ornithologists, researchers



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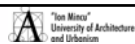
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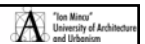
4. Youth Programs-nature understanding, workshops



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Typologies of tourism:

5. Rural Tourism- accommodation and guiding by inhabitants



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Typologies of tourism:

6. Nautic Sports tourism



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Typologies of tourism:

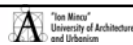
8. Fishing tourism



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Typologies of tourism:

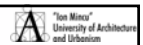
7. Foto/Safari tourism



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Tourism



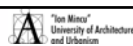
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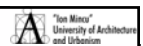
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Tourism



Characteristics of D.D. tourism:

The differentiating characteristics of the Danube Delta lie in:

- the wilderness areas
- rich biodiversity
- distinct culture

Tourism development should be based on:

- nature-based tourism offerings that are delivered by small-scale and small-impact operators (mostly local businesses and entrepreneurs);
- rich and competitive offerings for experiences, and high service quality that are in accordance with international standards, delivering high value;
- good management of the protected areas and their surroundings, maintaining high quality of the environment; and
- overall management and marketing of the entire Region as a single destination with distinct image, positioning and offerings.

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Scale of tourism:

Why not a large scale?

- the sensitiveness of the environmental resources and the variety of regimes that guide activities in the Delta, limit the possibility for large-scale developments.
- relevant demand trends are increasingly shifting towards travel that seeks small-scale accommodation facilities with local character (rather than large-scale resorts), close interaction with nature and local residents, and experiences associated with local cuisine and traditions.
- contemporary tourists that are attracted by places such as the Danube Delta often travel independently or in small groups, design their own itineraries and adapt them on the spot (relying on mobile technology), and seek to engage in active exploration of nature (through hiking, biking, pedaling, camping, etc.). Contemporary travelers are also increasingly educated and engaged with sustainability issues.
- large scale developments such as large resorts, heavy-infrastructure, service facilities and attractions that accommodate large groups of people, are appropriate for destinations that gear towards mass markets.

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Tourism

Carrying capacity

Recreation and Tourism Zoning Study (2009) funded by WWF and developed in partnership with Detant Consulting

Type of experience:



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Tourism

Scale of tourism:

Why not a large scale?

- accommodating large groups of people in the area is difficult (if not impossible);
- large-scale developments are costly and mass markets are usually sensitive to pricing, which would make returns on investment (ROI) unappealing;
- mass market tourism is competitive and driven by factors such as price, accessibility and infrastructure, in all of which the Danube Delta cannot be very competitive

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Tourism

A vision for DD Tourism?

Danube Delta can be an internationally recognizable nature-based tourism destination, which attracts visitors from Romania and abroad with its preserved wilderness areas and rich biodiversity, its rich portfolio of attractions and nature-based experiences, its authentic character and distinct local culture, most of which are delivered through small-scale local operators and entrepreneurs based on low-impact service facilities.

Directions to be planned and implemented effectively:

- Develop DD as an *integrated tourism destination* with a rich portfolio of sustainable nature- and culture-based tourism products and services, along with relevant marketing activities.
- Establish a *local destination management mechanism* that is based on active participation and local ownership of local stakeholders.
- Enable local people to run small tourism businesses that meet quality and sustainability standards, and that are economically viable.

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Carrying capacity

Tourism activities have both positive and negative effects on the destinations where they are carried out. Positive effects on the local economy are often accompanied by negative effects on natural, economic and social resources of the destination and on the quality of visitor experience.

Carrying Capacity can be defined as the maximum number of tourists visiting a destination at the same time and using its resources without causing unacceptable and irreversible changes of the physical, economic or socio-cultural environment or a decrease in the quality of visitors' experience

Type of experience	Average stay in the Danube Delta	Resource use	Positive impact on local communities
Slow	More than 2 days	Low consumption rate	High
Fast	Less than 2 days	High consumption rate	Low

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Tourism

Carrying capacity

visitor experience types and the slow/fast concept

1. Nature & culture experience (SLOW)

It is defined as a nature and culture oriented experience, based on activities that cause a low negative impact on the natural and social environment. The main feature of this type of experience is defined as SLOW and it leads to a deeper understanding of the assets of the Evaluating the carrying capacity for visitor management in protected areas

2. Leisure experience (mainly FAST)

This type of experience is characterised through different ways of spending free time in a relaxing manner, such as: angling, sun-bathing, motorised water activities, etc. It is mainly a FAST form of consuming a tourism destination (predominantly during a short stay, focused on sunny weekends). In some cases it can be a slow experience as well (e.g. week-long angling holidays).

3. Active outdoor experience (mainly SLOW)

This type of experience concentrates on outdoor activities, with a certain degree of physical movement that is mainly performed in natural settings. In this case, nature is merely what inspires the activity. Rowing, canoeing, sailing or team building activities are examples that can describe this type of experience.

4. Event experience (FAST)

Event based experiences use the natural settings simply as a location where an event can take place. However, nature is sometimes more than just a background, it can motivate the event participants to extend their stay for half a day or take a one-day trip.

5. Sightseeing (cruises) (mainly FAST)

This type of experience is based on a relatively fast way of visiting each location, using motorised means of transportation and moving to the next location. Most visitors who prefer this form of „nature experience“ are brought to the Delta by national and international tour-operators. Their knowledge of the Danube Delta is very much influenced by the advertisements and marketing messages of the tour-operators, whose main interest is to earn maximum of money within a minimum of time

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Architecture in Danube Delta

Traditional architecture
Local materials
Landscape/ scale integration
Adapting to tradition & symbols
Passive architecture
Recycling architecture
Illegal architecture
Roads, mobility
Building legislation
Conclusions



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Traditional Architecture in Romania

Traditional
roof materials



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Traditional Architecture in Romania



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Architecture in Danube Delta

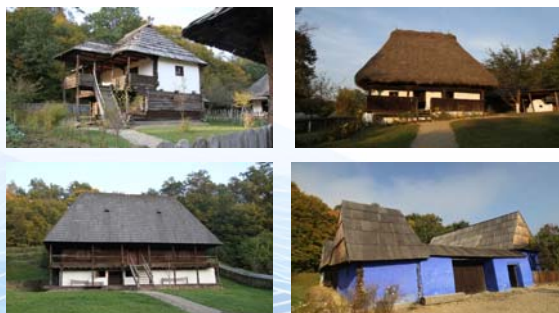
Thatch/ Reed



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Traditional Architecture in Romania



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Architecture in Danube Delta

Roof thatching




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Architecture in Danube Delta

Roof thatching




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Architecture in Danube Delta

Landscape/scale integration




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Architecture in Danube Delta

Building with clay




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Architecture in Danube Delta

Landscape/scale integration




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Architecture in Danube Delta

Landscape/scale integration




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Architecture in Danube Delta

Adapting to tradition & symbols

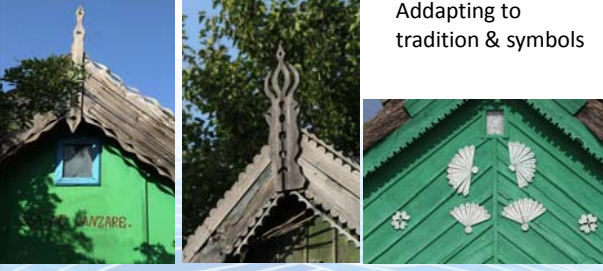


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Adapting to tradition & symbols




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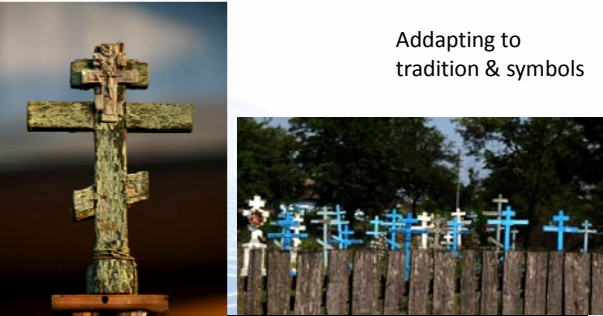
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source "iglo"

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Alternatives to tradition & symbols

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Recycling architecture

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Passive architecture

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Roads, mobility

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Architecture in Danube Delta

Passive architecture

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Architecture in Danube Delta

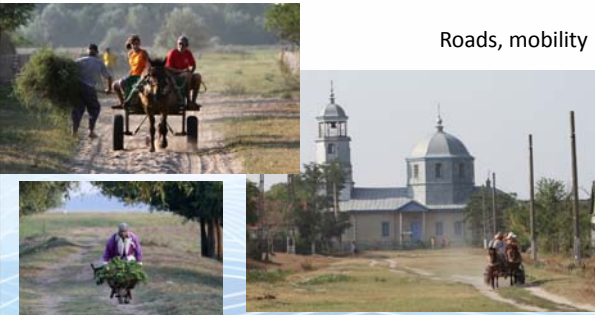
Roads, mobility

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Roads, mobility




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Tourism

Typologies of tourism:
Youth Programs- workshops

Sfishtofca village




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Roads, mobility



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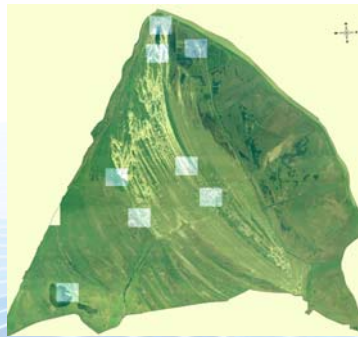
Reglementation of constructions
in DDBR(2008)

Building legislation

- Main goal: To permit a sustainable development of the DD
- Control of land use indicators , volumes, aggressivity (maxim. 30%build surf, H-10m, 350 sqm, 12m terrain bright.)
- Obligatory character to be applied in all master plans
- Hotels, with less than 20 rooms/pavillion
- Using traditional materials (wood, reed, earth)
- Using of passive systems and of alternative energies (solar)

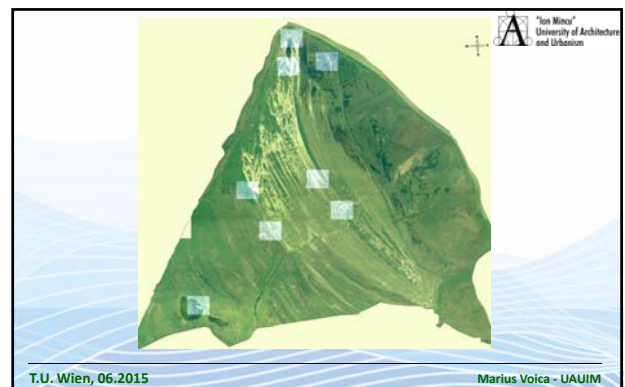
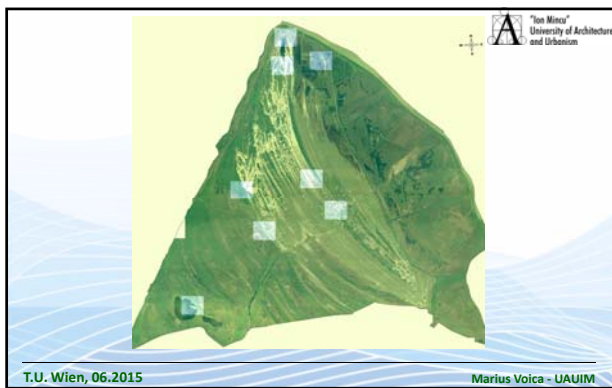
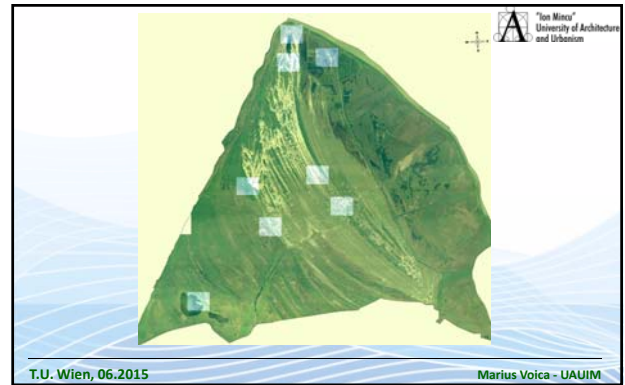
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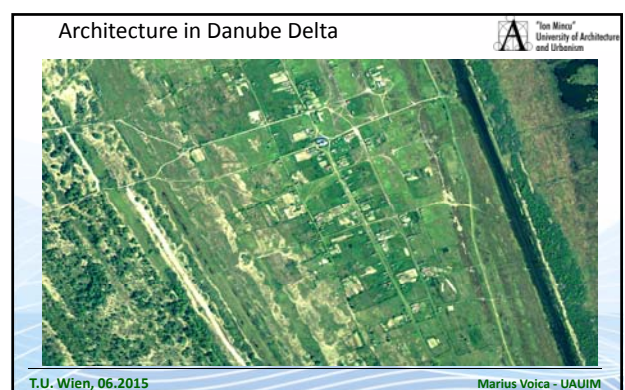
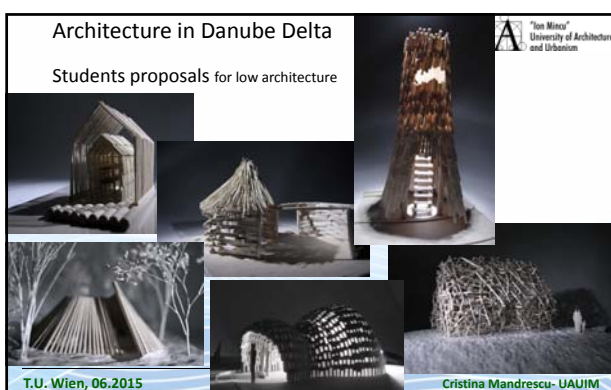
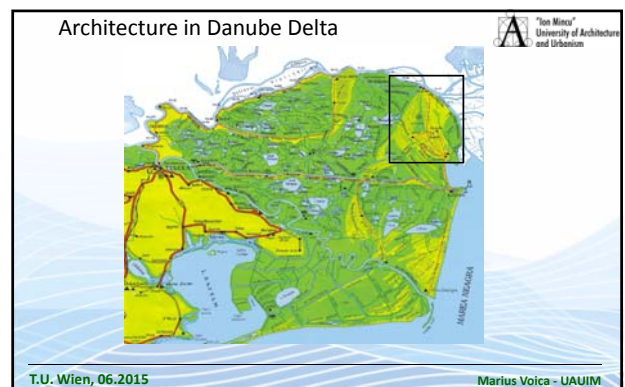
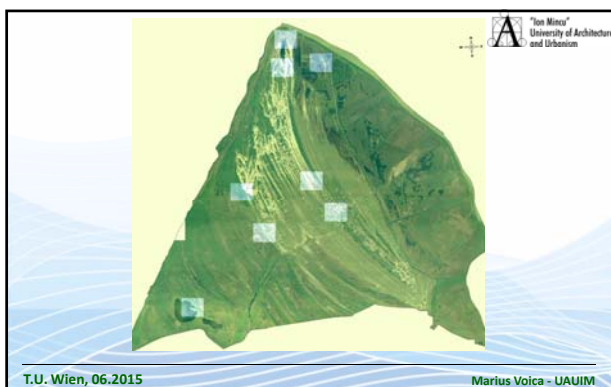
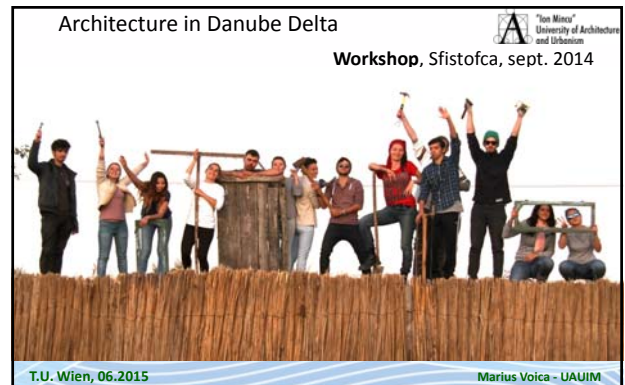
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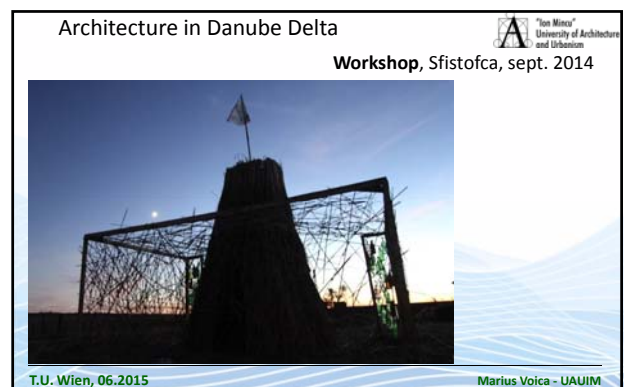
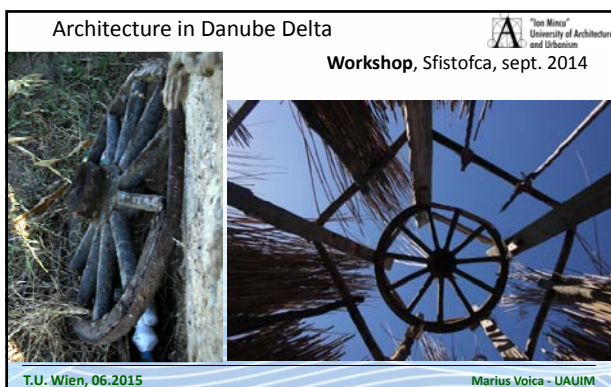
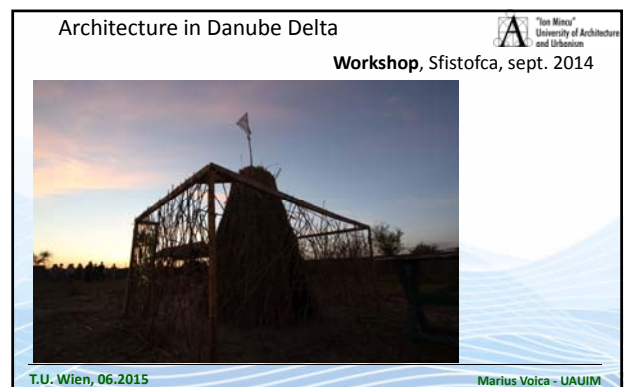
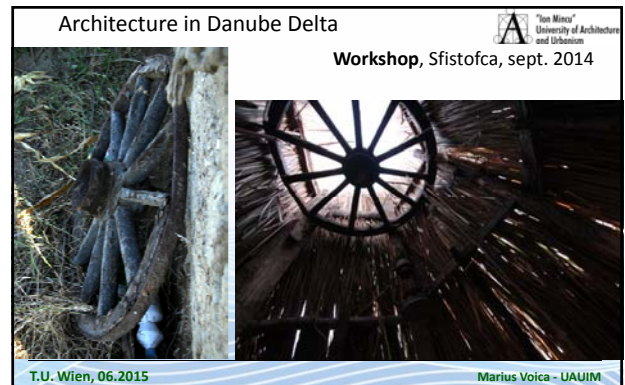
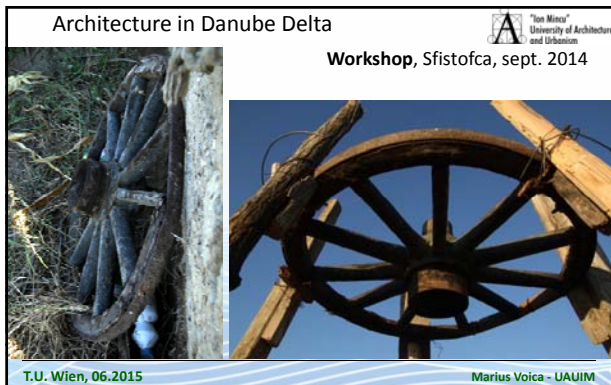


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Architecture in Danube Delta

Workshop, Sfistofca, sept. 2014



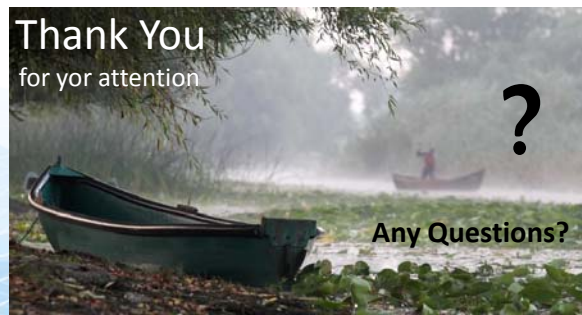
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Thank You
for your attention

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Any Questions?



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Proposal for **Danube Delta 2020 Agenda**

- Encourage the locals **to remain in Danube Delta**
- Helping community to develop arts & crafts, tourism, agriculture and more economic opportunities
- Take C.A. Rosetti in the Danube Delta as a **first case study** for less privileged municipalities
- Follow up how **students projects** are perceived in the municipality and D.D.B.R.A.
- Make an **annual report** on the quality of life, improvements and deteriorations (indicators: number of inhabitants, state of built heritage, tourism statistics)
- Continuing an **annual art event** in Sfistofca and promoting the results in Vienna, Bucharest and Tulcea with T.U.W., U.A.U.I.M., Sfistofca Association and D.D. local authorities



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