

CONSOLIDATED PLAN FOR THE DEVELOPMENT OF LEISURE AND ADVENTURE TOURISM

"DEVELOPMENT AND PROMOTION OF ACTIVE TOURISM IN THE BLACK SEA BASIN - ESCAPELAND"

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1. Introduction

The Consolidated Leisure and Adventure Tourism Development Plan is a strategic document, developed within the framework of the cross-border project "Development and Promotion of Active Tourism in the Black Sea Basin - EscapeLand", funded by the Joint Operational Programme Black Sea Basin 2014 - 2020, Priority 1.1 Joint promotion of business and entrepreneurship in the tourism and cultural sectors, Specific objective - Promotion of business and entrepreneurship in the Black Sea Basin. The project implementation period is 01.06.2020 - 30.11.2023 and the project beneficiaries are:

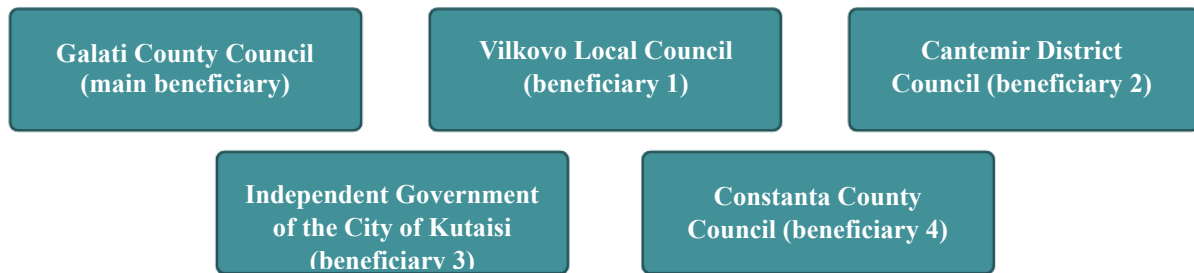


Figure no. 1: Project beneficiaries

Source: Author

The total value of the project is € 1,377,103.96, of which: EUR 385.482,00 were allocated to Galati County, EUR 290,733.56 to Constanta County, EUR 159,856.80 to Kutaisi City, EUR 541.031,60 to Cantemir District. Given the armed conflict that Ukraine is currently facing, the partners in Vilково remained in the project, being exempted from carrying out the activities, these being taken over by the project leader. By Addendum no. 3 to the Grant Agreement, the project budget was modified and the funds were reallocated. Thus, the budget initially allocated to the partner from Ukraine, the city of Vilково, was transferred to the partner from Cantemir (Republic of Moldova).

The overall objective of the project is to develop and promote the active tourism potential in the Black Sea Basin as a key factor for the promotion of local business and entrepreneurship.

The overall objective of the project will be achieved by reaching the following 3 specific objectives:

- 1** Creation/improvement of active tourism infrastructure in Galati County, Cantemir District and Odessa Region, Ukraine;
- 2** Improving territorial cooperation between local public administration and business in the Black Sea Basin;
- 3** Joint promotion of the specific tourist objectives and products of the five partner regions involved in the project - Galati and Constanta counties, Cantemir District, Vilково city, Odessa region and Kutaisi city.

Figure no. 2: Specific objectives of the project

Source: Author

The Consolidated Leisure and Adventure Tourism Development Plan is one of the outputs of Specific Objective 3.

The other results so far are:

At Constanta County level

- **film promoting** Constanta County / Constanta County's heritage;
- **TV advertisement promoting** Constanta County / Constanta County Heritage;
- **map of tourist attractions;**
- **travel guide.**
- **Travel Guide;**
- **B2B Conferences.**
- **the project promotion film;**
- **project promotion materials, including flyers and brochures;**
- **project website**
- **The Consolidated Plan for the Development of Leisure and Adventure Tourism**

At Galati County level

- **EscapeLand Adventure Park** - as part of the project, the project leader, Galati County Council, transformed 8.4 ha of the Gârboavele Forest into an adventure park called EscapeLand;
- **Local Plan for the Development of Active Tourism in Galati County 2021-2027;**
- **travel guide.**
- Training in the field of tourism and cultural entrepreneurship;
- Leisure park management course;
- B2B Conferences

At the level of Cantemir rayon

- **Development plan of the tourism sector in Cantemir district;**
- **travel guide.**

City of Kutaisi

- **travel guide**
- **tourism fair**
- **B2B Conferences**

These results indicate a comprehensive and integrated approach to the development of leisure and adventure tourism. The results of the Escapeland project will significantly contribute to the development of all five regions and will strengthen the links between Romania, Ukraine, Georgia and the Republic of Moldova.

Activities planned under the project include:

**cross-border
sightseeing tours**

**information
meetings and events
for stakeholders**

**tourism fair which
took place in 2023
in Kutaisi**

**joint B2B
conferences**

The project contributes both to the improvement of tourism infrastructure and services and to the promotion of collaboration between local public administration and business, thus contributing to economic growth and strengthening the communities belonging to the Black Sea Basin.

Through these initiatives, the project will lead to attracting more tourists, promote cultural and natural heritage, with implications for sustainable development and contribute to strengthening the regional identity in the context of active and adventure tourism.

2. General context analysis and problem definition

The Consolidated Leisure and Adventure Tourism Development Plan is a key strategic tool that will lead to increased visibility and promotion of the partner regions in the project "Development and Promotion of Active Tourism in the Black Sea Basin - EscapeLand". This plan will focus on strengthening and highlighting the recreational and adventure tourism areas and the investments made by all partners involved in the project.

In order to support this approach, this chapter will analyse the range of similar and complementary services and products offered or provided in the project implementation area, which is crucial to identify market opportunities, understand customer requirements and develop effective marketing and promotion strategies.

2.1 Range of leisure and adventure services and products offered/provided in Constanta County (Romania)

Constanta County, located on the Black Sea coast in Romania, offers a wide range of services and products in the field of leisure and adventure tourism. With its beautiful scenery, beaches, historical sites and authentic culture, this destination attracts tourists from all over the world.

Travellers have the opportunity to enjoy numerous experiences and activities, benefiting from high quality facilities and services. Experiences range from marine adventures to cultural tours and from extreme sports to relaxing on the beach.

The following is an analysis of the services and products offered in Constanta County, in terms of leisure and adventure tourism, in order to identify the potential of the county in this tourism segment. These will be grouped by category as follows:

1. Leisure activities

The analysis carried out on recreational activities revealed the following at county level:

Table no. 1: Leisure activities that can be carried out in Constanta County

▶	you can take a ride on a cable car (Mamaia Cable Car);
▶	dolphin watching activities can be carried out in the Black Sea, with the following products and services available: boats and specialized equipment, observation equipment, guides, trips. It should be noted that these trips can be made in collaboration with the Society for Oceanographic Exploration and Protection of the Ocean Marine Environment;
▶	hiking can be carried out on special hiking trails and in protected areas with picnic benches and tables and maps and information available;
▶	fishing can be done in the Black Sea, Danube and lakes in the county, there are public fishing areas, private pools, camping and picnic areas, shops and equipment;
▶	sea, lake and Danube trips, catamaran and yacht trips, cruises, parties, yacht fishing and jet-skiing can be arranged. These are offered by the following providers: Arcturus Yachts, JT Watersports Mamaia, Yacht Mamaia, Hai pe laht;
▶	spa and wellness facilities are available in spas and hotels: swimming pools, saunas, massage, fitness centres;
▶	tourists can sunbathe on the beaches of the Black Sea, with sun loungers and umbrellas, showers and toilets, beach bars and restaurants, children's playgrounds, lifeguard services, events and activities, souvenir stands;



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▶	kayak trips can be made, with Dream Explorer and JT Watersports Mamaia providing kayaks, safety equipment, guides;
▶	for cycling there are free public bicycles (provided by the Municipality of Constanta), bike paths, bike trails (specially designed trails along the coast, especially in the areas of Mamaia, Năvodari and Mangalia, as well as on the Siutghiol Lake waterfront), bike trails and ramps (within Gravity Park Constanta);
▶	jogging can be practiced mainly on the Black Sea waterfront;
▶	there are two water parks offering: swimming areas, waterslides, relaxation areas, sports activities, children's play areas, bars and restaurants, equipment rental, shops and souvenirs, changing rooms, showers (JT Watersports Mamaia, JT Watersports Costinești);
▶	there are aqua-parks offering: swimming areas, slides, relaxation areas, wave pools, simple pools, artificial rivers, children's facilities, sports fields, bars and restaurants, spas and wellness areas, shows and parties, changing rooms, showers, equipment rental (Aqua Magic Mamaia, Eforie Aqua Park, Galaxy Water Park);
▶	horse riding can be done at the Mangalia Stud Farm, which offers the following services: visits to the stud farm, horse riding, carriage rides, riding lessons, provision of a horse for filming/pictures, shows and events, as well as in the Riding Pavilion in Constanta within the Natural Science Museum Complex and in the riding clubs in Oituz and Năvodari;
▶	camping can be done in: Camping Pivoli La Mal, Camping Holiday GPM, Camping S Mamaia, Camping Popas Zodiac Jupiter, MHT Camping Saturn, offering the following services: accommodation for tents and caravans, access to the beach, children's playgrounds, sports grounds, barbecue areas, gazebo, sanitary facilities, individual cottages, restaurants.

Source: Author

Based on the above, the degree of development of services and products for leisure activities considered in the analysis at the level of Constanta County is 100%.

2. Adventure activities

From the point of view of adventure activities, the analysis highlighted the following aspects concerning Constanta County:

Table no. 2: Adventure activities that can be carried out in Constanta County

▶	the following water sports can be practised within the county at the water sports bases and facilities: towing with kayaks (the following products are available: protective equipment, kayaks), towing with banana (the following products are available: protective equipment, bananas), parasailing (the following products and services are available: parasailing, safety equipment, training), stand-up paddle surfing (the following products and services are available: boards, paddles, safety equipment, training), flyboarding (the following products and services are available: flyboarding, jet-skiing, safety equipment, training courses), kitesurfing (the following products and services are available: equipment, training), yachting (the following products and services are available: training courses, yacht), wakeboarding (the following products and services are available: equipment, courses), kiteboarding (the following products and services are available: equipment, training), parasailing; of the water sports considered in the study rafting is not carried out in Constanta county;
▶	skateboarding can be practiced in Gravity Park Constanta, which has: ramps, rally areas, grind boxes, ledges and other similar obstacles found in urban areas, special areas for children, relaxation areas;
▶	climbing can be done both in the natural environment, in Cheile Dobrogei, where special routes are arranged, but there are no other facilities, and in Gravity Park Constanta, where the following facilities are available: climbing walls, bouldering areas, children's areas, changing rooms, equipment rental showers, first aid centre;

- ▶ at the county level there is an adventure park (Paradis Land) where the following products and services are available: adventure trails for adults, adventure trails for children, special children's area, zip-line trails, climbing games, air soft, archery, children's parties;
- ▶ at the county level, aerial tours can be made from the Mamaia Heliport and Tuzla Airport, offering products and services for: small plane and helicopter flights, parachuting courses, paragliding;
- ▶ off-road activities are carried out on special trails on gravel roads with low traffic, and offers are available in the county for ATV, motorcycle and 4x4 rides.

Source: Author

Thus, the degree of development of products and services for adventure tourism in Constanta County is a maximum of 100%.

The table below captures the general situation of activities, services and products offered in Constanta County in terms of leisure and adventure tourism.

Table no. 3: The degree of facilities/products/services development offered for recreational and adventure activities in Constanta County

Type of activity/ facilitate	Are there specialised entities offering such activities?	Degree of development of products and services	Do the available services cover existing needs?
Water park activities	Yes	High	Yes
Activities in aqua-parks	Yes	High	Yes
Skateboard	Yes	Average	Yes
Adventure Park	Yes	High	Yes
Horse riding	Yes	High	Yes
Mamaia Cable Car	Yes	Average	Yes
Climbing	Yes	Low	No
Hiking	Yes	Average	Yes
Fishing	Yes	High	Yes
Kayak rides	Yes	High	Yes
Trips on the sea, lakes and Danube	Yes	High	Yes
Water Sports	Yes	High	Yes
Cycling	Yes	High	Yes
Jogging	No	Low	No
Aerial tours	Yes	Average	Partially
Off road	Yes	High	Total
Dolphin Watching	Yes	Average	Partially
Campsite	Yes	High	Total
Spa and wellness facilities	Yes	High	Yes
Beach	Yes	High	Yes

Source: Author

In conclusion, it can be stated that significant efforts have been made in Constanta County to develop the necessary facilities for leisure and adventure activities. It was found that all the specific leisure and adventure tourism activities considered in the analysis are practised at county level and the degree of their development is high. This significant development of tourism infrastructure has implications for the tourist experience and contributes to the promotion of Constanta County as an attractive tourist destination for adventure lovers. These sustained efforts demonstrate the County's commitment to the tourism industry and provide significant opportunities for both the local community and visitors.

Table no. 4: Leisure and adventure activities for which there is a range of products and services in Constanta County

Total activities considered in the analysis	Total activities carried out in Constanta county	Activities not carried out	Activities carried out
20	20	-	All the activities considered in the analysis are carried out in Constanta County.

Source: Author

2.2. Range of leisure and adventure services and products offered/provided in Galati County (Romania)

The development of the leisure and adventure tourism segment in Galati County is justified considering that:

- 1% of the Danube Delta is on the territory of Galati County, the Danube Delta representing, one of the largest and most beautiful nature reservations in Europe. This location offers an important opportunity for the development of leisure and adventure tourism, where activities such as hiking, bird watching, sport fishing, boat trips and water sports can be organized;
- there are many lakes and rivers in the county that can be used for activities such as canoeing, fishing, and water sports;
- the county's forests offer excellent opportunities for hiking, climbing, and camping;
- Galati County has an impressive heritage of historical and cultural sites, especially 263 sites, according to the 2015 List of Historical Monuments, including monasteries, which can be included in adventure tours.
- the following protected natural areas can be found on the territory of Galati county:
 - Balta Potcoava. Location: Braniștea
 - Balta Tălăbasca. Location: Tudor Vladimirescu
 - Dunele de nisip de la Hanu Conachi. Location: Hanu Conachi
 - Lacul Pochina. Location: Suceveni
 - Lacul Vlășcuța. Location: Măstăcan
 - Locul fosilifer Berești. Location: Berești
 - Locul fosilifer Rateș. Location: Tecuci
 - Locul fosilifer Tirighina – Bărboși. Location: Municipiul Galați
 - Lunca joasă a Prutului. Location: Cavadinești
 - Ostrovul Prut. Location: Municipiul Galați
 - Parcul Natural Lunca Joasă a Prutului Inferior. Location: Berești-Meria, Nicorești, Cavadinești, Oancea, Suceveni, Vlădești, Tulucești, Vânători
 - Pădurea Breana – Roșcani. Location: Roșcani
 - Pădurea Buciumeni. Location: Brăhășești, Buciumeni
 - Pădurea Fundeanu. Location: Drăgușeni
 - Pădurea Gârboavele. Location: comuna Tulucești, județul Galați
 - Pădurea Pogănești. Location: Băneasa
 - Pădurea Tălășmani. Location: Berești

The following are the leisure and adventure activities that can be done in Galati County, together with the related services and products.

1. Leisure activities

The analysis carried out in terms of leisure activities revealed that in Galati County:

Table no. 5: Leisure activities that can be/c an not be carried out in Galati County

▶	no cable car rides are possible, as there is no such facility;
▶	no Dolphin Watching activities can be carried out;
▶	hiking in the Măcinului Mountains National Park and in the Adam Forest;
▶	fishing can be done in the Danube, Lake Brateș, La Salcâmi, Movileni Pond, Mălina Pond, Lake Lozova, Lake Vânători, Zătun Pond, Șovârca Pond, Cotul Chiului, Corni Pond, there are public fishing areas, private ponds, sandy beaches, restaurants, barbecue places, playgrounds for children, sports fields;
▶	sea, lake and Danube trips, yachting, cruises and parties can be organized. These are offered by the following providers: Giv Boats Vega River;
▶	spa and wellness facilities are available in the hotels: swimming pools, saunas, massage, fitness centres;
▶	the beach can be found on Danube Beach, on Lake Vânători, within the Viva Club, on Zătun Pond, on Cocuța Beach, within the Stejarul Complex, within the Deliria Tourist Complex in Pădurea Gârboavele – swimming pool and recreation area, Bacsoridana Pool located in Valea Mărului Commune, most of which have: sun loungers and umbrellas, showers and toilets, beach bars and restaurants, children's play areas, lifeguard services, events and activities, souvenir stands;
▶	kayaking is available with kayaks, safety equipment and guides;
▶	for cycling there are no free public bikes, but there are trails, bike paths, and bike ramps (in the off-road track in Galati and Tiglina Bike & Trail Park);
▶	jogging can be practiced especially on the seafront, in Tiglina Bike&Trail Park, Danube Stadium, Rizer Park Galati, Carol Park (ex-CFR), Mihai Eminescu Park Galati, Galati Public Garden, Viva Park, Central Park "Alexandru Ioan Cuza" Tecuci, Children's Village, "Stejarul" Complex;
▶	there are no water parks;
▶	there are water parks with: swimming areas, slides, relaxation areas, wave pools, simple pools, artificial rivers, children's facilities, sports fields, bars and restaurants, accommodation services, shows and parties, changing rooms, showers, two special bus lines ("Deliria" Water Park, Danube Beach Water Park);
▶	horse riding can be done at the Tuluțești Herd, which offers the following services: visits to the herd, horse riding, carriage rides, riding lessons, provision of a horse for filming/pictures, shows and events, volunteer internships for young people;
▶	camping sites can be established within the county and the following services are offered: accommodation for tents and caravans.

Source: Author

Based on the above, the figure below shows the degree of development of services and products for leisure activities considered in the analysis at the level of Galati County. In the figure it can be seen that for a large part of the leisure activities considered in the analysis (71.43%), products and services are developed.

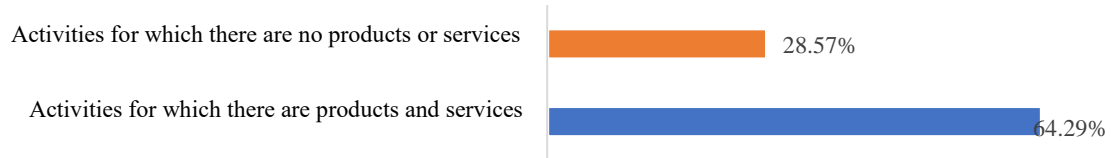


Figure no. 3: Degree of development of services and products for leisure activities taken into account in the analysis at Galati County level

Source: Author

2. Adventure activities

From the point of view of adventure activities, the analysis highlighted the following aspects concerning Galati County:

Table no. 6: Adventure activities that can be practiced in Galati County

▶	the following water sports can be practiced within the county: yachting (the following products and services are available: sailing courses, yachting - within the "Blue Danube" Sailing School) and diving (the following products and services are available: diving equipment courses and recreational diving services, within Atlanta Hv/Co SRL);
▶	skateboarding can be practiced in Skatepark Galati and in Skatepark Viva, which has: ramps, rail areas, grind boxes, ledges and other similar obstacles found in urban areas, special areas for children, relaxation areas, security and protection;
▶	climbing can be done both in the natural environment in the Măcin Mountains and in the EscapeLand Adventure Park, where climbing walls are available;
▶	there is one adventure park (EscapeLand) in the county where the following products and services are available: adventure trails for adults, adventure trails for children, zip line trails, climbing games;
▶	paragliding flights can be carried out at county level by paragliding clubs;
▶	off-road activities are carried out on special trails throughout the county with offers available for ATV, motorcycle and 4x4 rides.

Source: Author

Thus, the degree of development of products and services for adventure tourism in Galati County is at its maximum.

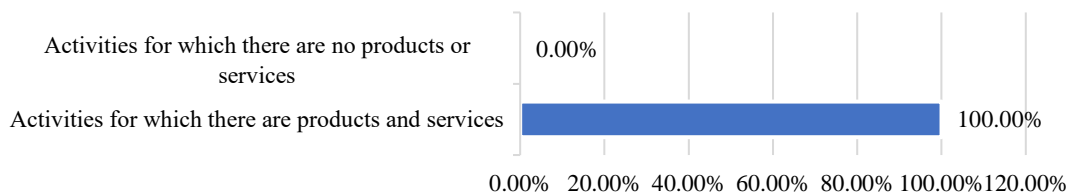


Figure no. 4: Degree of development of services and products for adventure activities considered in the analysis at Galati County level

Source: Author

The table below captures the general situation of activities, services and products offered in Galati County in terms of leisure and adventure tourism.

Table no. 7: Degree of development of facilities/products/services offered for recreational and adventure activities in Galati County

Type of activity/facilitate	Are there specialised entities offering such activities?	Degree of development of products and services	Do the available services cover existing needs?
Water park activities	No	-	No
Activities in water parks	Yes	High	Yes
Skateboard	Yes	High	Yes
Adventure Park	Yes	Average	Yes
Horse riding	Yes	High	Yes
Cable car rides	No	-	No
Climbing	Yes	Low	No
Hiking	Yes	Average	Yes
Fishing	Yes	High	Yes
Kayak rides	Yes	Average	Yes
Walks on the sea, lakes and Danube	No	-	No
Water Sports	Yes	Low	No
Cycling	Yes	Average	No
Jogging	Yes	High	Yes
Aerial tours	Yes	Low	No
Offroad	Yes	High	Yes
Dolphin Watching	No	-	No
Campsite	No	-	No
Spa and wellness facilities	Yes	High	Yes
Beach	Yes	Average	Yes

Source: Author

In conclusion, it can be stated that the level of development of leisure and adventure services and products in Galati County is average. There are activities for which there are a considerable number of services and products, activities for which there are relatively few facilities and activities for which there are no services and products at all.

Consequently, there is a need to develop services and products covering these activities as well as to improve and develop the existing offer for the other activities. Collaboration between local authorities, private businesses and the community is needed to identify development opportunities and invest in the necessary infrastructure. Through these measures, Galati County can achieve a higher level of development in the leisure and adventure sector, thus offering more options and experiences to the community and tourists.

Table no. 8: Leisure and adventure activities for which there is a range of products and services in Galati county

Total activities considered in the analysis	Total activities carried out in Galati county	Activities not carried out	Activities carried out
20	15	Water park activities, kayaking, dolphin watching, jogging, cable car rides	Most of the activities considered in the analysis are carried out in Galati County.

Source: Author

2.3. Range of recreational and adventure services and products offered/provided in the City of Vilkoovo (Ukraine)

The following is an analysis of recreational and adventure activities that can be carried out in the Town of Vilkoovo.

1. Leisure activities

From the analysis carried out in the case of the City of Vilkoovo, in terms of the offer of services and products for recreational tourism, it emerged that at the city level:

Table no. 9: Leisure activities that can be carried out in the Town of Vilkoovo

▶	no cable car rides are possible;
▶	there are no facilities for dolphin watching;
▶	hiking is not allowed, but you can visit the Danube Biosphere Reserve. There are 4 water trails on the territory of the reserve: "Zero Kilometer", "Lebedinka Ecological Trail", "Reserved Coast" and "New Land". The end point of all routes is where the Danube flows into the Black Sea - it's called 'kilometre zero';
▶	fishing can be practised on the Danube, in the Black Sea and on the lakes of the Delta;
▶	water trips can be made, available offers are: tour to Vylkovo and Odessa, trip to the 0 km of the Danube, group or individual tours on the Danube Delta. As the town is divided into a large number of islands on which houses are built, travel between them is by boat. Also, from the Vilkoovo pier a boat leaves weekly for the island of Zmeiny;
▶	spa and wellness facilities are available to a limited extent in the accommodation facilities, especially the sauna;
▶	you can sunbathe, as Vilkoovo's beaches are close to the sea and have fine sand;
▶	you can make camping in "U Vitaliya", Vylkovo;
▶	no facilities are available for: kayaking, cycling, jogging, water park activities, aqua-park activities, horse riding.

Source: Author

Based on the data presented above, it can be concluded that for 57.14% of the leisure activities considered in the study there is no offer of services and products, and for 42.86% of them there is, as can be seen in the figure below.

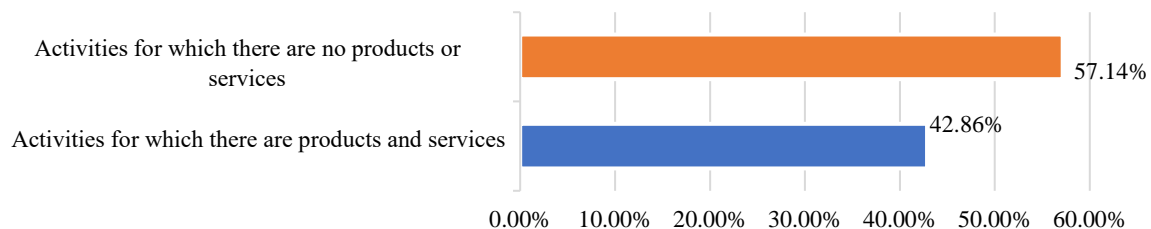


Figure no. 5: Degree of development of services and products for recreational activities taken into account in the analysis at the level of the City of Vilkoovo

Source: Author

2. Adventure activities

From the analysis carried out the following aspects emerged regarding the facilities offered for adventure tourism in the Town of Vilково:

Table no. 10: Adventure activities that can be carried out in Vilково Town

- ▶ the degree of development of services and products for this category of tourism is poor, so that they exist for only one activity considered in the study. This activity is offroad representation, for which there are motorcycles used to visit Yermak Island;
- ▶ for 83.33% of the adventure activities used in the analysis no services and products are developed (water sports, skateboarding, climbing, adventure parks, aerial tours).

Source: Author

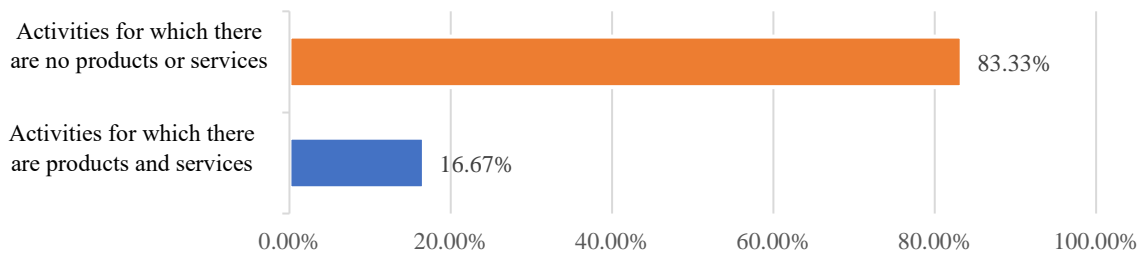


Figure no. 6: Degree of development of services and products for adventure activities considered in the analysis at the level of the City of Vilково

Source: Author

The table below shows the degree of development of products and services for recreational and adventure tourism in Vilково.

Table no. 11: Degree of development of facilities/products/services offered for recreational and adventure activities in the Town of Vilково

Type of activity/facilitate	Are there specialised entities offering such activities?	Degree of service development	Degree of product development	Do the available services cover existing needs?
Water park activities	No	-	-	-
Activities in aqua-parks	No	-	-	-
Skateboard	No	-	-	-
Adventure Park	No	-	-	-
Horse riding	No	-	-	-
Cable car rides	No	-	-	-
Climbing	No	-	-	-
Hiking	Yes	Low	Low	Yes
Fishing	Yes	High	High	Yes
Kayak rides	No	-	-	-
Walks on the sea, lakes and Danube	Yes	High	High	Yes
Water Sports	No	-	-	-
Cycling	No	-	-	-



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Jogging	No	-	-	-
Aerial tours	No	-	-	-
Offroad	Yes	Low	Low	-
Dolphin Watching	No	-	-	-
Campsite	Yes	Low	Low	Yes
Spa and wellness facilities	Yes	Low	Low	-
Beach	Yes	Average	Average	Yes

Source: Author

In conclusion, it can be seen that the degree of development of services and products for adventure and leisure tourism in the Town of Vilково is low (35%). This low level of development shows the untapped opportunities in this area, given the richness of the natural landscape and the proximity of water resources such as the Danube and nearby lakes.

Clearly, there is huge potential for the development of adventure and leisure tourism in the City, which can be harnessed through appropriate investment in infrastructure and the creation of facilities for tourists, which can attract significant numbers of visitors and generate income for the local community.

Table no. 12: Leisure and adventure activities for which there is a range of products and services in the Town of Vilково

Total activities considered in the analysis	Total activities carried out in the Town of Vilково	Activities not carried out	Activities carried out
20	7	Dolphin watching, water sports, cycling, jogging, aerial tours, kayaking, hiking, water park activities, aqua-park activities, skateboarding, adventure park activities, horse riding, cable car rides, rock climbing	Beach, spa and wellness facilities, camping, offroad, trips on the sea, lakes and Danube, fishing

Source: Author

2.4. Range of leisure and adventure services and products offered/provided in Cantemir District (Republic of Moldova)

The following are the recreational and adventure activities that can be done in Cantemir District.

1. Leisure activities

As far as leisure activities are concerned, the analysis carried out revealed that in the Cantemir District:

Table no. 13: Leisure activities that can be carried out in the Cantemir district

▶	hiking in the landscape reserve "Codrii Tigheci" (8 km trail that can be covered in 3-4 hours, half of the route being covered on foot and half by car), landscape reserve "Chioselia", landscape reserve "Antonești Floodplain". There are also guided excursions (general and thematic) to museums and wineries and walks in the natural spaces along the Prut river;
▶	fishing can be done on the Prut and its tributaries, but also at Vishniovca, where the village hall provides a lake;
▶	sailing on the Prut is sporadic, only with small boats and with the permission of the border guards;

▶	spa and wellness facilities are offered within the accommodation facilities;
▶	there are undeveloped beaches on the banks of the Prut;
▶	cycling can be done on 4 routes starting from Cantemir district, respectively: Rezina - Cantemir, 6655+PQ, Plopi to R34, MOLDOVA, 04 Gotești - Chisinau;
▶	jogging can be practiced in the parks of the district;
▶	there is no offer of facilities, services, products for: water park activities, aqua-park activities, horse riding, camping, cable car rides, Dolphin Watching.

Source: Author

Thus, it can be concluded that for a large part of the activities considered in the study there are no developed facilities (57.14%), the degree of development of leisure services products being 42.86%.

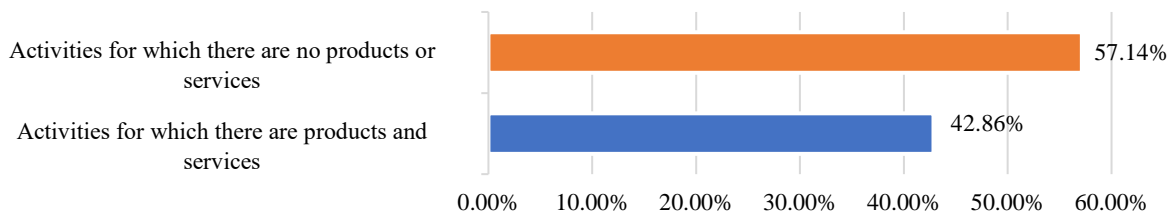


Figure no. 7: Degree of development of services and products for recreational activities taken into account in the analysis at the level of Cantemir District

Source: Author

2. Adventure activities

From the point of view of adventure activities, it can be observed that there are no activities of this type (water sports, skateboarding, climbing, adventure parks, aerial tours, off-road) in Cantemir District. Thus, the degree of development of products and services for this type of activities is 0.

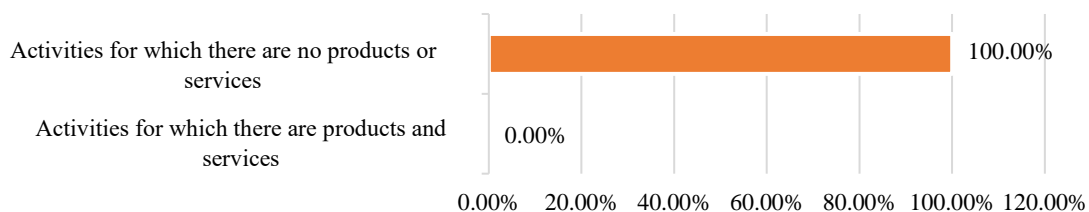


Figure no. 8: Degree of development of services and products for adventure activities considered in the analysis at the level of Cantemir District

Source: Author

The table below shows the degree of development of products and services for leisure and adventure tourism in the Cantemir district.



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Table no. 14: Degree of development of facilities/products/services offered for recreational and adventure activities in the Town of Vilkovo

Type of activity/ facilitate	Are there specialised entities offering such activities?	Degree of development of products and services	Do the available services cover existing needs?
Water park activities	No	-	-
Activities in aqua-parks	No	-	-
Skateboard	No	-	-
Adventure Park	No	-	-
Horse riding	No	-	-
Cable car rides	No	-	-
Climbing	No	-	-
Hiking	Yes	High	Yes
Fishing	Yes	Low	-
Kayak rides	No	-	-
Walks on the water	Yes	Low	-
Water Sports	No	-	-
Cycling	No	Low	-
Jogging	No	Average	-
Aerial tours	No	-	-
Offroad	No	-	-
Dolphin Watching	No	-	-
Campsite	No	-	-
Spa and wellness facilities	Yes	Low	-
Beach	No	-	-

Source: Author

In conclusion, the degree of development of products and services in the leisure and adventure tourism segment is low (21.43%). This figure indicates a critical need for investment to develop this type of tourism in the area. In order to improve this situation and turn the Cantemir district into an attractive destination for tourists in search of adventure and relaxation, it is essential to make significant investments in infrastructure, tourist facilities and quality services.

Table no. 15: Leisure and adventure activities for which there is a range of products and services in Cantemir district

Total activities considered in the analysis	Total activities carried out in Cantemir district	Activities for which there are no products and services	Activities for which products and services exist
20	4	Beach, water sports, cycling, jogging, aerial tours, offroad, dolphin watching, camping,	Russian-type saunas (related to spa and wellness facilities),,

		kayaking, water park activities, aquapark activities, skateboarding, adventure park, horseback riding, cable car rides, rock climbing	water walks, hiking, fishing
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Source: Author

2.5. Range of leisure and adventure services and products offered/provided in the City of Kutaisi (Georgia)

The following are recreational and adventure activities that can be done in the City of Kutaisi.

1. Leisure activities

With regard to the recreational activities carried out in the City of Kutaisi, the analysis revealed the following aspects:

Table no. 16: Leisure activities that can be carried out in the City of Kutaisi

▶	city level hikes are possible (walking tour of Kutaisi - 8 km, Kutaisi-M Motsameta Monastery 11.3 km, hike to Tskhrajvari);
▶	fishing can be practiced in Tkibuli Reservoir, Shaori Reservoir, Babushkino Lake;
▶	boat trips can be made on the routes: Martvili-Prometheus and Sataplia Canyon, Prometheus Cave-Martvili Canyon-Okatse Canyon;
▶	spa and wellness facilities are available in the accommodation and special centres;
▶	the city of Kutaisi has 24 beaches, most of which are undeveloped and have no facilities;
▶	cycling can be done on the routes: Monestir Motsameta Georgia, From Kutaisi to past Sairme, Return to Svaneti. Georgia. Kutaisi - Jvari (stage 1), From Kutaisi to Ts'aregi, Kutaisi-Namokhvan, Kutaisi - Dasakhleba K'op'it'nari, 2.diena Kutaisi Sairme, Kutaisi - Ninotsminda;
▶	activities such as aqua-parks are available in hotels;
▶	horseback tours from Kutaisi to the Racha-Lechkhumi region are available;
▶	camping can be done in: Dingo Camping Kutaisi, Old Gelati, Tkibuli Reservoir;
▶	there are no services and products for: cable car rides, Dolphin Watching, water park activities.

Source: Author

Thus, it can be seen that for 78.57% of the leisure activities considered in the analysis there is an available offer of products and services.

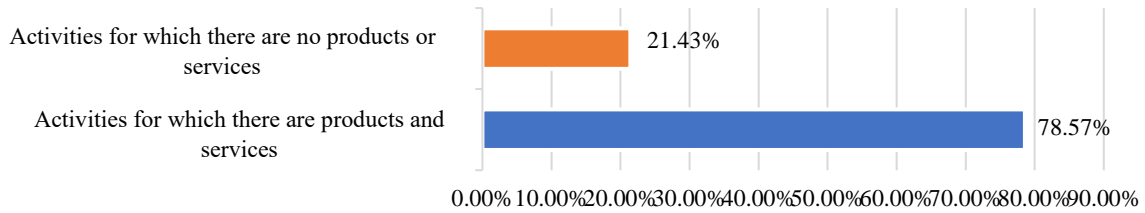


Figure no. 9: Degree of development of services and products for recreational activities considered in the analysis at the level of the City of Kutaisi

Source: Author

2. Adventure activities

Regarding the adventure activities that are carried out within the city of Kutaisi, the analysis revealed that:

Table no. 17: Adventure activities that can be done in Kutaisi City

▶	among the water sports considered in the analysis, rafting is practised in Kutaisi, and there is currently a rafting school in the city, which is well equipped;
▶	skateboarding can be practiced in the Student and Youth Park (former pioneers);
▶	the town has a natural climbing wall where various categories compete and exercise;
▶	there is a zip line in town;
▶	no products and services for: aerial tours, offroad.

Source: Author

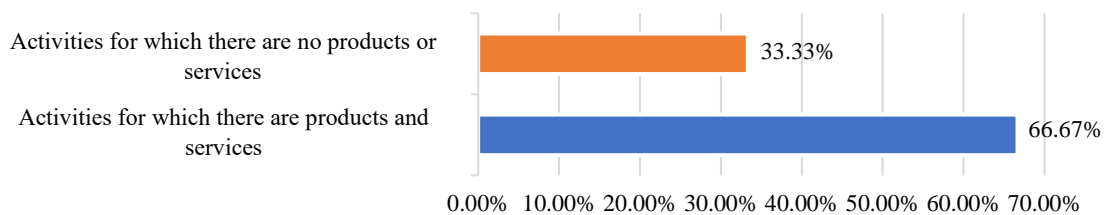


Figure no. 10: Degree of development of services and products for adventure activities considered in the analysis at the level of the City of Kutaisi

Source: Author

Table no. 18: Degree of development of facilities/products/services offered for recreation and adventure activities in the City of Kutaisi

Type of activity/facilitate	Are there specialised entities offering such activities?	Degree of development of products and services	Do the available services cover existing needs?
Water park activities	No	-	-
Activities in aquaparks	Yes	Low	No
Skateboard	Yes	Average	Yes



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Type of activity/ facilitate	Are there specialised entities offering such activities?	Degree of development of products and services	Do the available services cover existing needs?
Adventure/Tyrolean Park	Yes	Average	Yes
Horse riding	Yes	Average	Yes
Cable car rides	No	-	-
Climbing	Yes	Average	Yes
Hiking	Yes	High	Yes
Fishing	Yes	Average	Yes
Kayak rides	Yes	Average	Yes
Water walks	Yes	Average	Yes
Water Sports	Yes	Low	-
Cycling	Yes	Average	Yes
Jogging	Yes	Average	Yes
Aerial tours	No	-	-
Offroad	No	-	-
Dolphin Watching	No	-	-
Campsite	Yes	Average	Yes
Spa and wellness facilities	Yes	Average	-
Beach	Yes	Average	Yes

Source: Author

In conclusion, the degree of development of products and services for leisure and adventure tourism in the City of Kutaisi is high (75%). This figure reflects the existence of a wide range of products and services for both local and foreign tourists in search of memorable experiences and adventures. One notable aspect is the diversity of recreational activities available, such as rafting on nearby rivers, boating on lakes and hiking in the stunning natural landscapes around. Also, the existence of quality services and adequate facilities demonstrates the city's commitment to meeting the needs and expectations of adventurous tourists.

Table no. 19: Leisure and adventure activities for which there is a range of products and services in the City of Kutaisi

Total activities considered in the analysis	Total activities carried out in the City of Kutaisi	Activities not carried out	Activities carried out
20	15	aerial tours, offroad	A large part of the activities considered in the analysis are carried out at the level of the City of Kutaisi.

Source: Author

The figure below captures the level of development of products and services for leisure and adventure activities in all the areas analysed, noting that:



Figure no. 11: Level of development of products and services for recreation and adventure activities in all areas analysed

Source: Author

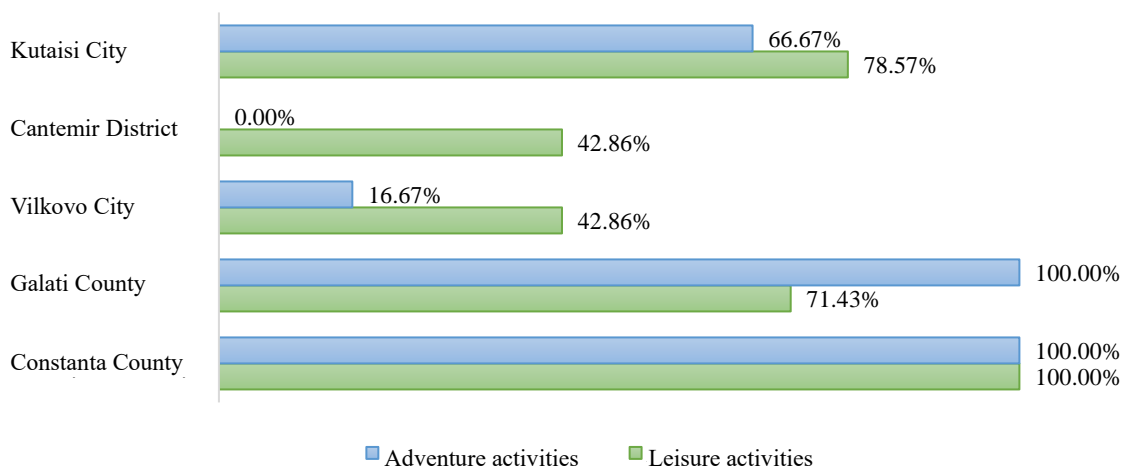


Figure no. 12: Degree of development of services and products for adventure activities considered in the analysis in all areas analysed

Source: Author

3. Existing priorities, policies and legal framework

The tourism industry is a key sector supporting the socio-economic development of regions by generating jobs, stimulating local trade and promoting cultural exchanges. Tourism is a vital sector with an active role in supporting cultural diversity and strengthening intercultural links, thus contributing to the creation of a prosperous and inclusive economic and social environment.

In this context, the identification of existing tourism priorities, policies and strategies, as well as existing tourism legislation, which influence the Consolidated Leisure and Adventure Tourism Development Plan and which are closely related to its overall priorities, is an important step that will support the development of tourism in a sustainable and beneficial way for all stakeholders.

Thus, this chapter will present the laws and policies governing the tourism industry in the 5 areas covered by this Plan (Constanta, Galati, Vilkovo, Cantemir, Kutaisi). This analysis will contribute to an in-depth understanding of the legal and policy framework in the 5 areas and will be the essential starting point for the construction of a coherent and effective Consolidated Leisure and Adventure Tourism Development Plan.

Policy and legislative framework for Constanta County (Romania)

Integrated Strategy for Sustainable Tourism Development in Constanta County 2019-2028 - is the framework document that will be the basis for the development of the tourism sector in Constanta County until 2028. The strategy aims to transform Constanta County into a competitive European tourist destination, attractive all year round and respecting the principles of sustainable development. Through the measures implemented under the strategy, the aim is to achieve by 2028 a significant increase in: the number of arrivals (+154% compared to 2018), the share of foreign tourists (+2.7% compared to 2018), the average length of stay (+16% compared to 2018), the share of tourists arriving in the off-season (January-April, October-December), (+11% compared to 2018), the share of tourists arriving during the off-peak season (January-June, September-December), (+19.8% compared to 2018), the share of tourists arriving in off-season resorts (excluding Techirghiol) (+3.8% compared to 2018).

The strategic directions of the Integrated Strategy for Sustainable Tourism Development in Constanta County 2019-2028 are:

1. Structures and tools for destination management;
2. Accessibility and mobility within the destination;
3. Tourism resources;
4. Tourism infrastructure;
5. Tourism products and experiences;
6. Human resources;
7. Quality, safety & sustainability;
8. Marketing, promotion & tourist information.¹

Sustainable Development Strategy of Constanta County for the period 2021-2027, through Priority Development Direction 3: The development of tourism and related services will contribute to the growth of the tourism sector and related services, while also targeting the production of goods and services, the

¹ Constanta County Council, Integrated Strategy for Sustainable Development of Tourism in Constanta County, 2019-2028, Phase II Strategic Planning of Tourism in Constanta County, document available at http://www.cjc.ro/dyn_doc/turism/Strategia_jud.Constanta_Faza2.pdf, accessed on 19.10.2023

labour force and the necessary professional skills. The aim of this policy is that by 2027, the share of tourism in the county turnover should be at least 5%.

The strategic objectives of the Directorate are as follows²:

- Strategic objective 3.1 Develop tourism development management capacity, with the following priority axes:
 - Priority axis 3.1.1 Support measures for the creation of tourism destination management and marketing structures;
 - Priority axis 3.1.2 Supporting tourism promotion and information programmes.
- Strategic objective 3.2 Development of tourism infrastructure and exploitation of local potential, with the following priority axes:
 - Priority axis 3.2.1 Restoration, protection and sustainable and sustainable exploitation of cultural and natural heritage in tourism;
 - Priority axis 3.2.2 Measures to develop tourism 365;
 - Priority axis 3.2.3 Measures for the development of tourism-related services.

Integrated Urban Development Strategy (SIDU) of the National Growth Pole - Constanta Metropolitan Area, through strategic objective 2: Constanta for tourists, aims to develop an attractive and competitive tourist area for Romanian and foreign tourists through³:

- offering the possibility to practice different forms of tourism: seaside resort, spa and leisure, cultural, religious, ethnic, ecotourism, business and event-related tourism, etc.;
- exploitation of the favourable natural potential of the municipality of Constanta and its area of influence;
- the enhancement of cultural, historical and archaeological heritage;
- launching new tourism products designed to sustain interest in the area throughout the year;
- development of public infrastructure directly or indirectly serving tourism.

It should be taken into account in the analysis at the Romanian level that there are multiple regulations impacting the tourism sector, including the Tourism Law, which establishes the legal framework for the organization, coordination and development of the National Tourism Information System;

Table no. 20: Elements related to priorities, policies and legal framework existing in Constanta County in the field of tourism

Document type	Existence of the document at Constanta County level	Drafted / Approved in
Law to regulate tourism	Tourism Law	2017
Strategy/plan to develop tourism	Integrated Strategy for Sustainable Tourism Development in Constanta County 2019-2028	2019

Source: Author

² Constanta County Council, Sustainable Development Strategy of Constanta County for the period 2021 - 2027, document available at http://www.cjc.ro/dyn_doc/strategii/Dz.durabila_judet_2021-2027/0-SDJ_Constanta_09.2022.pdf, accessed on 19.10.2023

³ Constanta Metropolitan Area, Integrated Urban Development Strategy (SIDU) of the National Growth Pole - Constanta Metropolitan Area, document available at <https://www.zmc.ro/sidu/>, accessed on 19.10.2023

Policy and legislative framework for Galati County (Romania)

The **Local Plan for the Development of Active Tourism in Galati County 2021-2027** is built on the basis of the **Galati County Development Strategy for the period 2021-2028**, which, through the strategic objective "08. Vibrant county, enjoying increased attractiveness for both residents and visitors, through the diversity of cultural, sports and leisure offer", will support the development of tourism in the county.

This objective aims to explore and exploit the potential of Galati County, and to promote it appropriately in order to create an increasingly attractive tourist destination for visitors.

The specific objectives under this strategic objective are:

OS 8.1	Increased cultural vitality;
OS 8.2	Built heritage protected and valued in a sustainable manner;
OS 8.3	Diversified and accessible offer of sports activities;
OS 8.4	Diversified and affordable leisure and recreational activities;
OS 8.5	Attractive tourist destination, of regional and national renown.

By achieving these goals, the aim is to⁴:

- increase the average length of stay of tourists to 1.9 days by 2028, compared to 1.7 days in 2018;
- increase tourist arrivals by 60% by 2028 (compared to 2018);
- increase the capacity utilisation rate by 7% by 2028 compared to 2018;
- increase the number of foreign tourist arrivals by 65% by 2028 compared to 2018.

As far as legislation is concerned, given that Constanta County and Galati County are in the same country, both are subject to the same regulations, so the legislative framework applicable to Constanta County is also valid for Galati County.

Table no. 21: Elements related to priorities, policies and legal framework existing in Galati County in the field of tourism

Document type	Existence of the document at Galati County level	Drafted/a approved in
Law to regulate tourism	Tourism Law	2017
Strategy/plan to develop tourism	Local Plan for the Development of Active Tourism in Galati County 2021-2027	2021

Source: Author

⁴ Galati County Council, Galati County Development Strategy for the period 2021- 2028, document available at <https://www.cjgalati.ro/images/stories/hotarari2021/hot99-200421-a.pdf>, accessed on 19.10.2023



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Policy and legislative framework for City of Vilково (Ukraine)

The **Development Strategy of the Vilково Municipal Council (united territorial community) for the period 2019-2025** is the framework document through which the public administration of the Municipality of Vilково aims to ensure sustainable and equitable development. The strategy aims, among other things, at developing the tourism sector, and this is materialised through the Operational Objective 1.1 Tourism and recreation, which has the following measures:

- **1.1.1. Improvement of tourist infrastructure** - this measure aims at making Vilково an attractive tourist destination and the main initiatives to be implemented are:
 - cleaning and deepening the channels, thus facilitating access for ships and yachts;
 - rehabilitation of St. Nicholas Square and the development of the waterfront and the urban lake, creating pleasant public spaces for tourists and locals;
 - reorganisation of monument sites and design of urban rest areas;
 - development of the tourist base for the yacht club and creation of a "water garden complex";
 - inclusion of the Vilково pillars in the cultural heritage of Ukraine or UNESCO World Heritage.

These initiatives combine the preservation of local traditions with infrastructure development, with a positive impact on the local economy by attracting an increased flow of tourists and investment.

- **1.1.2. New sights and tourist routes** - provides for the following initiatives:
 - creation of an ecological park called "Gates of the Danube Delta" on the Jebrianivska ridge, within the framework of the approved "Rewilding Europe" project;
 - creation of an open-air museum "Old Faithful Monastery of Men";
 - creation of an open-air museum exhibition entitled "Traditional use of natural resources in the Danube Delta";
 - development of a reed museum;
 - creating a cross-border tourist route of the Cossack glory "The Danube Siciul";
 - development of the tourist attraction "Zaporijia on the Danube";
 - development of a cultural centre of the old faith in the town of Vilково;
 - creating new ecological and educational routes through the Danube Delta;
 - the development of European Danube-Sea bicycle paths;
 - the development of a community beach on the shore of Jebrianivska Bay;
 - re-establishment of the state border crossing point "Vilcove-Prut".
- **1.1.3. Tourist promotion and information** - Vilково community intends to implement the following projects:
 - developing a quality brand - this involves creating a logo, an anthem and a flag, along with producing printed materials and advertising in print, on billboards and online;
 - organising permanent and creative festival programmes, in collaboration with relevant professional associations, the community plans to develop and implement innovative and constant festival programmes to attract tourists and promote the destination;
 - creation of the Danube Eco-point Museum and Tourist Information Centre - this centre will serve as an information and tourist hub, providing information about the Danube Delta and specific tourist offers;
 - creating a tourist board for the community;
 - promotion of the Snake Island tourist route "Achilles' Land" - this action entails the promotion and development of the Snake Island tourist route, highlighting its features and attractions;

- cooperation with the regional authorities, tourism association and tour operators of the twin towns (Furth im Wald, Giethoorn and Ceadâr-Lunga)⁵.

The main regulation related to tourism on the territory of Ukraine is the "**Law of Ukraine on Tourism**", which establishes the general legal, organizational and socio-economic principles for the implementation of Ukraine's state policy in the field of tourism and is oriented towards ensuring the rights of citizens enshrined in the Constitution of Ukraine regarding rest, freedom of movement, health protection, a safe and healthy living environment, satisfaction of spiritual needs and other rights during tourist travel. The law establishes the principles of rational use of tourism resources and regulates relations related to the organization and conduct of tourism on the territory of Ukraine⁶.

Table no. 22: Elements related to priorities, policies and legal framework existing in the City of Vilkovo in the field of tourism

Document type	Existence of the document at the level of the City of Vilkovo	Drafted/a approved in
Law regulating tourism	Law of Ukraine on Tourism	1995
Strategy/plan to develop tourism	Development Strategy of Vilkev Municipal Council (united territorial community) for 2019-2025	2019

Source: Author

Policy and legislative framework for Cantemir District Council (Republic of Moldova)

The **Tourism Sector Development Plan for Cantemir District** is a strategic document developed within the project "Escapeland - Joint Development and Promotion of Active Tourism in the Black Sea Basin" by the Association for Tourism Development in Moldova.

The plan takes the form of five strategic goals aimed at developing tourism in the Cantemir district on several levels. The objectives, together with the financial allocation for each, are shown in the table below:

Table no. 23: Strategic objectives and their financial allocation in the framework of the Tourism Sector Development Plan in the Cantemir district

Objectives	Financial allocation (MDL)	No. of actions planned	Main directions and measures
OS 1 Institutional capacity development	620.000	8	1. Setting up and equipping the Destination Management Organisation (DMO) in the Culture and Tourism Section
			2. Elaboration and approval of the Strategic Plan for Tourism Development in Cantemir district
SO 2 Capitalizing on tourism potential	86.000	5	1. Inventory of tourist attractions of the Cantemir District
			2. Creation of the destination tourism database
			3. Training of WCO/museum staff for database management
SO 3 Human capacity development	118.000	12	1. Study visits to outstanding tourist destinations
			2. Organisation of training courses for people involved in tourism
			3. Capacity building in tourism for WCO employees

⁵ Vilkovo City Council, Development Strategy of Vilkovo City Council (united territorial community) for the period 2019-2025, document available at https://rada.info/upload/users_files/40594334/docs/61644566e6537b6f35a2c4c1ce45d4ae.pdf, accessed on 21.10.2023

⁶ UKRAINE'S LAW ON TOURISM, document available at <https://zakon.rada.gov.ua/laws/show/324/95-bp#Text>, accessed on 21.10.2023



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Objectives	Financial allocation (MDL)	No. of actions planned	Main directions and measures
			4. Developing tourism marketing skills
SO 4 Promotion of the Cantemir district as a tourist destination	2.174.000	16	1. Adjustment of the web pages/Facebook of Cantemir District with tourist information
			2. Creation of a network of information panels and tourist guidance
			3. Support a cycle of radio/TV shows, articles in the printed press/Publication of the tourist guide of the destination
			4. Support a cycle of radio/TV shows, articles in the printed press/ Publication of the tourist guide of the destination
			5. Calendar of events of the Cantemir district with regional/national impact (cultural, sports, tourism, scientific.)
OS 5 Improving tourism infrastructure	41.725.000	35	1. Development and promotion of internal and inter-connecting routes with public transport stations
			2. Elaboration of feasibility studies, business plans, PUZ and investment projects for tourism infrastructure
			3. Development of top tourist attractions and museums in the destination
			4. Partnerships for the creation/location of tourist structures
			5. Upgrading, refurbishment and extension of visitor facilities
			6. Classification/Certification of Visitor Service Units
Total	44.723.000	76	-

Source: Development plan of the tourism sector in Cantemir district⁷

The main legislative document regulating the tourism sector in the Republic of Moldova is Law No. 352 of 24-11-2006 on the organization and development of tourism activity in the Republic of Moldova. This law regulates all aspects of state tourism policy, including the rights and obligations of tourists, national tourist areas and tourism training⁸.

Table no. 24: Elements related to priorities, policies and legal framework existing in the Cantemir district in the field of tourism

Document type	Existence of the document at the level of Cantemir district	Drafted/approved in
Law regulating tourism	Law No. 352 of 24-11-2006 on the organization and conduct of tourism in the Republic of Moldova	2006
Strategy/plan to develop tourism	Development plan of the tourism sector in Cantemir district	2021

Source: Author

⁷ Cantemir District Council, Development Plan for the Tourism Sector in Cantemir District, document available at <https://www.cantemir.md/wp-content/uploads/2023/05/Planul-de-dezvoltare-al-sectorului-de-turism-in-raionul-Cantemir.pdf>, accessed on 21.10.2023

⁸ Law No. 352 of 24-11-2006 on the organization and conduct of tourism in the Republic of Moldova, document available at https://www.legis.md/cautare/getResults?doc_id=25435&lang=ro, accessed on 21.10.2023

Policy and legislative framework for independent government of the City of Kutaisi (Georgia)

The **Action Plan for Tourism Development in Kutaisi within the framework of the European Union grant project "Development and Promotion of Active Tourism in the Black Sea Basin" - Escapeland**, is the document that identifies the main projects needed to be implemented in the City of Kutaisi in order to increase its attractiveness and develop tourism. Among the projects foreseen in the document is⁹:

- the arrangement of the starting and finishing points for rafting and the routes taken by the participants to allow comfortable and safe movement of tourists;
- the installation of artificial climbing walls;
- museum of Georgian cuisine miniature;
- the establishment of the Zakaria Paliashvili Museum;
- rehabilitation of the Golden Marquee residence;
- restoration of monuments and artefacts on Rua Street;
- rehabilitation of the facades on Tabidze Street;
- the George Balanchin Square in the centre of Kutaisi, on the site of the former museum;
- the development of a recreation area at the central entrance to the city;
- rehabilitation of the student and youth park (former Pioneer Park);
- the rock music festival in the industrial building;
- cameras and real-time monitors - "Portal between cities";
- building public toilets;
- the arrangement of the necessary infrastructure for the zip-line;
- creation of a road access road to Kutaisi International Airport.

The Kutaisi Municipal Priorities Document, is a document that sets out the priorities and financial allocations for the development of key sectors of the City of Kutaisi, including tourism.

The program is implemented by the Imereti Destination Management Organization, which is responsible for managing tourism functions in the city of Kutaisi. The aim of the programme is to promote Kutaisi as a tourist centre, attracting a significant number of tourists.

The main activities of the programme include:

- maintaining and developing the operation of the Tourist Centre in Kutaisi, which will serve as an information and assistance centre for tourists;
- participation in international exhibitions and fairs - Imereti Destination Management Organization will participate in international exhibitions and tourism fairs to promote Kutaisi destination;
- marketing and advertising campaigns, the programme aims to carry out marketing and advertising campaigns to attract tourists from all over the world and promote tourist attractions in Kutaisi.

The main aim of the programme is to increase the visibility of Kutaisi on the tourist map and attract more tourists, thus contributing to the economic development of the area¹⁰.

The Law of Georgia on Tourism and Resorts is the specialized regulatory mechanism for tourism. The law regulates issues related to the resources of resorts in Georgia, institutions responsible for

⁹ Action Plan for Tourism Development in Kutaisi within the framework of the European Union grant project "Development and Promotion of Active Tourism in the Black Sea Basin, accessed on 21.10.2023

¹⁰ Kutaisi Municipal Priorities Document, available at http://kutaisi.gov.ge/public/files/kutaisi_priotitetebis_dokumenti_2020.pdf, accessed 21.10.2023

drafting national policies and regulations on tourism and resorts, organisation of services, tourism security, tourism personnel, international cooperation, liability for violation of the legal requirements¹¹.

Another law in the field of tourism is the **Law of Georgia on Health Protection Zones of Resorts and Resort Areas**, which aims to preserve the properties of healing natural resources and protect them from pollution, degradation and depletion¹².

Table no. 25: Elements related to priorities, policies and legal framework existing in the City of Kutaisi in the field of tourism

Document type	Existence of the document at the level of the City of Kutaisi	Drafted/approved in
Law regulating tourism	Law of Georgia on Tourism and Resorts	1997
Tourism strategy	Action Plan for Tourism Development in Kutaisi	2022

Source: Author

¹¹ Law of Georgia on Tourism and Resorts, document available at <https://matsne.gov.ge/ka/document/view/33370?publication=11>, accessed on 21.10.2023

¹² Law of Georgia on Health Protection Zones of Resorts and Resort Areas, available at <https://faolex.fao.org/docs/pdf/geo80050ENG.pdf>, accessed 21.10.2023

4. Leisure and adventure tourism potential in the project partners' regions

The current chapter is a detailed analysis of the elements that shape the recreational and adventure tourism potential in Constanta county (Romania), Galati county (Romania), Vilково city (Ukraine), Cantemir district council (Republic of Moldova) and Kutaisi Independent Government (Georgia) based on the findings of the general context analysis and problem definition carried out in Chapter 2.

The following research methodology was used to get a more accurate picture of the situation in each territorial administrative unit:

1. Data collection:

→ primary data:

- data provided by the experts of the project partners (3 local development plans for the regions of U.A.T. Galati county, Cantemir district council and Kutaisi city Independent Government, Sustainable Development Strategy of Constanta county for 2021-2027, Integrated Strategy for Sustainable Tourism Development in Constanta county 2019-2028);
- data on tourism provided by national statistical agencies, offices and institutes in partner countries;
- public data on tourism provided by the public authorities of Constanta County (Romania), Galati County (Romania), Vilково city (Ukraine), Cantemir District council (Republic of Moldova) and the independent government of Kutaisi city (Georgia).

→ secondary data:

- research, reports, brochures and specialist publications;
- statistics and reports from travel agencies in partner countries;

2. Data analysis:

→ quantitative analysis:

- compilation and analysis of quantitative data: turnover registered by active tourism units, added value of tourism in GDP, availability of natural and cultural heritage resources, evolution of the number of hotels, restaurants, tourist information centres, number of tourists attracted, length of stay, spending habits, etc.;
- the evolution of indicators (from 2017 to the present, where data were available) from a statistical point of view in order to identify trends and tourism patterns specific to each administrative-territorial unit;
- using statistical tools such as Excel to analyse data and compile a unified database.

→ qualitative analysis:

- thematic analysis of qualitative data from surveys, interviews and online sources (especially for the city of Vilково, where identifying relevant up-to-date statistical data was a major challenge given the armed conflict Ukraine is currently facing);
- identify the themes and preferences expressed by tourists.

3. Analysis of factors influencing tourism trends:

- ➔ Examination of factors influencing tourism trends in Constanta County (Romania), Galati County (Romania), Vilково City (Ukraine), Cantemir District Council (Republic of Moldova) and Kutaisi Independent Government (Georgia):
 - Tourism marketing and promotion strategies;
 - Infrastructure development;
 - Economic and political stability;
 - Protecting the environment.

The indicators used varied according to the availability of statistical data and the specificities of the administrative-territorial units analysed, but they essentially reflect the same key elements aimed at mapping the real situation of the tourism sector in the territory:

- ➔ spatial and economic profile - analysis of the elements of territorial and economic importance, the main characteristics of the analysed area;
- ➔ tourism resources - analysis of tourism resources in the target areas and definition of their potential in terms of active tourism development;
- ➔ tourist infrastructure - analysis of the tourist facilities specific to each area: hotels, restaurants, travel agencies, tourist information centres;
- ➔ accessibility and connectivity - analysis of the main elements of transport infrastructure and connectivity designed to facilitate tourist travel;
- ➔ trends in visitor behaviour - analysis of number of arrivals, length of stay, expenditure, etc.

4.1. Constanta County (Romania)

The tourism sector in Constanta County, Romania is analysed from the perspective of the following elements:

a) spatial and economic profile

Constanta County is part of the South-East development region of Romania, bordered on the east by the Black Sea and on the north by Tulcea County. The Danube River separates Constanta County from Călărași, Ialomița and Brăila Counties in the west, while in the south it borders Bulgaria.¹³

Within the county there are 12 resorts of national interest, namely: Cap Aurora, Costinești, Eforie Nord, Eforie Sud, Jupiter, Mamaia, Mangalia, Neptun-Olimp, Saturn, Techirghiol, Venus, Mamaia Nord area, the town of Năvodari, 344 sectors of beach arranged for tourist purposes, as well as 35 authorized nautical leisure areas.¹⁴

The map below shows the position of Constanta County in Romania:



Figure no. 13: Administrative map of Constanta County

Source: Constanta County Council

¹³ Constanta County Council, information available at: <http://www.cjc.ro/sectiune.php?s=55>

¹⁴ Ministry of Economy, Entrepreneurship and Tourism, information available at: <https://turism.gov.ro/web/autorizare-turism/>

Constanța County is made up of 3 municipalities (Constanța, Mangalia and Medgidia), 8 towns (Cernavodă, Eforie, Hârșova, Murfatlar, Năvodari, Negru-Vodă, Ovidiu and Techirghiol), 18 municipalities and towns, 59 communes and 190 villages.¹⁵

From an economic point of view, the business environment in Constanta County is dominated by the service sector. According to the Sustainable Development Strategy of Constanta County for the period 2021-2027, most of the economic agents in 2019 were located in urban areas (82.27%), especially in the municipalities of Constanta and Mangalia. In rural areas, the most populated areas in terms of business environment are in the communes of Valu lui Traian, Cumpăna and Agigea, which are home to over 350 companies each.¹⁶

The territorial layout of Constanta County, especially the opening to the Black Sea, is a key factor that has determined the systematic development of tourism. In addition to the existing opportunities for relaxation and leisure at county level, the opening to the Black Sea has facilitated the development of other sectors adjacent to tourism such as trade, services, transport and construction.

For the analysis of the tourism potential of Constanta County, the turnover obtained by local active units with CAEN main fields was analysed: G - wholesale and retail trade; repair of motor vehicles and motorcycles, H - transportation and storage, I - hotels and restaurants, R+S - other community, social and personal service activities, as follows:

Table no. 26: Turnover in active local units, by activities of the national economy at NACE Rev.2 section level, current prices, South-East Region and Constanta County in 2017-2021

U.A.T.	Year 2017	Year 2018	Year 2019	Year 2020	Year 2021	2021/2017 (%)
Total industry, construction, trade and other services (million RON)						
South-East Region	117.863	132.356	144.990	138.152	177.378	50,50%
Constanta County	52.551	57.977	65.369	58.050	77.170	46,85%
Constanta County/South-East Region (%)	44,59%	43,80%	45,09%	42,02%	43,51%	-
G RETAILING AND RETAILING; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES (million RON)						
South-East Region	51.449,00	57.052,00	60.788,00	58.498,00	75.237,00	46,24%
Constanta County	20.693,00	22.139,00	24.641,00	23.607,00	31.757,00	53,47%
Constanta County/South-East Region (%)	40,22%	38,80%	40,54%	40,36%	42,21%	-
H TRANSPORT AND STORAGE (million RON)						
South-East Region	7.590,00	8.280,00	9.447,00	9.250,00	11.788,00	55,31%
Constanta County	4.738,00	5.015,00	5.797,00	5.450,00	7.175,00	51,44%
Constanta County/South-East Region (%)	62,42%	60,57%	61,36%	58,92%	60,87%	-
I HOTELS AND RESTAURANTS (million RON)						
South-East Region	2.432,00	2.889,00	3.576,00	2.787,00	3.935,00	61,80%
Constanta County	1.570,00	1.851,00	2.344,00	1.807,00	2.550,00	62,42%
Constanta County/South-East Region (%)	64,56%	64,07%	65,55%	64,84%	64,80%	-
R+S OTHER COMMUNITY, SOCIAL AND PERSONAL SERVICE ACTIVITIES (million RON)						

¹⁵ Strategy for Sustainable Development Strategy of Constanta County for 2021-2027, information available at: http://www.cjc.ro/dyn_doc/strategii/Dz.durabila_judet_2021-2027/5-Volumul_I_SDJ_Constanta-November_2022.pdf

¹⁶ Idem



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U.A.T.	Year 2017	Year 2018	Year 2019	Year 2020	Year 2021	2021/2017 (%)
South-East Region	1.200,00	1.483,00	1.548,00	1.125,00	1.628,00	35,67%
Constanta County	542,00	672,00	592,00	439,00	683,00	26,01%
Constanta County/South-East Region (%)	45,17%	45,31%	38,24%	39,02%	41,95%	-

Source: National Institute of Statistics of Romania

Based on the data in the above table, the following conclusions can be drawn about the tourism sector in Constanta County:

- **local units in Constanta county have an important contribution to the turnover registered at regional level** (approx. 44% of the total registered turnover for industry, construction, trade and other services in 2022, approx. 42% of total registered turnover for wholesale and retail trade; repair of motor vehicles and motorcycles in 2022, approx. 61% of the total turnover recorded for transport and storage in 2022, approx. 65% of the total registered turnover for hotels and restaurants in 2022 and approx. 42% of the total turnover registered for other community, social and personal service activities in 2022);
- **all local active units in Constanta County operating in the selected fields (specific to tourism) recorded substantial increases in turnover in the period 2017-2021**, with the largest increase recorded for units with CAEN code I - hotels and restaurants (+62.42% at county level in 2021 compared to 2017);
- **2020, a year heavily impacted by the economic and health crisis caused by the pandemic, brought slight reductions in turnover recorded by active local establishments in Constanta County in all sectors of activity (trade, transport, hotels and restaurants, services)**, the reductions can be explained by the fact that the tourism sector suffered significant losses due to traffic restrictions, with several businesses even having to cease activity.¹⁷

b) tourism resources

Active tourism, also known as adventure tourism, is a type of tourism that involves physical activity, exploration and interaction with the natural environment.

Constanta County has important natural resources that can facilitate the practice of specific active tourism activities, such as hiking, cycling, and kayaking as follows:

➔ Cheia Massif

The Cheia Massif is part of a nature reserve on the left bank of the Casimcea Valley, near the village of the same name. The reserve covers an area of 285 ha and is home to about 565 rare species of flora.



¹⁷ National Institute of Statistics of Romania, INT104D - Turnover in local active units, by activities of the national economy at NACE Rev.2 section level, size classes by number of persons employed, macro-regions, development regions and counties, current prices



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→ Fântânița-Murfatlar Reserve

The Fântânița-Murfatlar Reserve is located 1 km south of the Murfatlar vineyard. The reserve covers an area of 19.70 ha and is home to rare plant species such as garlic, Dobrogea flax, needle grass, Murfatlar thorn, hyacinth, as well as species with an exclusively Dobrogea range: thyme, *Centaurea jankae* (pesma, in Romanian), dwarf almond, steppe peony and castor bean. The reserve is also home to the Dobrogea tortoise, whose range is limited to only a few parts of the Dobrogea steppe.

→ Agigea Marine Dunes

The Agigea Marine Dunes Nature Reserve is located in Agigea commune, 50 m from the Black Sea coast, occupying an area of about 25 ha. The reserve protects more than 120 plant species, including sand cabbage, sand kale, sand lawn, sand rocket, alfalfa and sand cucumber.



→ Hagieni Forest

The Hagieni Forest is located in the Southern Dobrogea Plateau, between the villages of Hagieni and Albești and occupies 584 ha, of which the reserve itself occupies 207.40 ha. The Hagieni forest is home to many species: the heather, the golden broom, the spring rocket, the rockrose, the peony, the downy oak and so on. The fauna is made up of species such as the Dobrogea tortoise, the wood adder and various species of spiders.

→ The canals of Hârșova

The canals of Hârșova are located near the town of the same name, on the banks of the Danube, near the ruins of the ancient Roman fortress Carsium. The reserve covers an area of 5.30 ha and has been declared a monument of nature because of its scientific importance.¹⁸



Also, other reserves with potential in the development of adventure tourism found in Constanta County are: the Cernavodă fossiliferous point, the Aliman fossiliferous point, Gura Dobrogei, "La Adam" and "Lilieilor" caves, Valul lui Traian Reserve and the Seimenii fossiliferous point.¹⁹

¹⁸ Constanta County Council, information available at: <http://www.cjc.ro/sectiune.php?s=55>

¹⁹ Constanta County Council, information available at: http://www.cjc.ro/dyn_doc/turism/Turismul_de_Aventura_in_jud.Ct.pdf

At present, the above-mentioned sights can be visited. However, it is important to note that although Constanta County has a significant potential for adventure tourism, tourist attractions outside the coastal area, especially nature reserves, are very little exploited.

More than that, Integrated Strategy for Sustainable Tourism Development in Constanta County 2019-2028 shows that in areas where there are tourist facilities, the interest of tourists is quite low, due to the lack of quality roads, poor tourist signage, lack of information (lack of tourist information centres in some key points in the county, poorly equipped with quality information materials, and in some cases with quality staff, lack of a county tourism portal where the visitor can collect the necessary information, an app for mobile devices, etc.), of thematic tourist routes, of cycling and hiking routes, of visiting routes for certain protected natural areas, etc.²⁰

The development of tourist trails for hiking, biking, or kayaking where possible within nature reserves can have important benefits, both for tourists and for the conservation and management of protected areas.

The development of tourist routes, together with the specific tourism infrastructure (information materials, apps, signage, signposts, etc.), can boost local economies by attracting tourists who spend money on accommodation, food, transport and recreational activities.

The resulting economic incentives can be used to maintain and protect nature reserves, as well as create jobs in nearby communities (e.g. tour guide, caretaker, cashier, etc.).

At the same time, the development of tourist routes in a controlled and sustainable manner allows the number of visitors and their behaviour to be regulated, protecting fragile ecosystems and minimising negative environmental impacts.

In addition to the tourist resources mentioned above, in Constanta County, tourists who are looking for unique experiences can also enjoy the established tourist attractions specific to active tourism, such as:

➔ Lower Danube Plain

In the Lower Danube meadow tourists can practice several activities specific to sports and adventure tourism, such as fishing, hunting, bird watching, hiking, cycling, horse riding, and paintball.



➔ Siutghiol Lagoon

The Siutghiol Lagoon, known as Lake Mamaia, offers tourists several leisure activities such as water sports with ski jets or other small boats.

²⁰ Integrated Strategy for Sustainable Tourism Development in Constanta County, 2019-2028, information available at: http://www.cjc.ro/dyn_doc/turism/Strategia_jud.Constanta_Faza2.pdf

➔ **Mangalia Stud Farm**

Horse lovers can enjoy riding lessons at the Mangalia Stud Farm or even leisure rides on the beach in Mangalia.



➔ **Dobrogea Gorge**

In the nature reserve Cheile Dobrogei, tourists can enjoy several activities specific to active and adventure tourism, such as off road ATV rides, mountain biking or even mountaineering.

➔ **Black Sea Coast**

The Black Sea coastline is home to numerous leisure centres offering a variety of water sports, such as towing inflatable kayaks or banana boats, hydro biking or ski jet rides, parasailing, stand-up paddling, yachting, windsurfing, water skiing or wakeboarding, kitesurfing, flyboarding, snorkelling and diving. Fishing enthusiasts also have several equipped pontoons where they can practice this activity.



➔ **Riding pavilion at the Museum of Natural Sciences Complex**

The riding pavilion at the Museum of Natural Sciences Complex Constanta has an area of 3,000 square meters and is open all year round. Horse riding lessons can be taken in a closed enclosure in winter and outdoors in spring and summer



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→ Helicopter tours

Thrill-seekers can take 3 helicopter tours in Constanta county:

Casino Tour

Trail: Heliport Mamaia-Casino Constanta-Heliport. The route offers tourists the opportunity to admire the seascapes in a helicopter ride over Mamaia Resort and the Casino in Constanta.



Histria Antic Tour

Trail: Heliport - Histria Fortress (stopover of your choice) - Heliport. The route includes flying over the ancient Greek city of Histria, a place of great historical significance.

Delta Tour

Trail: Heliport - Gura Portiței - Heliport. Gura Portiței is renowned as the paradise between the Danube and the Black Sea. Flying over the country's coastal area, tourists can enjoy colourful landscapes and diverse vegetation.

→ Limanu Cave

Limanu Cave is located near the resorts of Mangalia and Vama Veche. Inside the cave there are several galleries spread over an impressive area of 12 ha

→ Paradis Land Adventure - Neptun

Paradis Land Adventure in Neptun resort is the first adventure park on the Black Sea and the second largest in Romania. The park has 11 trails for adults and children with varying degrees of difficulty. The park also has climbing areas and zip line trails. The park is located in the middle of nature, in the Comorova forest in Neptun resort, with an area of about 2 hectares.

→ Aqua Park - Eforie Nord

The Eforie Aqua Park in Eforie Nord resort is located in the Belona area and has a capacity of over 3,000 seats. Every day of the summer season the park offers tourists interactive shows and parties, outdoor concerts and many other activities for children and adults. The amusement park is divided into several areas: slide area, food area, children's area, adult area, VIP area.

→ JT Watersports - Mamaia and Costinești

The JT Watersports parks are aimed at both adults and children and are divided into modules with different levels of difficulty. The safety of visitors is a priority, which is why a life jacket is included in the ticket price and the activities are always supervised by well-trained staff.

→ Aqua Magic Park

Aqua Magic Parc is located at the southern entrance of Mamaia resort. The park covers an impressive 3,000 seats per day and has 14 modern aquatic facilities.

→ Galaxy Water Park

The Galaxy Water Park in the resort offers tourists specially designed water slides for those seeking adrenaline and adventure, as well as relaxation areas with sun loungers.

c) tourist infrastructure

The geographical position of Constanta County, on the Black Sea coast, has favoured the development of the tourism sector.

Starting from the local framework, the table below shows the situation of accommodation units by type of structure:

Table no. 27: Evolution of the number of tourist accommodation structures with tourist accommodation functions by types of structures in Constanta County, in the period 2017-2022

Tourist structures	Year 2017	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022
Total	838	838	934	850	1.359	1.478
Hotels	324	340	341	335	330	339
Hostels	57	59	59	52	46	44
Apartments and rooms for rent	:	:	:	:	506	614
Apartment hotels	6	5	5	3	7	5
Motels	2	3	3	3	4	4
Tourist villas	166	154	170	182	176	184
Bungalows	236	233	285	205	213	213
Campsites	10	9	12	13	12	13
Tourist stopovers	2	2	2	1	:	:
Tourist cottages	7	7	10	9	10	11
School and pre-school camps	3	3	3	3	3	3
Tourist villas	20	16	24	28	34	32
Agritourism villas	5	7	20	16	17	15
Accommodation on inland waterway and seagoing vessels	:	:	:	: ²¹	1	1

Source: National Institute of Statistics of Romania

According to the data provided by the National Institute of Statistics, the evolution of the number of tourist accommodation structures from 2017 to 2022 shows the following aspects:

- **a significant increase in the total number of tourist accommodation structures** in the period analysed, 76.37% in 2022 compared to 2017, which can be explained by the development of the tourism sector, especially in the coastal areas of the county;
- **although the total number of tourist facilities with accommodation functions increased, there were also some exceptions:** in 2022 the number of hostels decreased by 22.81% compared to 2017, the number of apartment hotels also decreased by 16.67% in 2022 compared to 2017, and the number of bungalows decreased by 9.75% in 2022 compared to 2017;
- **the main tourist structure found in Constanta County is represented by hotels**, which make up 22.94% of all tourist structures found in the county; the development of the tourism sector in Constanta County has led to the **opening of new types of tourist accommodation structures such as accommodation on river and sea vessels.**²²

²¹ Missing data

²² National Institute of Statistics of Romania, TUR101D - Tourist accommodation establishments providing tourist accommodation by type of establishment, macro-regions, development regions and counties

Although the tourist reception infrastructure is very well developed in Constanta County, the Integrated Strategy for Sustainable Development of Tourism in Constanta County, 2019-2028 highlights the fact that an important problem is their strong concentration and tourist flows in the coastal area.

The coastal area, including the municipality of Constanta and the resort of Techirghiol, hold more than 99% of the number of accommodation places and attract more than 99% of the number of tourists arriving in Constanta County.²³

A similar situation can be found at the level of tourist accommodation with catering functions. At present, 1,605 tourist accommodation structures with catering functions are operating in Constanta County, of which:

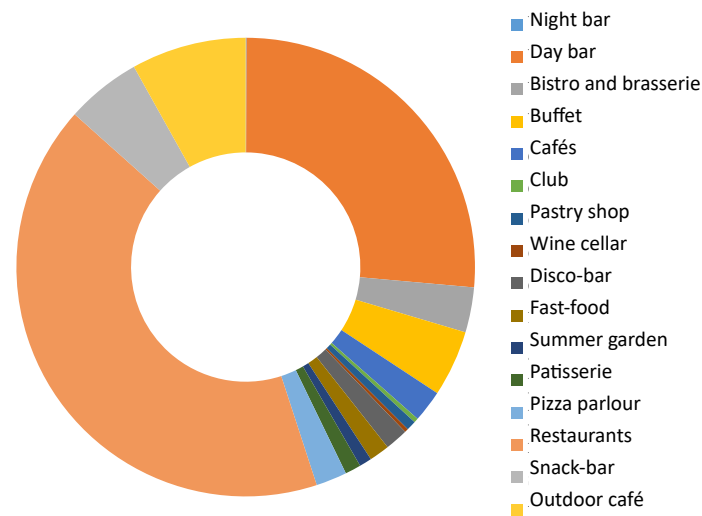


Figure no. 14: Tourist accommodation with catering functions existing at the level of 2023 in Constanta County

Source: Ministry of Economy, Entrepreneurship and Tourism (Romania)

According to data provided by the Ministry of Economy, Entrepreneurship and Tourism, Constanta County has a wide range of tourist accommodation structures with catering functions, including: 41,62% of the total number of tourist accommodation structures with catering functions found in Constanta County are restaurants, 26,36% are day bars, 8,10% terraces, 5,30% snack bars, 4,67% buffets, 3,18% bistros and pastry shops, 2,24% cafés, 2,18% pizzerias, 1,62% disco bars, 1,43% fast-food restaurants, 1,12% pastry shops, 0,87% summer gardens, 0,69% confectioners, 0,25% wine cellars, 0,31% clubs and 0,06% night bars.

Regarding the distribution of tourist accommodation facilities with catering functions in the territory, it is noted that most of them are concentrated in the established resorts of Constanta County.

²³ Integrated Strategy for Sustainable Tourism Development in Constanta County, 2019-2028, information available at: http://www.cjc.ro/dyn_doc/turism/Strategia_jud.Constanta_Faza2.pdf

The county tourist infrastructure is completed by 166 accredited tourist agencies, distributed as follows:

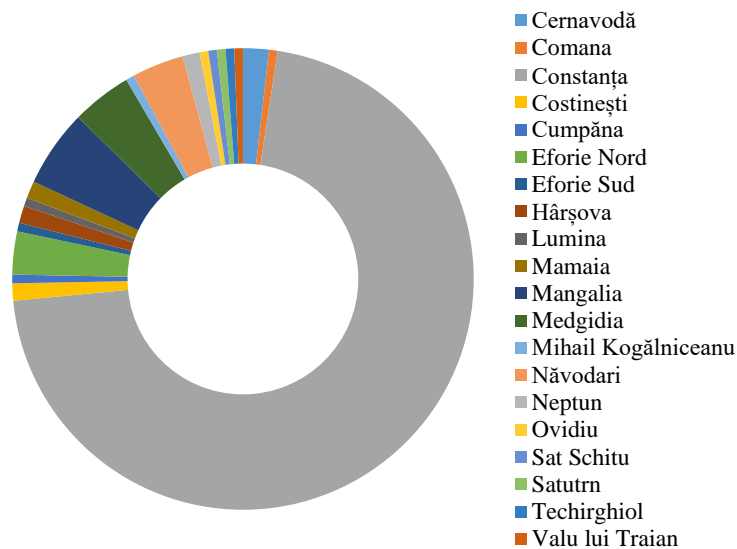


Figure no. 15: Licensed travel agencies in Constanta county, year 2023

Source: Ministry of Economy, Entrepreneurship and Tourism (Romania)

Accredited travel agencies are concentrated in the municipality of Constanta, representing 71.08% of all travel agencies at county level. At the same time, 5.42% of them are found in Mangalia, 4.22% in Medgidia, 3.61% in Năvodari, 3.01% in Eforie Nord, 1.81% in Cernavodă, 1.20% in Mamaia Neptun, Hârșova, Costinești and 0.60% equally in Comana, Cumpăna, Eforie Sud, Lumina, Mihail Kogălniceanu, Ovidiu, Sat Schitu, Saturn, Techirghiol and Valu lui Traian. Similar to the situations identified above, it can be observed that accredited travel agencies are mainly found in tourist resorts.²⁴

d) accessibility and connectivity

Constanta County stands out for having a diversified transport infrastructure, including all modes of transport: road, air, sea, river and rail. However, in terms of connectivity, the peripheral geographical position of Constanta County at national level, the low number of flights operated at Mihail Kogălniceanu International Airport (both national and international, and especially in the off-season), the difficult access within the destination, especially during the peak season between Constanta and the southern coastal resorts, the large number of poor quality roads connecting the coastal resorts and the county's tourist attractions, the low attractiveness of public transport and the lack of information about it, and the lack of rail and road access to the Danube Delta are a major challenge for tourists interested in visiting the county.²⁵

→ road transport

According to the Sustainable Development Strategy of Constanta County for the period 2021-2027, the local passenger transport service is only found in the municipalities of Constanta, Mangalia and Medgidia. The transport fleet consists of 256 buses and minibuses in Constanta, 19 in Mangalia and 18 in Medgidia.

→ air transport

Constanta County is served by Mihail Kogălniceanu International Airport, which operates two

²⁴ Ministry of Economy, Entrepreneurship and Tourism, information available at: <https://turism.gov.ro/web/autorizare-turism/>

²⁵ Sustainable Development Strategy of Constanta County for 2021-2027, information available at: http://www.cjc.ro/dyn_doc/strategii/Dz.durabila_judet_2021-2027/5-Volumul I_SDJ_Constanta-Noiembrie_2022.pdf

international flights to London-England and Istanbul-Turkey and one domestic flight to Cluj-Napoca.²⁶

Also in the county is the Tuzla Utility Aerodrome, located 3 km away from Tuzla commune. REGIONAL AIR SERVICES S.R.L. manages the airfield and related infrastructure. The types of flight operations that can be conducted at this airfield include agricultural avionics, aerial surveillance and advertising, air taxi, air ambulance, recreational flying, private pilot licence (PPL) courses and skydiving courses.²⁷

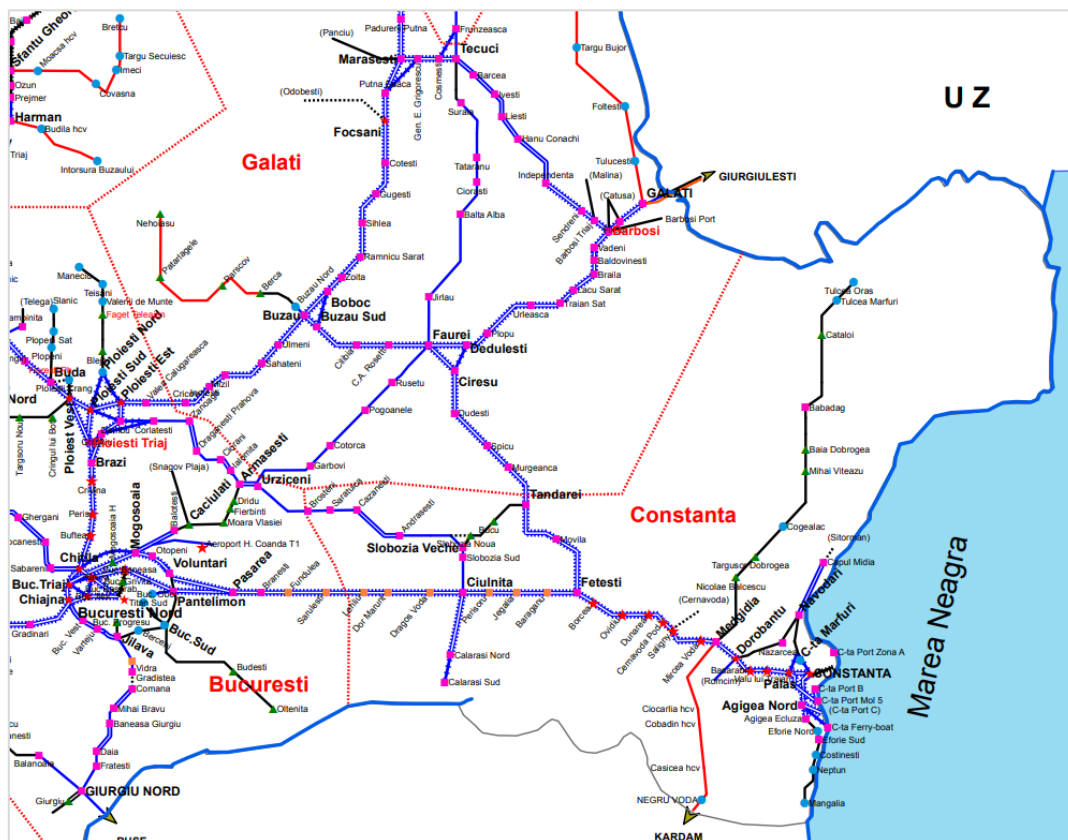
→ Sea transport

The Port of Constanta is the largest port on the Black Sea and the fourth largest in Europe. The passenger terminal is located in the northern part of the port, receiving cruise ships arriving either on the Danube or the Black Sea, with an operating capacity of 100,000 passengers/year.²⁸

→ rail transport

Rail transport is carried out on CFR's main line 800, as well as on secondary railways dedicated to both passenger and freight transport. Train frequency is high, with at least 50 trains arriving in Constanta County every day.²⁹ They pass through the county's railway stations and junctions, as shown on the map below:

- railway stations (pink square);
- railway junctions (red circle): Constanța, Constanța Mărfuri, Palas, Năvodari, Agigea Nord, Dorobanțu, Medgidia.



²⁶ Mihail Kogalniceanu International Airport, information available at: <https://www.mk-airport.ro/en>

²⁷ Regional Air Services, information available at: <https://www.regional-air-school.com/en/home/>

²⁸ Port of Constanta, information available at: https://www.portofconstantza.com/pn/page/np_servicii_linie

²⁹ Idem

Figure no. 16: Railway network map of Constanta County

Source: C.F.R.

- railway stations (pink square);
- railway junctions (red circle): Constanța, Constanța Mărfuri, Palas, Năvodari, Agigea Nord, Dorobanțu, Medgidia.

e) trends in visitor behaviour

According to the Integrated Strategy for Sustainable Tourism Development in Constanta County, 2019-2028, one of the major problems Constanta County is facing is the strong seasonality of tourism demand.

Coastal leisure tourism is a popular and profitable segment of the industry, but it also faces some key issues related to tourism demand. Approximately 89% of the number of tourists and 92.2% of the number of overnight stays are registered/recorded in the seasonal period (May-September) and 62.3% of the number of tourists and 67.6% of the number of overnight stays are registered/recorded in the peak season (July-August).

The popular seaside resorts are facing overcrowding during the peak season and especially on weekends during the peak season, which negatively affects both the satisfaction of tourists arriving on the coast and the environment by exceeding the carrying capacity of beaches and tourist access and reception infrastructures.

Moreover, in the off-season, about 90% of accommodation, food and leisure facilities are closed, which can lead hoteliers to apply very high rates, uncompetitive compared to other international destinations, during the peak season.³⁰

³⁰ Sustainable Development Strategy of Constanta County for 2021-2027, information available at: http://www.cjc.ro/dyn_doc/strategii/Dz.durabila_judet_2021-2027/5-Volumul I_SDJ_Constanta-Noiembrie_2022.pdf



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4.2. Galați County (Romania)

The tourism sector in Galați County, Romania is analysed through the following elements:

a) spatial and economic profile

Galați County is located in the central-eastern part of Romania, at the confluence of three major rivers: Danube, Siret and Prut. In the north, Galați County borders Vaslui County, to the east the Prut forms a natural border with the Republic of Moldova, to the south the Danube separates Galați County from Tulcea County, to the south-west is the border with Braila County, and to the west and north-west is the border with Vrancea County.³¹

The map below shows the position of Galați County within Romania:

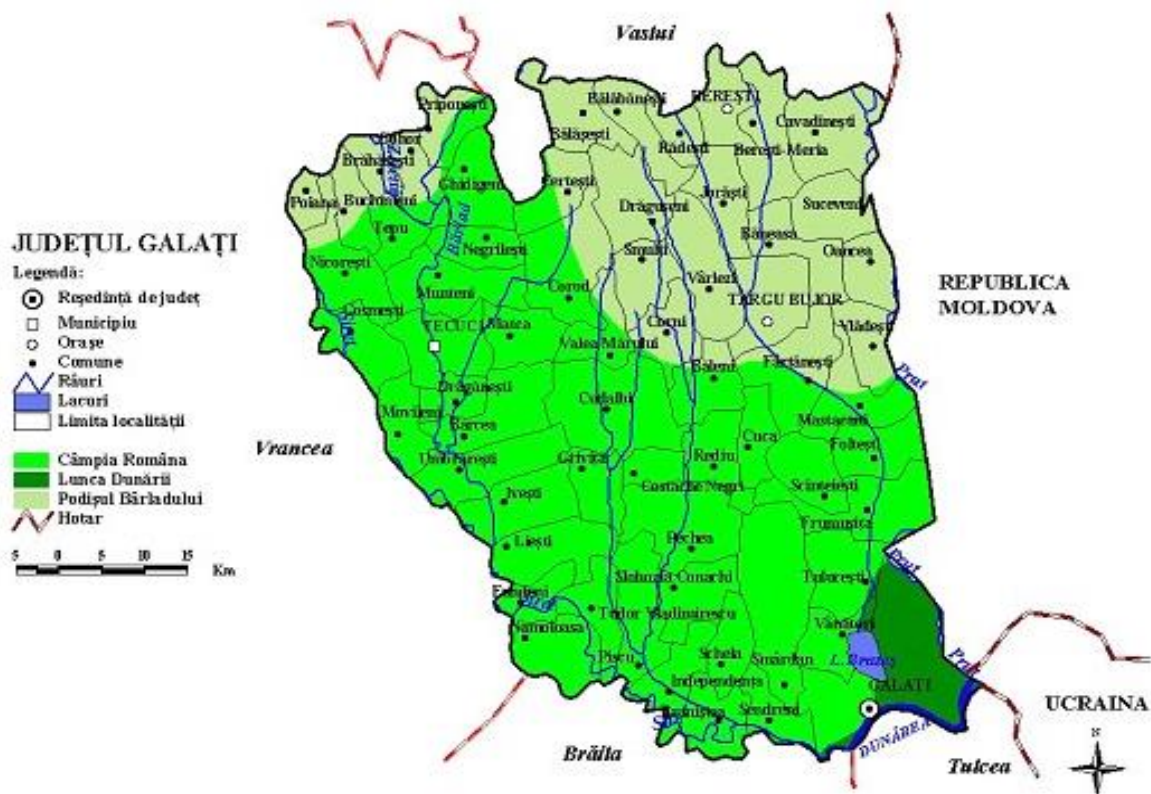


Figure no. 17: Administrative map of Galați County

Source: National Institute of Statistics of Romania

Galați County is crossed by the most important flowing water in the country, the Danube River, over a distance of 22 km, forming one of the three river basins found in the territory of Galați County, along with the Siret and Prut basins. The county has large areas of protected natural areas of national interest, occupying more than 2% of its surface, including 4 reserves of national interest. As regards the surface of protected natural areas of Community interest that are part of Natura 2000 sites, they occupy more than 13% of the county's surface. From an administrative point of view, Galați County is made up of 2 municipalities (Galați and Tecuci), 2 cities (Targu Bujor and Berești), 61 communes and 180 villages,

³¹ National Institute of Statistics of Romania, County Directorate of Statistics GALAȚI, information available at: <https://galati.inss.ro/despre-noi/despre-judetul-galati/>



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totalling 65 administrative units.³² The geographical position of Galati County has played a key role in the development of the economy, the main activities being concentrated around the Shipyard, the Port of Galati and the Steel Combine. The economic activity of Galati County is polarized in the urban environment and in the localities close to the cities, especially in the municipality of Galati. In the urban area, economic activity is characterised by an industrial profile, especially in the metal, shipbuilding and food industries, services, especially transport (land and pipeline) and restaurants and other food service activities. In rural areas, economic activity is mainly supported by the tertiary sector, but also industry and agriculture.³³ The tourism sector in Galati county was analysed on the basis of the turnover obtained by the local units with CAEN main in the fields: G - wholesale and retail trade; repair of motor vehicles and motorcycles - transport and storage, I - hotels and restaurants, R+S - other community, social and personal service activities, as follows:

Table no. 28: Turnover in active local units, by activities of the national economy at CAEN Rev.2 section level, current prices, South-East Region and Galati County in 2017-2021

U.A.T.	Year 2017	Year 2018	Year 2019	Year 2020	Year 2021	2021/ 2017 (%)
Total industry, construction, trade and other services (million lei)						
South-East Region	117.863,0 0	132.356,0 0	144.990,0 0	138.152,0 0	177.378,0 0	50,50%
Galați County	22.866,00	25.540,00	27.373,00	27.738,00	35.841,00	56,74%
Galati County/South-East Region (%)	19,40%	19,30%	18,88%	20,08%	20,21%	-
G RETAILING AND RETAILING; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES (million RON)						
South-East Region	51.449,00	57.052,00	60.788,00	58.498,00	75.237,00	46,24%
Galați County	9.712,00	10.714,00	11.403,00	11.155,00	13.275,00	36,69%
Galati County/South-East Region (%)	18,88%	18,78%	18,76%	19,07%	17,64%	-
H TRANSPORT AND STORAGE (million lei)						
South-East Region	7.590,00	8.280,00	9.447,00	9.250,00	11.788,00	55,31%
Galați County	1.155,00	1.211,00	1.321,00	1.528,00	1.817,00	57,32%
Galati County/South-East Region (%)	15,22%	14,63%	13,98%	16,52%	15,41%	-
I HOTELS AND RESTAURANTS (mil. lei)						
South-East Region	2.432,00	2.889,00	3.576,00	2.787,00	3.935,00	61,80%
Galați County	274,00	327,00	382,00	301,00	408,00	48,91%
Galati County/South-East Region (%)	11,27%	11,32%	10,68%	10,80%	10,37%	-
R+S OTHER COMMUNITY, SOCIAL AND PERSONAL SERVICE ACTIVITIES (RON million)						
South-East Region	1.200,00	1.483,00	1.548,00	1.125,00	1.628,00	35,67%
Galați County	196,00	232,00	258,00	188,00	245,00	25,00%
Galati County/South-East Region (%)	16,33%	15,64%	16,67%	16,71%	15,05%	-

Source: National Institute of Statistics of Romania

³² Galati County Development Strategy 2021-2028, information available at: <https://www.cjgalati.ro/images/stories/Comunicate21/03-strategia.pdf>

³³ LOCAL PLAN FOR THE DEVELOPMENT OF ACTIVE TOURISM IN THE JUDEȚUL GALAȚI 2021-2027

On the basis of the data presented, the following aspects are noted regarding the contribution of tourism to the economy of Galati County:

- **unlike Constanta County, local active units in Galati county have a lower contribution to the turnover recorded at regional level** (approx. 20% of the total registered turnover for industry, construction, trade and other services in 2022, approx. 18% of total registered turnover for wholesale and retail trade; repair of motor vehicles and motorcycles in 2022 approx. 15% of total turnover recorded for transport and storage in 2022, approx. 10% of total registered turnover for hotels and restaurants in 2022 and approx. 15% of the total turnover registered for other community, social and personal service activities in 2022);
- **all active local units in Galati County operating in the selected (tourism-specific) fields recorded substantial increases in turnover in the period 2017-2021**, with the highest increase recorded by units with CAEN code H - transport and storage (+57.32% at county level in 2021 compared to 2017) and by units with CAEN code I - hotels and restaurants (+48.91% at county level in 2021 compared to 2017);
- **similar to the situation found in Constanta County, 2020 brought slight reductions in turnover recorded by active local units in Galati County in all sectors of activity (trade, hotels and restaurants, services), except transport and warehousing**, this phenomenon can be explained by the fact that with the restrictions on the movement of individuals, e-commerce has experienced a significant boom that has led to increased demand for storage space, with many companies in the warehousing and logistics industry benefiting from the increased demand for services of this type.³⁴

b) tourism resources

As it emerges from the Local Plan for the Development of Active Tourism in Galati County 2021-2027, the main challenges found at county level are the poor development of the leisure infrastructure and the lack of promotion of cultural heritage (tangible and intangible), especially in areas less known by tourists.³⁵ Developing active tourism can stimulate tourists' interaction with local communities and facilitate cultural exchanges.

A first step for the development of active tourism in Galati County could be the creation of trails that include heritage and historical landmarks, the establishment of workshops where tourists can practice traditional activities specific to the area, the organization of sports competitions, the development of bicycle trails, etc., for example:

➔ Construction of a route between the municipalities of Galati and Focșani

The reconstruction of the World War I defence line and the development of a route between Galați and Focșani could contribute significantly to the revitalisation of cultural heritage at county level. The route could be included in supra-territorial tourist circuits, in order to increase the visibility of Galati County among tourists and to increase their interest in the historical sights included on the route.

³⁴ National Institute of Statistics of Romania, INT104D - Turnover in local active units, by activities of the national economy at NACE Rev.2 section level, size classes by number of persons employed, macro-regions, development regions and counties, current prices

³⁵ Local Plan for the Development of Active Tourism in Galati County 2021-2027



→ Cultural corridor

The development of a cultural corridor or areas with a cultural vocation in the municipality of Galati, either in the area of the central passage, or on a portion of Domnească Street, or along the pedestrian area that connects to the Danube waterfront, or even on the Danube waterfront could contribute significantly to the revitalization of the municipality from a cultural point of view. Moreover, the existence of such areas would significantly increase the leisure potential of the municipality, which could lead to an increase in the number of tourists attracted.

→ Living museums

U.A.T.'s with areas that have potential for tourism could be supported and helped by setting up living museums. These can be developed in the form of craft workshops to encourage the revival of traditions and traditional activities such as the tradition of the Umbrărești village shepherds, pottery, tanning, etc. Living museums could also play a key role in the inclusion of ethnic communities in promoting local multiculturalism.



→ Gârboavele and Buciumeni camps

The modernization of the Gârboavele and Buciumeni camps, key elements of the infrastructure available in Galati County, could not only increase the attractiveness of the communes served, but could also increase the offer of services available at county level through the implementation of a program for the organization of thematic camps (creative, sports, study of natural heritage, etc.).



→ Cultural events in unique places

Given its geographical location, it might be appropriate for Galati to develop a programme of unique cultural events in association with a number of new venues, such as music, theatre and film shows on boats.

→ Promoting sports activities

Promoting sport is an important element in the development of active tourism. Thus, at county level, sport could be promoted in the community through activation campaigns such as sports simulators or events (e.g. sports competitions in shopping centres, podiums in public spaces, etc.).



→ Cycle paths

The development of cycle routes linking areas of interest at county level could actively contribute to the promotion of attractions throughout the county, thus increasing the attractiveness of lesser known areas to the public.³⁶

At the same time, Galati County has many parks and protected natural areas that are not exploited. Setting up lookout points or trails where possible. Some of these areas are: Potcoava Pond, Tălăbasca Pond, Hanu Conachi Sand Dunes, Pochina Lake, Vlășcuța Lake, Prut Lowland, Ostrovul Prut, Breana-Roșcani Forest, Buciumeni Forest, Fundeanu Forest, Pogănești Forest and Tălășmani Forest.

Regarding the specific active tourism activities already existing in Galati County, we mention the following:

→ Danube Beach

Danube Beach in Galati was built on the site of a former kayak-canoe training base. This year, the modernization of the complex was completed and it was reopened as a water park.



→ The Danube Cliff

The Danube cliff in Galati is arranged on two steps and is considered the longest cliff along the Danube in Europe. Along the cliff are metal sculptures made in the 1970s. On certain occasions, the cliff becomes the venue for events, exhibitions or sports competitions.

→ A walk on the Danube in Galati

In Galati, boat trips on the Danube are among the tourists' favourites. Tourists can choose from a generous offer such as organised boat trips, city tours with specialised guides or kayak and canoe rentals.



→ Gârboavele Forest

Gârboavele Forest, declared a protected area, has a surface of 230 ha and is located approximately 20 km from the city of Galati. The forest is home to many wilderness areas, as well as numerous leisure options such as mountain bike trails, barbecue and relaxation areas, tourist recreation centres, restaurants, aqua parks, the adventure park EscapeLand, football and tennis courts. Also, in the immediate vicinity there is the "Petru Caraman" Village Museum and the Fishing Zone Museum and a stud farm.

³⁶ Local Plan for the Development of Active Tourism in Galati County 2021-2027



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→ Lake Brateș

In the northern part of Galati lies Lake Brateș, the largest meadow lake in Romania and an important tourist attraction. Near the lake is a complex with a beach, barbecue areas, football and volleyball pitches and restaurants.

→ Botanical Garden

The Botanical Sensory Garden in Galati is part of the "Răsvan Angheluță" Natural Science Museum Complex and is unique in Romania. The Botanical Garden is organized by sectors as follows: Flora and Vegetation of Romania, Flora of the Globe, Useful Plants Sector (with aromatic and useful plants), Ornamental Sector, Rosarium, Sensory Garden and a therapeutic pathway, which tourists must walk barefoot to experience the many sensations of the pathway surfaces, which range from gravel, crushed stone, river rock, hay, cones, brick, sand, tree bark and even wooden logs.

c) tourist infrastructure

Although we can say that Galati County is in the process of developing the tourism sector, the basic infrastructure available is a fundamental element for a sustainable and harmonious development. Thus, the table below shows the situation of accommodation units by type of structure:

Table no. 29: Evolution of the number of tourist accommodation structures with tourist accommodation functions by types of structures in Galati county, in the period 2017-2022

Tourist structures	Year 2017	Year 2018	Year 2019	Year 2020	Year 2021	Year 2022
Total	42	43	43	51	55	56
Hotels	15	16	16	17	17	17
Hostels	5	4	4	6	3	3
Apartments and rooms for rent	:	:	:	:	7	8
Motels	4	4	4	5	6	6
Tourist villas	6	6	6	6	6	6
Bungalows	:	:	: ³⁷	1	1	1
Tourist stopovers	1	1	1	1	1	1
Tourist cottages	1	1	1	3	3	3
Tourist pensions	7	8	8	9	8	8
Agritourism pensions	3	3	3	3	3	3

Source: National Institute of Statistics of Romania

According to the data provided by the National Institute of Statistics, the evolution of the number of tourist accommodation structures from 2017 to 2022 shows the following aspects:

- a slight increase in the total number of tourist accommodation structures in the period analysed, of 33.33% in 2022 compared to 2017, which can be explained by a slow development of the tourism sector in Galati County;
- although the total number of tourist establishments with accommodation functions has increased, in 2022 the number of hostels has decreased by 40% compared to 2017, which shows that at county level the tourist demand for such tourist accommodation is low, tourists choose other tourist accommodation establishments instead, such as hotels (+17% in 2022 compared to 2017), motels (+50% in 2022 compared to 2017), tourist lodges (+200% in 2022 compared to 2017) or tourist pensions (+14.29% in 2022 compared to 2017);
- the number of agro-tourism guesthouses and tourist villas remained constant throughout the period analysed;

³⁷ Missing data

- **although the development of the tourist infrastructure with accommodation functions has grown slowly during the period under review, it is noted that the county accommodation offer has expanded** starting from 2020 with a bungalow-type tourist structure, and from 2022 with 8 apartment-type structures and rooms for rent;
- **the main tourist structure with accommodation functions found in Galati County is represented by hotels**, which make up 30.36% of all tourist structures found in the county;
- **compared to Constanta county, the number of tourist accommodation units with accommodation functions found in Galati county is reduced.**³⁸

According to the Development Strategy of Galati County, 2021-2028, in recent years progress has been made in terms of developing accommodation capacity at county level, expressed by a trend of increasing the number of available places.³⁹ However, it should be noted that the majority of accommodation facilities are located in the municipality of Galati (1,661 places in 2022). With a significantly lower capacity, the following municipalities are also noteworthy: Tecuci (259 places in 2022), Tulucești-Resort of local interest (95 places in 2022), Șendreni (71 places in 2022), Cosmești (62 places in 2022), Fundeni (38 places in 2022), Berești-Meria (10 places in 2022), Nămoloaș (6 places in 2022) and Nicorești (6 places in 2022).⁴⁰

A similar situation can be found at the level of tourist accommodation with catering functions. At present, 84 tourist reception structures with catering functions are operating in Galati County, of which:

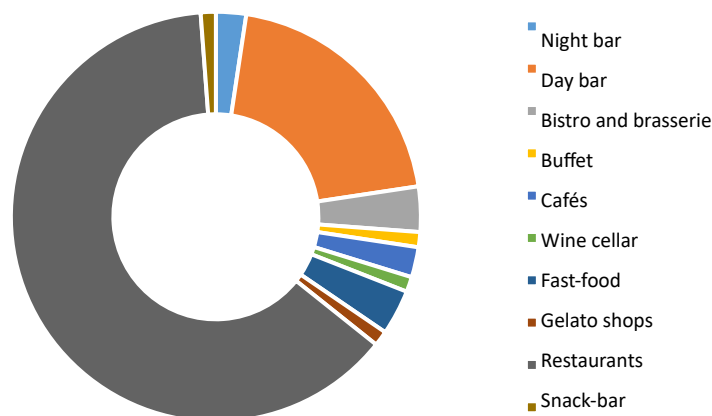


Figure no. 18: Existing tourist accommodation structures with catering functions in 2023 in Galati County

Source: Ministry of Economy, Entrepreneurship and Tourism

According to data provided by the Ministry of Economy, Entrepreneurship and Tourism, Galati County has a basic range of tourist accommodation structures with catering functions, including: 63.10% restaurants, 20.24% day bars, 3.57% equally fast food and bistros and brasseries, 2.38% equally night bars and cafes and 1.19% equally buffets, cellars, ice-cream parlours and snack bars. As regards the distribution of tourist accommodation facilities with catering functions in the territory, it is noted that most of them are concentrated in Galati municipality.

³⁸ National Institute of Statistics of Romania, TUR101D - Tourist accommodation establishments providing tourist accommodation by type of establishment, macro-regions, development regions and counties

³⁹ Galati County Development Strategy, 2021-2028, information available at: <https://www.cjgalati.ro/images/stories/Comunicate21/03-strategia.pdf>

⁴⁰ National Institute of Statistics of Romania, TUR102C - Existing tourist accommodation capacity by type of tourist accommodation, counties and localities

The county tourist infrastructure is completed by 80 accredited tourist agencies, distributed as follows:

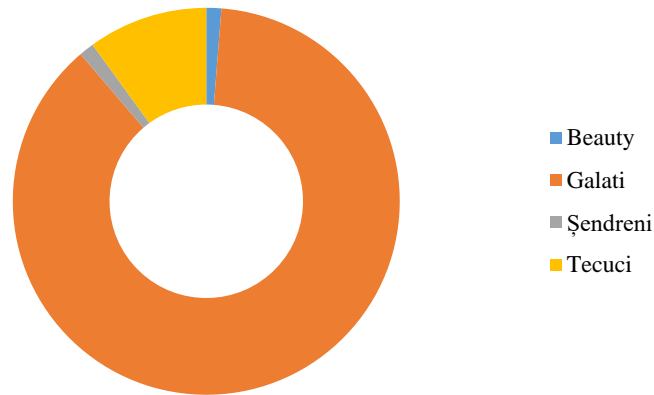


Figure no. 19: Licensed travel agencies in Galati county, year 2023

Source: Ministry of Economy, Entrepreneurship and Tourism

Accredited travel agencies are concentrated in the city of Galati, representing 87.50% of all travel agencies at county level. At the same time, 10% of them are found in the municipality of Tecuci, and 1.25% equally in Şendreni and Frumusita. Similar to the previously identified situations, it is observed that accredited travel agencies are located in the municipality of Galati.⁴¹

d) accessibility and connectivity

Regarding transport, Galati County has a diversified infrastructure, including: road transport, river transport and rail transport. Given the industrial economic nature of Galati County, the infrastructure serving transport is mainly focused on freight transport and less on passenger transport.

→ road transport

According to the Development Strategy, 2021-2028, public passenger transport at county level is carried out by 10 private operators, who provide full territorial coverage. On the other hand, due to low demand, the communes of Nămolosa, Torceşti, Gohor, Ghidigeni, Corod or Cudalbi do not benefit from a good frequency of public transport services. This can be an impediment for tourists wishing to travel to such places, as the county has not implemented an integrated transport management system that allows travellers to access the public transport timetable via an app or online. Moreover, of the 9 existing bus stations at county level (found in the municipalities of Galati and Tecuci, the towns of Targu Bujor and Bereşti, as well as in the communes of Pechea and Smulţi), only those serving the municipalities of Galati and Tecuci are adequately equipped.

→ rail transport

Galati county is crossed by the main CF 600 and CF 700 lines. The main railway nodes of the network serving the county are Galaţi, Tecuci and Barboşi. In addition, the county is served by 18 stations for rail traffic. The map below shows the frequency of trains in Galati County on the main railway lines:

⁴¹ Ministry of Economy, Entrepreneurship and Tourism, information available at: <https://turism.gov.ro/web/autorizare-turism/>

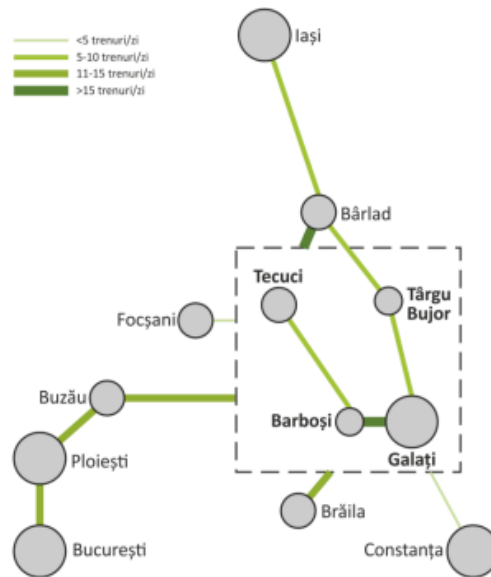


Figure no. 20: Main railway network serving Galati County and frequency of operation

Source: Development Strategy of Galati County, 2021-2028

The railway lines provide connectivity with 30 of the 66 component A.U.s of Galati County, serving 79.3% of the total population of the county (496,755 inhabitants), as follows:

- 446.308 inhabitants on line 704 Galați - Mărășești (including the population of Galați);
- 354.497 inhabitants on line 703 Galați - Bârlad (including the population of Galați).⁴²

→ shipping

The Port of Galati is the largest river and sea port on the Danube and the second largest port in Romania, after the Port of Constanta. However, the port concentrates its activity on heavy industry and freight transport and almost nothing on passenger transport.

e) trends in visitor behaviour

According to the Development Strategy of Galati County, 2021-2028, the latest data shows that the average length of stay of tourists in Galati County is 2 days. The short period of time tourists spend in the county suggests that at county level the most popular forms of tourism are transit and weekend tourism.

As Galati County is an important national transport logistics hub, people transiting the county spend a short period of time in the county, mainly engaging in tourist activities located near transport stations, easily accessible in a short time. At the same time, the reduced length of stay can also be explained in terms of tourists arriving from areas close to the county. In general, such tourists prefer short activities, from cycling to hiking in the woods, fishing, horse riding, etc.

Regarding the seasonality of tourist activity, the data captured in the Development Strategy of Galati County, 2021-2028, indicates that the months with the highest tourist inflow are June, September and October.⁴³

⁴² Galati County Development Strategy, 2021-2028, information available at: <https://www.cjgalati.ro/images/stories/Comunicate21/03-strategia.pdf>

⁴³ Idem

4.3. City of Vilkovo (Ukraine)

The tourism sector in the city of Vilkovo, Ukraine is analysed in terms of the following elements:

a) spatial and economic profile

Vilkovo, or "Ukrainian Venice" as the locals call it, is located in Odessa Region, in the Danube Delta, at the confluence of the river with the Black Sea. The town of Vilkovo, is located in a marshy area of the Danube Delta. According to the locals, the city is divided into two areas: the new city - the area where the hotels and most of the city facilities are located, which is on land, and the old city or "city on the water" - the area where there are many narrow canals, 1-2 meters wide, along which small boats are used for transportation. The map below shows the layout of Vilkovo:



Figure no. 21: Administrative map of Vilkovo

Source: Google

From an economic point of view, the town's unique topography has favoured the development of the fishing sector, with fishing being the main occupation of the locals. The town of Vilkovo is also famous for its vineyards and strawberry cultivation on the islands in the river delta. Where Vilkovo as a tourist destination is concerned, an analysis of the sector's contribution to the local economy is difficult to make given the fact that Ukraine is currently facing an armed conflict with the Russian Federation.

However, before the war, Vilkovo was at an early stage of development in terms of tourism, enjoying an increasing visibility on the tourist market.

b) tourism resources

Despite the town's unique and tourist-appealing features, such as scenic waterways, canals and wooden pylon houses, the range of services and activities on offer was very limited even before the conflict broke out, with only boat rides offered by locals.

The development of tourism in Vilково can have several positive effects, including economic growth, preservation of cultural and natural heritage in a sustained manner, and increased recognition on the international scene.

The main tourist attractions and other potential resources that could foster the development of adventure tourism in Vilково are presented below:

→ Activities on the water

The city's uniqueness lies in its location on the water. The streets of the old town are served by canals, which are mainly used by locals. The tourist potential of the city from this perspective could be exploited by developing water tourism, such as boat trips, kayaking, while ensuring the protection of the delicate ecosystem of the Delta.



→ "Mile 0"

From the city, tourists can take boat trips on the Danube to "Kilometre 0" - the place where the Danube meets the Black Sea. Along the route, tourists can admire the unique landscapes of the Danube Biosphere Reserve. "Kilometer 0" is the place that locals proudly call "the youngest land" or "the place where Ukraine begins". According to local tradition, after passing this sign, negativity is removed, the number 0 symbolizing new beginnings and achievements.

→ Cultural workshops

For the promotion and preservation of the town's unique cultural heritage, including traditional fishing and boat building practices, folklore and cuisine, we believe it would be beneficial to set up workshops to encourage local people to engage in cultural exchanges with tourists, as well as to expand the range of activities on offer.



Vilково's potential as a tourist destination lies in its natural uniqueness. However, tourism development must be carefully managed to balance economic benefits with the preservation of the town's identity and natural environment. Sustainable and responsible tourism practices are crucial to ensure that Vilково remains an attractive and authentic destination in the future.



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c) tourist infrastructure

According to travel vlogs and other online resources, most tourist services: accommodation, tours and transport were provided before the conflict started by locals. The lack of regulation of tourist services in Vilково has led to unfair commercial practices, such as increasing prices for accommodation in certain areas of the old town and prices for transport and food.

Most of the regulated recreation centres are located in the coastal area of the Danube and offer mainly two-storey houses with small rooms for 2-3 persons, among which we mention:

- Pelican Tourist Complex - provides tourists with tourist cabins, a campsite ("Pelican-City") with 6 separate cabins for 24-36 people and a guesthouse with a capacity of 14 beds; the complex also has berths for anchoring small boats;
- Vilково Holiday & Fishing Club - offers two types of cottages: type 1 cottages include a bedroom, a bathroom, a kitchen/dining room and a veranda and type 2 cottages include 2 bedrooms, a bathroom, a kitchen/dining room and a veranda.

In Vilково, the following tourist structures with tourist reception functions have also been identified: Dunaiskaya Usadba, Kilimbeika and Zolotoi Fazan.⁴⁴

d) accessibility and connectivity

Due to the particular location of Vilково near the Danube Delta Biosphere, access to the town is relatively difficult. Interested persons can reach the city either by road from Odessa or by sea via the Black Sea.

→ Road infrastructure

The road from Odessa to Vilково is about 230 km long. Before the conflict, tourists were offered regular buses from Odessa to Vilково and the possibility to travel on organised group tours. The road takes about 3.5 km from Odessa and was in places damaged before the conflict started.

As far as movement within the city is concerned, road traffic is only possible in the new part of the city, while in the old part the streets are made up of pontoons improvised by residents and drawbridges for crossing from one bank to another.

→ River infrastructure

The town of Vilково is served by the Ust-Danube Seaport, on the southern side of the Zhebriyans'ka Gulf of the Black Sea, at the mouth of the Ochakiv estuary in the Danube Delta. There are also several small boat berths within the town, mainly used for transporting people and fishing. The development of the harbour and docking facilities is a key element for Vilково to make it an attractive destination for sailors.

e) trends in visitor behaviour

Before the conflict began, tourist interest in Vilково was growing rapidly. Currently sightseeing in Ukraine is not recommended for security reasons. Therefore, Vilково has to adapt and find new solutions for the promotion and development of the tourism sector. One innovative solution is digital tourism. According to the latest news, an event on virtual tourism and the potential of digital technologies was held in Kiev. The event included the discussion of case studies related to the digitisation of tourist and cultural sites, museums and UNESCO sites. The digitisation of tourism is relevant for the development of cities, regions and countries, both during and after periods of conflict. Uncertainty and security challenges may discourage traditional tourism, but digital initiatives such as online marketing, virtual tours, creating a strong cultural identity by posting content and so on, can help promote a destination, maintain its visibility and even lay the foundations for post-conflict recovery.⁴⁵

⁴⁴ Trip Advisor, Pelican Danube Tour, BLS Ukraine, Vilково Holiday & Fishing Club

⁴⁵ <https://newsukraine.rbc.ua/news/new-traveling-experience-virtual-tourism-1698395823.html>

4.4. Cantemir District Council (Republic of Moldova)

The tourism sector in Cantemir District Council, Republic of Moldova is analysed through the following elements:

a) spatial and economic profile

The Cantemir district is located in the south-western part of the Republic of Moldova on an area of 870 km². To the north, Cantemir district borders Leova district, to the south with Cahul district, to the east with U.A.T. Gagauzia and to the west (32 km) with Romania.

The territory occupied by the district is made up of lowland and plain areas. The distinctive elements that make up the relief of the district are the Tigheciului hill, with a height of 301 m, being among the highest hills in the Republic of Moldova, the Prut river and its meadow with a width of 1-1.5 km.

From an administrative point of view, the district of Cantemir consists of 51 localities divided into 27 administrative-territorial units (1 town, 15 communes, 11 villages). The administrative centre of the district is located in the town of Cantemir.⁴⁶

The map below shows the geographical position of the district within the Republic of Moldova:

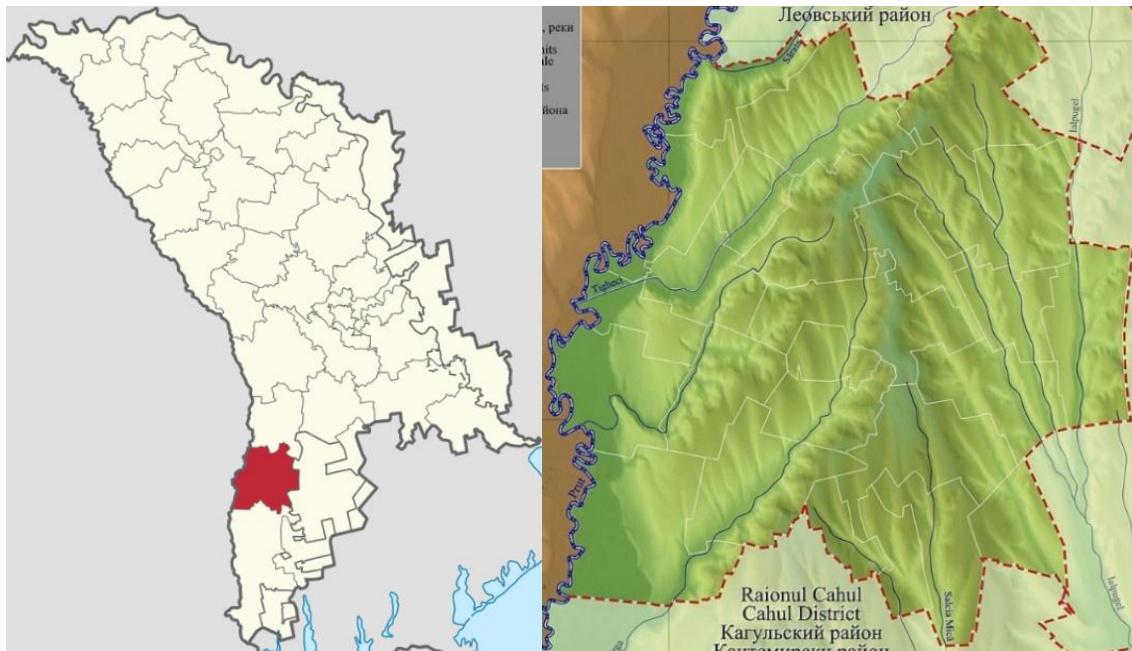


Figure no. 22: Map of Cantemir district

Source: Development plan of the tourism sector in Cantemir district

From an economic point of view, the basic economic activities of the district of Cantemir were concentrated in the agricultural and manufacturing industries. The agricultural branch has specialised in the production of cereals, vegetables, fruit, grapes, sunflowers, hetero-oleaginous crops, tobacco and livestock production, while the processing industry focuses on grape processing factories, mills for processing wheat seeds, dryers and others.⁴⁷

⁴⁶ Tourism Sector Development Plan in Cantemir Rayon, information available at: <https://www.cantemir.md/wp-content/uploads/2023/05/Planul-de-dezvoltare-al-sectorului-de-turism-in-raionul-Cantemir.pdf>

⁴⁷ Socio-Economic Development Strategy of Cantemir district 2014-2020, information available at: <https://www.cantemir.md/noutati/strategia-de-dezvoltare-a-raionului/#::~:~:text=Strategy> for Socio-Economic Development, with the involvement of various social actors.



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As regards the tourism sector, according to the Development Plan of the tourism sector in the district of Cantemir, there is a lack of real data on functional businesses that stimulate and capitalize on tourism consumption on the territory of the district. Thus, an analysis of the economic contribution of the tourism sector to the local economy is difficult. However, the performance of the tourism sector can be broadly analysed on the basis of the reports of the HORECA economic agents reporting in Cantemir district. The most recent available data captured in the Tourism Sector Development Plan for the district of Cantemir shows the following situation:

Table no. 30: Activity of HORECA (Accommodation and food service activities) enterprises, by territorial profile, 2018

Year 2018	Turnover (thousand lei)	Average annual number of employees	Remuneration of work, thousand lei	Sales per employee, thousand RON/person	Cost per employee, thousand RON/year	average gross salary of employees, thousand RON
Total by country	3.643.371,60	15.343,00	643.937,10	237,46	41,97	3,50
DR South	70.017,60	462	11.754,10	151,55	25,44	2,12
Cantemir district	1.956,40	17	403,60	115,08	23,74	1,98
% of total RM	0,05%	0,11%	0,06%	48,46%	56,57%	56,57%
% of RD South	2,79%	3,68%	3,43%	75,94%	93,32%	93,32%

Source: Development plan of the tourism sector in Cantemir district

According to the data in the above table, in 2018 in the district of Cantemir only 17 persons (less than 4% of HORECA employees in the Southern DR) were identified as working in the tourism industry, which produced sales of more than 1.9 million RON (less than 3% of the turnover recorded in the Southern DR). So an employee made about 115 thousand RON on the service market, less than half the national average. The salary of an employee in accommodation and catering activities in Cantemir is less than 2,000 RON, which is less than 57% of the national average in the industry.⁴⁸ The data highlights that the tourism industry in the district of Cantemir does not generate significant income or economic benefits for the local community. This can be explained in terms of dependence on other economic sectors, such as agriculture, processing or manufacturing, to sustain the economy. The low turnover of tourism enterprises at district level may indicate a lack of economic diversification. Regions that are highly dependent on a single economic sector may find it difficult to adapt to changing market conditions or economic shocks.

b) tourism resources

Although the data reflect a poorly developed tourism sector, the Cantemir district has many tourist resources with potential for the development of adventure tourism, given its location on the left bank of the Prut.

⁴⁸ Tourism Sector Development Plan in Cantemir Rayon, information available at: <https://www.cantemir.md/wp-content/uploads/2023/05/Planul-de-dezvoltare-al-sectorului-de-turism-in-raionul-Cantemir.pdf>

In the territory there are 3 landscape reserves: the Tigheci woods, the floodplain near Antonești, Chioselia, 1 forest nature reserve - Ciobalaccia, 1 mixed nature reserve - Cantemir and 1 geological and paleontological monument of nature - Cociulia quarry. Including them as part of tourist trails, as well as providing recreational facilities such as bike trails, lookout points and the like, would not only protect nature reserves and actively contribute to maintaining the natural landscape, but could also be a potential source of income for their maintenance.

The characteristic aspects of each reserve identified above are presented below:

➔ **Landscape Reserve "Codrii Tigheci"**

The landscape reserve "Codrii Tigheci" is a state-protected natural area covering an area of 2,519 ha. The reserve is located between the villages of Lărguța and Capaclia, Cantemir forest district, and the village of Tigheci, Leova district. The reserve consists of a forest of oaks, horns, ash, lime, cherry, rowan and scorpion trees, located at the water's edge, interspersed in places by steep slopes.



➔ **Landscape reserve "Floodplain near Antonești"**

The landscape reserve "Floodplain near Antonești" is a state protected natural area covering an area of 93.6 ha and is located west of the village of Antonești, district of Cantemir. The reserve comprises a sector of the floodplain of the Prut, partially covered with water and natural marshes. The reserve is home to rare animal species such as the swan, the otter and the otter.

➔ **Landscape reserve "Chioselia"**

Landscape Reserve "Chioselia" is a state-protected natural area, which covers an area of 307 ha north-west of the village of Chioselia, Baimaclia forest district, Cantemir district. The dominant landscape is a pedunculate oak forest with a mixture of downy oak. The reserve is also home to several rare plants, such as the rockrose, the broom and the cornflower.



➔ **"Cociulia" quarry**

Cociulia Quarry is a geological and paleontological monument of nature, which covers an area of 1 ha, 1 km north of the village of Cociulia, Cantemir district.

➔ **Forest reserve "Ciobalaccia"**

The "Ciobalaccia" forest reserve is a state protected natural area covering an area of 13.4 ha. The reserve is located 2 km east of the village Ciobalaccia, Baimaclia Forest Park, Aluniș, district Cantemir.

➔ **"Cantemir" Mixed Reserve**

The "Cantemir" Mixed Reserve is a state-protected natural area covering an area of 132 ha, south of

the town of Cantemir, in the floodplain of the Prut River.⁴⁹

The district of Cantemir is also crossed by three nationally important trails, with a total length of 98.86 km.:

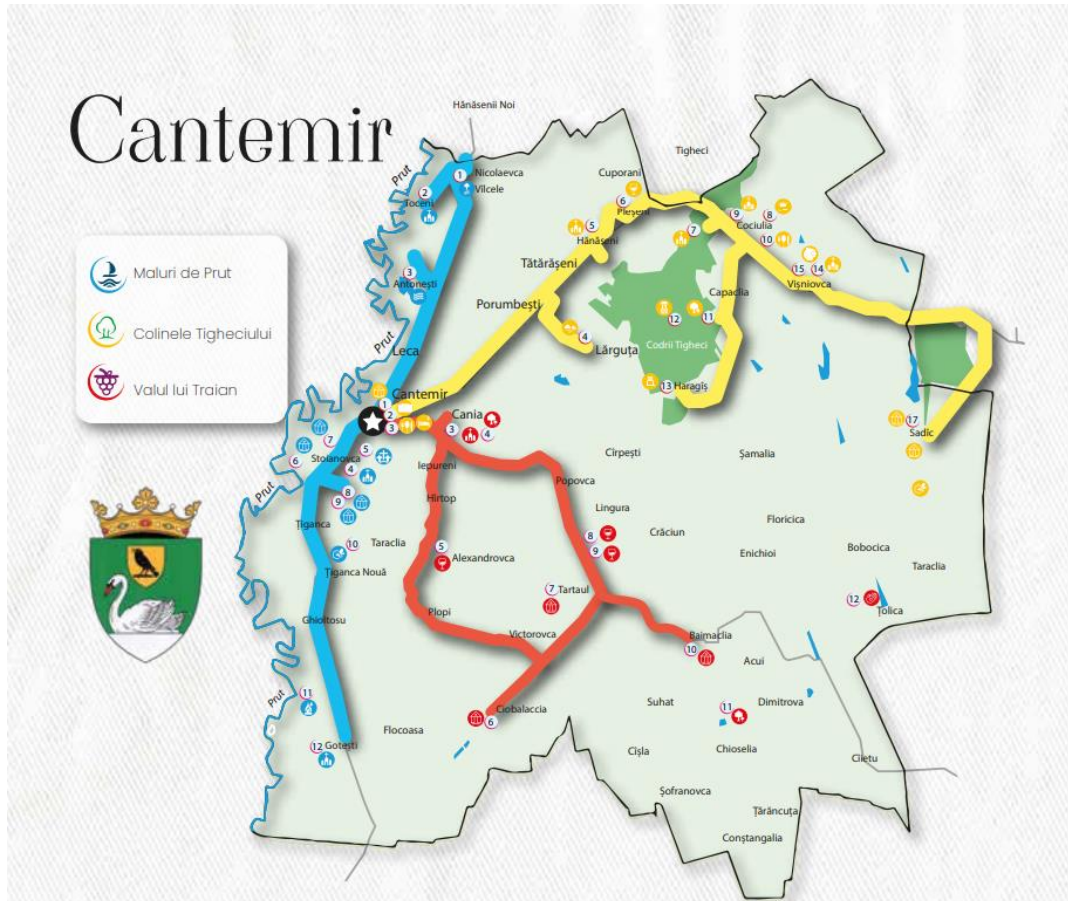


Figure no. 23: Map of eco-touristic routes of Cantemir District

Source: Tourist Guide of Cantemir District

According to the Tourist Guide of Cantemir District, there are 3 thematic trails on the territory of the district: Tigheciului Hills, Maluri de Prut and Valul lui Traian. The routes were developed within the project "Escapeland - Joint development and promotion of active tourism in the Black Sea Basin in partnership with Cantemir District Council" and include the following sights:

Table no. 31: Eco-touristic routes in Cantemir District

Prut banks	Tigheci hills	Valul lui Traian
<ol style="list-style-type: none"> 1. Tamarix-Vâlcele Reservation 2. "St. Elijah" Church in Toceni 3. Floodplain of Antonești 4. Heroes of the Nation Monastery 5. Romanian Honourable Cemetery of Țiganca 6. Military Museum (Pichetul Nou) 7. The Old Picket 	<ol style="list-style-type: none"> 1. Cantemir House of Culture 2. Cantemir District Council 3. Restaurant Paradis 4. Lărguța Hill (301m) 5. Church of Hănăseni 6. Imperial Wine Winery 7. Cociulia Monastery 8. Spring of Stephen the Great 9. Church of Cociulia 	<ol style="list-style-type: none"> 1. Cantemir House of Culture 2. Cantemir District Council 3. Cathedral of the Hosts in Cania 4. The 100 year old plover 5. Gypsy Winery 6. Ciobalaccia Handicraft Centre

⁴⁹ Idem

Prut banks	Tigheci hills	Valul lui Traian
8. Museum of Ethnography in Stoianovca	10. Restaurant "La Monu	7. Museum of History and Ethnography in Tartaul
9. Traditional Bulgarian house	11. Tigheciului Codrii	8. Winery Podgoria Wine
10. Gandrabura Family Apiary	12. Fairy Fountain	9. Novac Winery
11. Gotești Thermal Waters	13. SMURD' Memorial Park	10. Baimaclia History Museum
12. Church of the Nativity of Our Lady	14. The Germanic Church of Vishnikova	11. Chioselia Forest Protected Area
	15. Stratiev Museum Gallery	12. Folk doll maker, cloth maker
	16. 100-year-old rural house, Sadac	
	17. Memorial House "Nicolae Sulac"	
	18. Honey House "Ilieș"	

Source: Tourist Guide of Cantemir District

The Maluri de Prut trail is a trail with a low level of difficulty, located in the area of the following localities Vâlcele - Toceni - Antonești - Leca - Cantemir - Stoianovca - Țiganca - Gotești. The sights included in the route cover an area of 32 km. The route can be covered by car and takes 5-7 hours.

The Tigheciului Hills trail is a route with a high level of difficulty, located in Cantemir - Porumbesti - Lărguța - Hănăseni - Cociulia- Capaclia- Haragăș - Vișniovca- Sadac. The sights included in the route cover an area of 60 km. The route can be covered by car and takes 8-10 hours.

The Valul lui Traian trail is a route with a medium level of difficulty, located in the following villages Cantemir - Cania - Lingura- Tartaul- Victorovca - Ciobalaccia - Plopi - Iepureni- Cantemir. The sights included in the route cover an area of 37 km. The route can be covered by car and takes 8-10 hours.⁵⁰

c) tourist infrastructure

Given the fact that the Cantemir district has diverse and attractive tourist resources, it is important that they are served by an appropriate tourist infrastructure. Thus, the table below shows the tourist structures serving the district of Cantemir, according to the most recent data collected:

Table no. 32: Tourist structures serving the district of Cantemir

Tourist structures	Currently known and promoted	Actual found in Cantemir district*	Tourist sub-area 1 ⁵¹	Tourist sub-area 2 ⁵²	Tourist sub-area 3 ⁵³
Accommodation structures	1	13	2	8	3
Food service	5	41	13	14	14
Leisure organisation	0	58	20	26	12
Travel agencies	0	1	0	1	0
Tourist transport	0	0	0	0	0
Management of tourism resources	0	1	1	0	0

⁵⁰ Tourist Guide of Cantemir district, information available at: <https://www.cantemir.md/wp-content/uploads/2022/04/Draft-Ghid-spre-aprobare.pdf>

⁵¹ Vâlcele - Toceni - Antonești - Leca - Cantemir - Stoianovca - Țiganca - Gotești

⁵² Cantemir - Porumbesti - Lărguța - Hănăseni - Cociulia- Capaclia- Haragăș - Vișniovca- Sadac

⁵³ Cantemir - Cania - Lingura- Tartaul- Victorovca - Ciobalaccia - Plopi - Iepureni- Cantemir



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Tourist structures	Currently known and promoted	Actual found in Cantemir district*	Tourist sub-area 1 ⁵¹	Tourist sub-area 2 ⁵²	Tourist sub-area 3 ⁵³
Wineries	6	6	1	1	4
Souvenir making	0	1	1	0	0
Rental of goods	0	5	3	1	1
Total	16	126	41	51	34

Source: Development plan of the tourism sector in Cantemir District

* It should be taken into account that the tourist structures that we mention are actually found in the Cantemir district are registered in the state register as businesses in the field, but they are either moderately developed or not developed at all. The mechanism of registration in the state register assumes that any company that is established, which mentions in its operating status that it will have a service activity, appears as registered (numerically), but does not automatically assume that the provision of services in the tourism field has started, in fact there is the possibility to not have developed a tourist facility.

The data captured in the above table suggests the following aspects regarding the available tourist infrastructure in the district of Cantemir:

- there is a **substantial difference between the number of known and promoted tourist establishments and their actual number** in the district of Cantemir (the number of promoted structures is about 8 times lower); but according to the observation recorded above, we must also note that the number found does not assume that they work, but only that they are recorded in writing;
- at district level, there is **only one winery, one tourist resource management unit and one souvenir manufacturing unit**;
- at the district level there are only 13 tourist accommodation structures with accommodation functions and 41 catering establishments;
- there is a **lack of tourist transport operators in the district**;
- **in the tourist sub-area 1**, related to the route Maluri de Prut, there are 2 accommodation structures, 13 catering structures, 20 units for organizing leisure activities, 1 winery, 1 unit for managing tourist resources, 1 unit for making souvenirs and 1 goods rental unit;
- **in the tourist sub-area 2**, related to the Tigheciului Hills route, there are 8 accommodation structures, 14 catering structures, 26 recreational activities organization units, 1 travel agency and 1 goods rental unit;
- **in the tourist sub-area 3**, related to the Valul lui Traian route, there are 3 accommodation structures, 14 catering establishments, 12 recreational establishments, 4 wineries and 1 goods rental unit.

The data collected reflect a poorly developed tourism sector, the main problem faced by the district being the lack of visibility of tourist attractions and specific infrastructure.

d) accessibility and connectivity

The Cantemir district is served by a good road and rail infrastructure, ensuring regional accessibility.

→ Railway infrastructure

The district of Cantemir is also crossed by the national railway for a distance of 28 km, along which there are three railway stations: Prut-1, Prut-2 and Kilometre 8. The border crossing over the Prut River to Fălcui (Romania) is provided by the railway bridge in the town of Cantemir.

→ Road infrastructure

By road, Cantemir district can be reached by public transport by car or in person in the following ways:

- from Chisinau and Cahul on the R34 road (Hincesti - Leova - Cahul);
- from Cimislia on roads M3 and R37 (Comrat - Cantemir);
- from the south of Cahul district on the R56 road (Cania - Baimaclia - Taraclia de Salcie).

The map below shows the main connecting roads found in Cantemir district:



Figure no. 24: Road map of Cantemir District

Source: Development plan of the tourism sector in Cantemir District

National roads cross the territory of the district for a total length of 96.86 km. At the same time, the local access roads constitute 186.15 km and connect the localities of the district, providing access from one locality to another throughout the year.

From the point of view of passenger transport, the Cantemir Bus Station Branch provides the connection of the district with all the localities of the district, with daily trips to and from the city of Cantemir and the cities of Cahul, Comrat, Chisinau.⁵⁴

e) trends in visitor behaviour

Travel agencies and tour operators in the Republic of Moldova offer annually about 100 tourists packages for holidays abroad (in countries such as Romania, Turkey, etc.). The packages are generally

⁵⁴ Development plan of the tourism sector in Cantemir district, information available at: <https://www.cantemir.md/wp-content/uploads/2023/05/Planul-de-dezvoltare-al-sectorului-de-turism-in-raionul-Cantemir.pdf>

aimed at holidays for rest, recreation and leisure, the average length of stays purchased being 7 days/person.

According to the Development Plan of the tourism sector in the district of Cantemir, from the demand perspective, tourism in the district can be characterized by a specific form of transit tourism. A considerable number of tourists pass through the district every year, but they only pass through the district without requesting tourist services and products. This can be explained by the low visibility of local tourist offers and the lack of information about them.

However, a large number (about 10% of all foreign visitors to the country) of people enter the Republic of Moldova through the customs of Cahul and Giurgiulesti and use in large numbers the R34 road to travel to the centre of the country or Chisinau, passing through the district of Cantemir. This large number of people transiting the area is a key potential for converting them into tourists in the Cantemir destination.⁵⁵

⁵⁵ Idem

4.5. Independent Government of Kutaisi (Georgia)

The tourism sector in the city of Kutaisi, Georgia is analysed through the following elements:

a) spatial and economic profile

The city of Kutaisi is located in eastern Georgia in the Imereti region and is crossed by the Rioni River. To the north, the city is surrounded by the Egrisi and Rachis mountain ranges, to the east by the Imereti Plateau, to the south by the Lesser Caucasus, and to the west by the Kolkhida Depression.⁵⁶

The map below shows the location of the City of Kutaisi within the territory of Georgia:

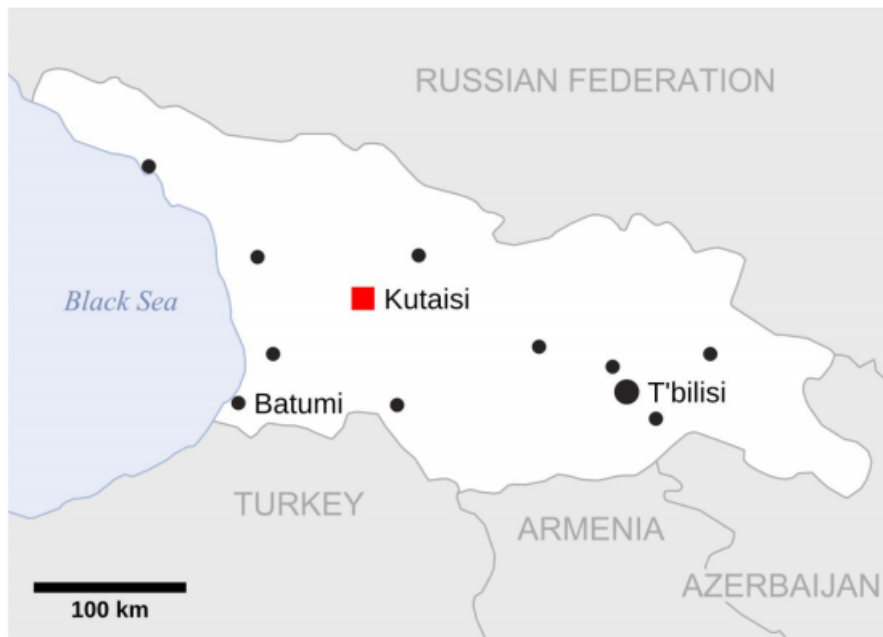


Figure no. 25: Administrative map of Georgia

Source: State of tourism development in Kutaisi and surrounding areas. Tour operator study report and proposed actions

The landscape of Kutaisi is varied. Predominant are the plains with agricultural functions, vineyards, orchards and meadows in the outskirts of the city. However, Kutaisi is surrounded in the northeast and northwest by rich deciduous forests growing on the mountainsides. The diverse landforms, as well as the presence of the Rioni river, favour the development of the tourism sector, allowing the construction of an extensive offer of activities specific to leisure and adventure tourism.⁵⁷

Administratively, the City of Kutaisi consists of 13 administrative units: Avtokarkhana, Gamarjveba, Gumati, Vakisubani, Kakhianouri, Mukhnari, Nikea, Sapichkhia, Sulkhan-Saba, Ukimerioni, City Museum, Dzelkviani, Zastava. Kutaisi is the capital of the Imereti region, the second largest city and the most important administrative/governmental centre of Georgia after Tbilisi.

At regional level, tourism and trade are the main competitive areas supporting the economy. Imereti has a huge tourist development potential, with 78 churches, 13 castles, 39 archaeological monuments and 27 museums in the region. The most important elements of cultural heritage are: Bagrati Cathedral (located in the city of Kutaisi), gelati Monastery (in the vicinity of Kutaisi), the ruins of the ancient city of Vani (located in the town of Vani), Sataplia Cave (located in the vicinity of Kutaisi), Katskhi Pillar

⁵⁶ State of tourism development in Kutaisi and surrounding areas. Tour operator study report and proposed actions, Wojciech Mania, Poznań, 2014, information available at: https://pozn.travel/media/attachment/kutaisi_report_eng.pdf

⁵⁷ Idem

(located in the village of Katskhi), and Motsameta Monastery (located in the vicinity of Kutaisi). The region also includes 3 protected natural areas, 12 caves and 9 seaside resorts. In the immediate vicinity of Imereti is Borjomi Kharagauli National Park, the largest protected area in Europe.⁵⁸

The table below captures the evolution of the gross value added of the main economic activities in the tourism sphere in the Imereti region in the period 2017-2022:

Table no. 33: Gross value added of tourism services in Imereti region (mil. GEL) in the period 2017-2023

Gross value added of tourism services (mil. GEL)	2017	2018	2019	2020	2021	2022 ^{*59}	2017/2022
Total	2.597	3.016	3.630	2.558	3.498	4.447	71,24%
Land transport and pipeline transport; Water transport	977	987	1.099	1.235	1.476	1.742	78,30%
Air transport	74	109	154	87	138	191	158,11 %
Accommodation	861	1.185	1.560	637	1.096	1.437	66,90%
Food and beverage service activities	576	615	664	568	687	938	62,85%
Travel agencies, tour operator reservation services and related activities	110	120	154	32	101	139	26,36%
GDP at basic prices	35.348	38.779	43.138	43.137	52.412	62.805	77,68%
Share of tourism in GDP	7,3%	7,8%	8,4%	5,9%	6,7%	7,1%	-

Source: National Statistical Office of Georgia

On the basis of the data presented, the following aspects of tourism's contribution to the regional economy are noted:

- The **GDP at regional level is continuously rising in the period 2017-2022**, registering a major increase of 77.68% in 2022 compared to 2017; the significant increase in the value of GDP can be explained by the numerous investments made by the Georgian authorities in recent years at regional level and in particular by those aimed at urban regeneration of Kutaisi, construction of several public administrative buildings, as well as the relocation of the Parliament to the city;⁶⁰
- **all the tourism services analysed show significant increases in value added in the period 2017-2022**; in total, their gross value added in 2022 was 4,447 million euros. GEL (+71.24% compared to 2017);
- **the highest growth over the period 2017-2022 has been identified for air transport** in 2022 their gross value added will increase to 191 mil. GEL (+158.11% compared to 2017); the doubling of gross value added in air transport services can be explained by the rehabilitation and modernisation investments made at Kutaisi International Airport;

⁵⁸ Second Regional Development Project, Imereti Regional Development Programme, Imereti Tourism Development Strategy, Strategic Environmental, Cultural Heritage and Social Dimension Assessment, World Bank, 2014, information available at: <https://documents1.worldbank.org/curated/es/422171468254958558/pdf/SFG2110-EA-P130421-Box396248B-PUBLIC-Disclosed-4-25-2016.pdf>

⁵⁹ Provisional data

⁶⁰ Second Regional Development Project, Imereti Regional Development Programme, Imereti Tourism Development Strategy, Strategic Environmental, Cultural Heritage and Social Dimension Assessment, World Bank, 2014, information available at: <https://documents1.worldbank.org/curated/es/422171468254958558/pdf/SFG2110-EA-P130421-Box396248B-PUBLIC-Disclosed-4-25-2016.pdf>

- **the lowest growth in gross value added was recorded by travel agencies, booking services with tour operators and related activities** (+26.36% in 2022 compared to 2017); the slow growth of the indicator can be explained by the fact that the tourism sector was strongly affected in 2020 by the global economic crisis caused by the spread of the SARS-CoV-2 virus, with many tourism enterprises having to stop their activities (cf. (cf. data in the table above, 2020 brought slight reductions in gross value added produced by all tourism-related services, except land transport and transport by pipeline; transport by water).⁶¹

Therefore, we can conclude that tourism plays an important role for the economy of Imereti region. The data collected also suggests that the development of Kutaisi has been a major factor for regional tourism, as most of the region's established tourist attractions are either in the city or in its immediate vicinity.

b) tourism resources

Given the large number of tourist attractions found within the city of Kutaisi, below is a brief overview of the main attractions and activities that will be developed to increase tourist interest in the city in terms of adventure tourism:



→ Rioni River

From a tourist point of view, Kutaisi's position on both banks of the Rioni River is a major advantage. The river district, right in the centre of Kutaisi, offers unique opportunities for the development of leisure and adventure tourism. The Rioni River not only offers tourists the opportunity to practice extreme sports such as rafting, but also the possibility to tour the city in a unique way.

There is currently a rafting school operating in Kutaisi, which is adequately equipped. However, the shore of the Rioni River is not landscaped and the paths leading to the trailhead are difficult to walk. The action plan for the development of tourism in Kutaisi developed within the project "Escapeland Development and Promotion of Active Tourism in the Black Sea Basin" proposes the implementation of a project aimed at the development of the Rioni River shoreline at the start and end of the rafting route, as well as the development of trails to be followed by tourists.

→ Climbing wall

The city of Kutaisi has a natural wall used for climbing competitions. Maintaining such a wall is costly: the natural wall is constantly cleaned, ropes and carabiners are replaced, preventive measures are taken to prevent stones from falling, etc.

The Action Plan for the Development of Tourism in Kutaisi developed within the project "Escapeland Development and Promotion of Active Tourism in the Black Sea Basin" proposes a project to develop a multipurpose artificial climbing wall in the city.

The construction of an artificial climbing wall in Kutaisi will contribute to the development of active tourism in the region and make it possible to organize climbing competitions in Kutaisi throughout the year.



⁶¹ National Statistical Office of Georgia



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→ Tyrolean

The Tskhra-Jvari area is one of the most prominent locations with tourism potential in Imereti. Developing the location as an area for extreme sports such as zip-lining can significantly contribute to additional revenue, economic development and increased tourist interest in Kutaisi.

→ Miniature museum of Georgian cuisine

The project will create a miniature museum dedicated to Georgian cuisine. This museum will offer visitors various dishes from Georgian regions and will promote the traditions of local table setting and culinary history.

→ Paliashvili Museum

The Zakaria Paliashvili Memorial House-Museum is located in the Catholic district of Kutaisi, a district of great tourist importance. Currently, the condition of the house's facade and part of the building needs rehabilitation, while the courtyard needs to be landscaped. The restoration of the house and garden could serve as a venue for classical music concerts. The rehabilitation of the Paliashvili Memorial House-Museum is an important project for the cultural life of the city, given its location in the central district of the city, which is visited daily by many tourists. After rehabilitation Paliashvili memorial house-museum will become a new tourist attraction of the city.

→ Rua Street

Many historical artifacts and monuments of historical significance found in Kutaisi have not yet been fully identified and studied. One of them is right in the heart of the city, on Rua Street. There are remains of historic baths and a 19th century bridge. For the preservation of historic features, rehabilitation and restoration works are necessary, including the provision of access routes to them.

→ Rock festival in an industrial building

In Kutaisi, there are many abandoned industrial buildings whose original function has been lost. Such buildings can be redeveloped as concert areas. The buildings can host various concerts and rock/electro festivals after rehabilitation.

→ Live cameras and monitors - "Portal between cities"

The installation of live cameras - "Portal among cities" in the city of Kutaisi could boost tourists' interest in the country and culture. The cameras could play back images from different global cultural centres and promote multiculturalism in an innovative way.

In order to increase the attractiveness of Kutaisi, the local public authorities are also considering projects to rehabilitate the facades of buildings on Tabidze Street, redevelop George Balanchin Square, create a recreation area at the central entrance to the city, rehabilitate the Students and Youth Park (Pioneer Park as it was known), and install more tourist infrastructure in the city.

c) tourist infrastructure

Kutaisi's geographical position has favoured the development of the tourism sector due to the multitude of natural and man-made attractions found locally.

Starting from the local framework, the table below shows the situation of accommodation units by type of structure at regional level (relevant considering that the city of Kutaisi is the main administrative unit

established in terms of tourism in the Imereti region):

Table no. 34: Accommodation by regions, Georgia

Region	No. of accommodation structures	No. of rooms	No. of beds
Georgia	3.176	51.850	124.034
Ajara	486	13.031	31.241
Guria	115	2.169	5.534
Tbilisi	539	14.292	31.489
Imereti	271	3.350	8.108
Kakheti	305	3.208	7.791
Mtskheta-Mtianeti	314	3.161	7.707
Racha-Lechkhumi, Lower Svaneti	81	567	1.613
Samegrelo - Svaneti Superior	598	3.841	9.626
Samtskhe-Javakheti	385	7.216	18.272
Lower Kartli	28	480	1.196
Kartli Interior	54	535	1.457

Source: National Tourism Administration of Georgia

Based on the data in the above table, the following conclusions can be drawn regarding the available accommodation infrastructure in Imereti region:

- in terms of the number of accommodation units, Imereti region ranks 7th out of 11 nationally, after Samegrelo, Upper Svaneti, Tbilisi, Ajara, Samtskhe-Javakheti, Mtskheta-Mtianeti and Kakheti regions, accounting for 8.53% of the total accommodation units nationwide;
- in terms of the number of available rooms, Imereti region ranks 5th out of 11 nationally, after Tbilisi, Ajara, Samtskhe-Javakheti and Samegrelo-Svaneti Superior regions, accounting for 6.46% of the total number of available rooms nationally;
- in terms of the number of available beds, Imereti region ranks 5th out of 11 nationally, after Tbilisi, Ajara, Samtskhe-Javakheti and Samegrelo-Svaneti Superior regions, accounting for 6.54% of the total number of available beds nationwide.

There are currently no clear statistics on the number of restaurants in Kutaisi. However, the town is famous for its cuisine, which has encouraged the opening of several food establishments. Also, given the city's importance as an administrative centre, many cafes, bars and restaurants have opened in Kutaisi in recent years.

d) accessibility and connectivity

From the point of view of tourism development, Kutaisi's central position within the country is a major advantage, being an important regional link.

→ air transport

Air transport, especially the opening and upgrading of the David the Builder Airport in Kutaisi, has been an important driver of tourism development in Kutaisi. The airport is 14 km from the city centre and is the third largest airport in Georgia (after Tbilisi and Batumi).

The table below shows the flights operated from David the Builder Airport:

Table no. 35: Flights operated from the airport

Operator	Address	Weekly flight frequency
Belavia	Kutaisi - Minsk	11
FLY ARYSTAN	Kutaisi - Aqtau	3
	Kutaisi - Atyrau	3
	Kutaisi - Astana	5
	Kutaisi - Almata	2
	Kutaisi - Shymkent	2
Wizz Air Abu Dhabi	Kutaisi - Abu Dhabi	7
Wizz Air Hungary	Kutaisi - Athens	4
	Kutaisi - Barcelona	2
	Kutaisi - Budapest	3
	Kutaisi - Rome	3
	Kutaisi - Milan	3
	Kutaisi - Thessaloniki	3
	Kutaisi - Riga	2
	Kutaisi - Gdansk	4
	Kutaisi - Prague	3
	Kutaisi - Poznan	2
	Kutaisi - Berlin	2
	Kutaisi - Vienna	3
	Kutaisi - Warsaw	3
	Kutaisi - Dortmund	2
	Kutaisi - Paris	2
	Kutaisi - Krakow	3
	Kutaisi - Katowice	5
	Kutaisi - Warsaw	7
	Kutaisi - Memmingen	3
	Kutaisi - Madrid	2
	Kutaisi - Larnaca	5
	Kutaisi - Tallinn	1
Kutaisi - Frankfurt	2	
Kutaisi - Hamburg	2	
Kutaisi - Vilnius	3	

Source: Civil Aviation Agency of Georgia

According to the above data, the airport operates flights to Aqta, Atyrau, Astana, Almata, Shymkent, Abu Dhabi, Athens, Barcelona, Budapest, Rome, Milan, Thessaloniki, Riga, Gdansk, Prague, Poznan, Berlin, Vienna, Warsaw, Dortmund, Paris, Krakow, Katowice, Memmingen, Madrid, Larnaca, Tallinn, Frankfurt, Hamburg and Vilnius.

The big airlines, especially in terms of tourism, are Wizz Air, which supports connections to Kiev,

Vilnius, Budapest, as well as Katowice and Warsaw. A flight from Warsaw takes just over three hours.

In terms of the number of tourists carried, the data suggest the following with regard to the number of passengers arriving at the airport:

Table no. 36: Number of passengers arriving at Georgian airports

Airports	2021	2022	2022-2021	2021/2022 %
Total	2.489.368	4.423.745	1.934.377	77,7%
Tbilisi International Airport	1.683.696	2.998.785	1.315.089	78%
Batumi International Airport	516.017	616.885	100.868	20%
Kutaisi International Airport	282.514	796.063	513.549	182%
Mestia Queen Tamar International Airport	5.141	9.355	4.214	82%
Ambrolauri International Airport	2.000	2.657	657	33%

Source: Civil Aviation Agency of Georgia

Kutaisi International Airport (David the Builder) served about 18% of all travellers arriving in Georgia in 2022. Also in 2022, the number of arriving passengers at the airport increased by 182%, representing in absolute figures 513,549 new passengers arriving at the airport compared to 2021. In terms of competitiveness, Kutaisi International Airport ranks second after Tbilisi International Airport.

→ Rail transport

Despite the fact that Georgia does not have a particularly well-developed railway, Kutaisi has a direct connection to Tbilisi. The journey to Tbilisi, the capital of Georgia, takes about 6 hours. The city also has rail links to other places of tourist importance, such as Batumi.

→ Road transport

The city of Kutaisi is located along one of Georgia's main roads, the E60 route to Tbilisi, which connects to Georgia's major cities: Tbilisi, Batumi, Poti and Borjomi.

As for passenger transport, several buses and minibuses leave from Kutaisi to most regions of Georgia. However, one problem that stands out is the lack of a clear timetable and a clear permanent price list.

e) trends in visitor behaviour

The data captured in the Kutaisi Tourism Development Plan reveals that Kutaisi's visibility on the international tourism market is still low. The majority of tourists arriving in Kutaisi are those arriving at David the Builder Airport, with the opportunity to purchase discounted air tickets. This type of traveller is in transition and spends an average of one or two nights in town.

The map below shows the most visited cities in Georgia:

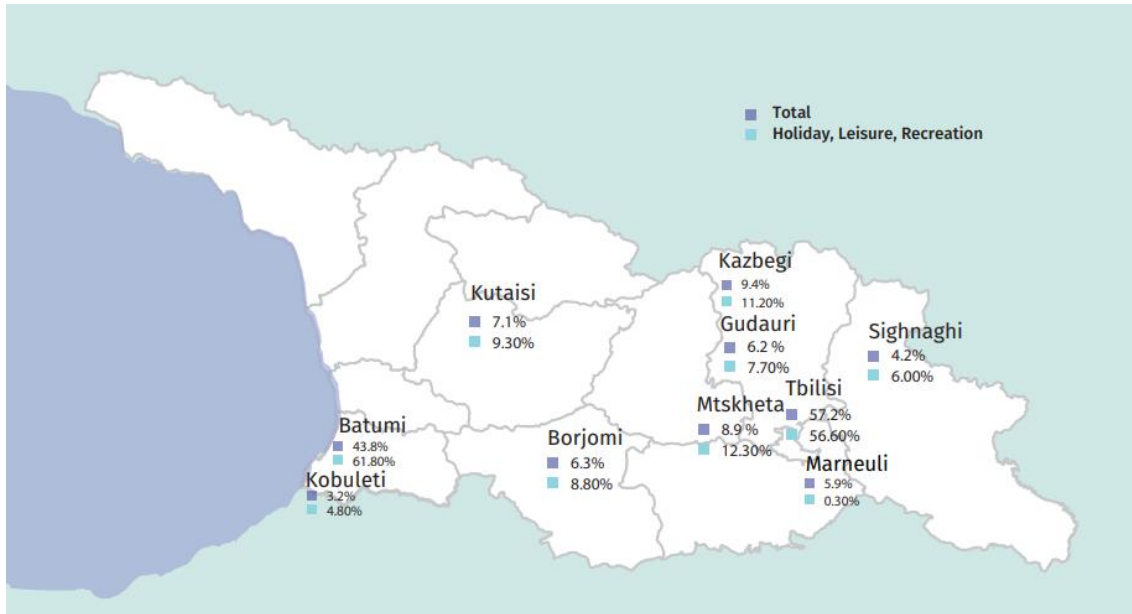


Figure no. 26: Most visited cities in Georgia

Source: Ministry of International Affairs of Georgia, Georgian Tourism in Figures, Structure & Industry Data 2022

According to the above data, the most visited cities in Georgia are Tbilisi and Batumi. Tourist arrivals in Kutaisi are closely linked to direct flights from Kutaisi International Airport. For some tourists, Kutaisi is the place to stay overnight before heading to Tbilisi or Batumi. Moving beyond being a transit city means encouraging tourists to explore Kutaisi. This can be done by promoting local attractions, landmarks or nearby experiences that can be accessed in the limited time of a stopover. Sustained promotion of the local tourism offer not only benefits tourists, but also contributes to the local economy by increasing tourist spending. Through efficient use of transit times and effective promotion of attractions, Kutaisi's visibility on the international tourist market could be increased.

5. Diagnostic analysis of leisure and adventure tourism in the project partners' regions

5.1. Constanta county (Romania)

Table no. 37: SWOT analysis of the tourism sector in Constanta County (Romania)

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ the geographical position of Constanta County offers very important possibilities for the development of active tourism (Black Sea - Romanian coast, Danube Delta, etc.); ➤ the active local units (with specific field of activity in tourism) in Constanta county have an important contribution to the turnover registered at regional level (approx. 44% of the total registered turnover for industry, construction, trade and other services in 2022, approx. 42% of total registered turnover for wholesale and retail trade; repair of motor vehicles and motorcycles in 2022, approx. 61% of the total turnover recorded for transport and storage in 2022, approx. 65% of the total registered turnover for hotels and restaurants in 2022 and approx. 42% of the total turnover registered for other community, social and personal service activities in 2022); ➤ all active local establishments in Constanta county with activity in the specific tourism fields recorded substantial increases in turnover in the period 2017-2021, with the largest increase recorded for establishments with CAEN code I - hotels and restaurants; ➤ the existence of numerous natural tourist resources such as: Cheia Massif, Fântânița-Murfatlar Reserve, Agigea Marine Dunes, Hagieni Forest, Hârșova Canals, Cernavodă Fossiliferous Point, Aliman Fossiliferous Point, Gura Dobrogei, "La Adam" and "Lilieciilor" Caves, Valul lui Traian Reserve and Seimenii Fossiliferous Point; ➤ the existence of numerous attractions promoting active tourism, for example: The Lower Danube Plain (fishing, bird watching, hiking, cycling, horse riding, and paintball), Liman Stiughiol (water sports), Mangalia Herd, Dobrogea Gorge (off road ATV rides, mountain biking or even mountaineering), Black Sea Coast (water sports), Riding Pavilion at the Natural Science Museum Complex, Helicopter Tours, Limanu Cave, Aqua Parks; ➤ significant increase in the total number of tourist accommodation structures in the 	<ul style="list-style-type: none"> ➤ concentration of tourism activity in urban areas; ➤ tourist attractions outside the coastal area, especially nature reserves, are very little exploited and do not have a high visibility on the tourist market; ➤ tourist interest in tourist attractions beyond the coastal area is low; ➤ tourist attractions outside the coastal area are less attractive for tourists due to the lack of quality roads, poor tourist signage, lack of information (lack of tourist information centres in some key points in the county, poorly equipped with quality information materials, and in some cases with quality staff, lack of a county tourism portal where the visitor can collect the necessary information, an app for mobile devices, etc.), of thematic tourist routes, of cycling and hiking routes, of visitor routes for certain protected natural areas; ➤ although the total number of tourist facilities with accommodation functions increased, there were also some exceptions: in 2022 the number of hostels decreased by 22.81% compared to 2017, the number of apartment hotels also decreased by 16.67% in 2022 compared to 2017, and the number of bungalows decreased by 9.75% in 2022 compared to 2017; ➤ strong concentration of tourist accommodation and tourist flows in the coastal area; ➤ most of the structures with catering functions are concentrated in the established resorts of Constanta County; ➤ accredited travel agencies are concentrated in the municipality of Constanta. ➤ in the off-season, around 90% of accommodation, food and leisure facilities are closed, which can lead hoteliers to charge very high rates, uncompetitive with other international destinations, at the peak of the season.



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<p>period under analysis, 76.37% in 2022 compared to 2017, which can be explained by the development of the tourism sector, especially in the coastal areas of the county;</p> <ul style="list-style-type: none"> ➤ the development of the tourism sector in Constanta County has led to the opening of new types of tourist accommodation structures such as accommodation on river and sea vessels; ➤ Constanta county has a wide range of tourist accommodation facilities with catering functions; ➤ diversified transport infrastructure, covering all modes of transport: road, air, sea, inland waterway and rail. 	
Opportunities	Threats
<ul style="list-style-type: none"> ➤ the development of tourist trails for hiking, biking, or kayaking where possible within nature reserves can have important benefits, both for tourists and for the conservation and management of protected areas; ➤ the development of tourist routes, together with the specific tourism infrastructure (information materials, apps, signage, signposts, etc.), can boost local economies by attracting tourists who spend money on accommodation, food, transport and recreational activities; ➤ the economic incentives resulting from the exploitation of tourist attractions can be used to maintain and protect nature reserves, as well as to create jobs in nearby communities (e.g. tour guide, caretaker, cashier, etc.); ➤ developing tourist routes in a controlled and sustainable manner allows the regulation of visitor numbers and behaviour, protecting fragile ecosystems and minimising negative environmental impacts. 	<ul style="list-style-type: none"> ➤ over-exploitation of natural resources can lead to irreversible damage to the environment; ➤ the year 2020, a year strongly impacted by the economic and health crisis caused by the pandemic, brought slight reductions in turnover recorded by active local establishments in Constanta County in all sectors of activity (trade, transport, hotels and restaurants, services); ➤ the coastal area, including the municipality of Constanta and the resort of Techirghiol, hold more than 99% of the number of accommodation places and attract more than 99% of the number of tourists arriving in Constanta county; ➤ poor connectivity at county level between the component localities due to the peripheral geographical position of Constanta County at national level, low number of flights operated at Mihail Kogalniceanu International Airport (both national and international, and especially in the off-season), difficult access within the destination, especially at peak season between Constanta and the southern coastal resorts, the large number of poor quality roads connecting coastal resorts and tourist attractions in the county, the low attractiveness of public transport and the lack of related information, and the lack of rail and road access to the Danube Delta; ➤ seasonality of tourist demand - approximately 89% of the number of tourists and 92.2% of the number of overnight stays are registered/recorded during the seasonal period (May-September), while 62.3% of the number of tourists and 67.6% of the number of overnight stays are registered during the peak season (July-August).

Source: Author

5.2. Galați county (Romania)

Table no. 38: SWOT analysis of the tourism sector in Galați County (Romania)

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ all active local units in Galați County operating in the selected (tourism-specific) fields recorded substantial increases in turnover in the period 2017-2021, with the highest increase recorded by units with CAEN code H - transport and storage (+57.32% at county level in 2021 compared to 2017) and by units with CAEN code I - hotels and restaurants (+48.91% at county level in 2021 compared to 2017); ➤ Galați county has many parks and protected natural areas: Potcoava Pond, Tălăbasca Pond, Hanu Conachi Sand Dunes, Pochina Lake, Vlășcuța Lake, Prut Lowland, Ostrovul Prut, Breana-Roșcani Forest, Buciumeni Forest, Fundeanu Forest, Pogănești Forest and Tălășmani Forest; ➤ The existence of important tourism resources in terms of active tourism development: Danube Beach, Danube Cliff, walks on the Danube, Gârboavele Forest (aqua park, adventure parks, football and tennis courts), Brațeș Lake, Botanical Garden; ➤ slight increase in the total number of tourist accommodation structures, 33.33% in 2022 compared to 2017: hotels (+17% in 2022 compared to 2017), motels (+50% in 2022 compared to 2017), tourist lodges (+200% in 2022 compared to 2017) or tourist guesthouses (+14.29% in 2022 compared to 2017); ➤ the county accommodation offer has expanded since 2020 with one bungalow-type accommodation unit, and since 2022 with 8 apartment-type accommodation units and rooms for rent;; ➤ an increasing trend in the number of accommodation places available at county level; ➤ the existence of 84 tourist accommodation structures with catering functions; ➤ diversified transport infrastructure, including road, inland waterway and rail transport; ➤ public passenger transport at county level is carried out by 10 private operators, providing full territorial coverage; ➤ Galați county is crossed by the main lines CF 600 and CF 700; besides these, the county is served by 18 railway stations. 	<ul style="list-style-type: none"> ➤ the active local units in Galați county have a low contribution to the turnover registered at regional level (approx. 20% of the total registered turnover for industry, construction, trade and other services in 2022, approx. 18% of total registered turnover for wholesale and retail trade; repair of motor vehicles and motorcycles in 2022 approx. 15% of total turnover recorded for transport and storage in 2022, approx. 10% of total registered turnover for hotels and restaurants in 2022 and approx. 15% of the total turnover registered for other community, social and personal service activities in 2022); ➤ concentration of tourist accommodation facilities with catering functions in the municipality of Galați; ➤ accredited travel agencies are concentrated in the city of Galați, representing 87.50% of all travel agencies at county level; ➤ given the industrial economic nature of Galați County, the infrastructure serving transport is mainly focused on freight transport and less on passenger transport; ➤ due to low demand, the communes of Nămolosa, Torcești, Gohor, Ghidigeni, Corod or Cudalbi do not benefit from a good frequency of public transport services; ➤ the lack of an integrated transport management system allowing passengers to access the public transport timetable via an app or online; ➤ of the 9 bus stations existing at county level (found in the municipalities of Galați and Tecuci, the towns of Targu Bujor and Berești, as well as in the communes of Pechea and Smulți), only those serving the municipalities of Galați and Tecuci are adequately equipped.



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Opportunities	Threats
<ul style="list-style-type: none"> ➤ creation of trails that include heritage and historical landmarks (e.g.: Wine Trail, creation of a cultural corridor, ➤ setting up workshops where tourists can practice traditional activities specific to the area (living museums) ➤ organising sport competitions through activation campaigns such as sport simulators or events (e.g. sport competitions in shopping centres, podiums in public spaces, etc.); ➤ develop bike trails connecting areas of interest countywide; ➤ developing tourist routes in a controlled and sustainable manner allows the regulation of visitor numbers and behaviour, protecting fragile ecosystems and minimising negative environmental impacts; ➤ the development of tourist routes, together with the specific tourism infrastructure (information materials, apps, signage, signposts, etc.), can boost local economies by attracting tourists who spend money on accommodation, food, transport and recreational activities; ➤ the economic incentives resulting from the exploitation of tourist attractions can be used to maintain and protect nature reserves, as well as to create jobs in nearby communities (e.g. tour guide, caretaker, cashier, etc.). 	<ul style="list-style-type: none"> ➤ the main economic activities in Galati county are concentrated around the shipyard, the Port of Galati and the steelworks; ➤ the economic activity of Galati County is polarized in the urban environment and in the localities close to the cities, especially in the municipality of Galati; ➤ in the urban area economic activity is characterised by an industrial profile; ➤ in rural areas, economic activity is mainly supported by the tertiary sector, but also industry and agriculture; ➤ the year 2020 brought slight reductions in turnover recorded by active local units in Galati County in all sectors of activity (trade, hotels and restaurants, services), except transport and storage; ➤ the average length of stay of tourists is 2 days - the short period of time spent by tourists in the county suggests that at county level the most practiced forms of tourism are transit tourism and weekend tourism.

Source: Author

5.3. City of Vilково (Ukraine)

Table no. 39: SWOT analysis of the tourism sector in the City of Vilково (Ukraine)

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ the existence of unique and tourist-appealing features such as scenic waterways, canals and wooden houses on stilts; ➤ the positioning of Vilково in the Danube Delta biosphere; ➤ the existence of tourist resources of particular importance for the development of tourism, such as: kayak and boat trips on the Danube canals, "Kilometre 0"; ➤ the opportunity to go fishing; ➤ the existence of regulated leisure centres; ➤ before the conflict broke out, tourists had regular buses from Odessa to Vilково and the possibility to travel on organised group tours; ➤ the town of Vilково is served by the Ust-Danube Seaport, on the southern side of the Zhebriyans'ka Gulf of the Black Sea, at the mouth of the Ochakiv estuary in the Danube Delta; ➤ within the town there are several small boat berths, mainly used for transporting people and fishing. 	<ul style="list-style-type: none"> ➤ The range of services and activities on offer was very limited even before the outbreak of the conflict, with only boat trips offered by locals; ➤ most tourist services: accommodation, tours and transport were provided by locals before the conflict started; ➤ given the particular position of Vilково near the Danube Delta Biosphere, access to the town is relatively difficult; ➤ road traffic is possible only in the new part of Vilково, in the old part the streets are made of pontoons improvised by the residents and drawbridges for crossing from one bank to another; ➤ currently, tourist visits to Ukraine are not recommended for security reasons.
Opportunities	Threats
<ul style="list-style-type: none"> ➤ before the war, Vilково was in an early stage of development in terms of tourism, enjoying an increasing visibility on the tourist market; ➤ setting up workshops to encourage local people to engage in cultural exchanges with tourists, as well as expanding the range of activities on offer, such as traditional fishing and boat-building practices, folklore and cooking; ➤ the development of the port and docking facilities is a key element for the town of Vilково to make it an attractive destination for sailors; ➤ before the conflict began, tourist interest in Vilково was growing rapidly; ➤ vilkovo needs to adapt and find new solutions for the promotion and development of the tourism sector; an innovative solution in this respect is digital tourism such as online marketing, virtual tours, creating a strong cultural identity by posting content etc. 	<ul style="list-style-type: none"> ➤ Ukraine is currently facing an armed conflict with the Russian Federation, which has devastating consequences both economically and in terms of preserving heritage and tourist infrastructure; ➤ Vilково's economic activity is mainly focused on the fishery sector, viticulture and strawberry cultivation on the islands in the river delta; ➤ lack of regulation of tourist services in Vilково has led to unfair commercial practices, such as increasing prices for accommodation in certain areas of the Old Town and prices for transport and food.

Source: Author



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5.4. Cantemir District Council (Republic of Moldova)

Table no. 40: SWOT analysis of the tourism sector in Cantemir District Council (Republic of Moldova)

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ in the district of Cantemir there are 3 landscape reserves: Tigheci woods, the floodplain near Antonești, Chioselia, 1 forest nature reserve - Ciobalaccia, 1 mixed nature reserve - Cantemir and 1 geological and paleontological monument of nature - Cociulia quarry; ➤ Cantemir district is crossed by three trails of national importance, with a total length of 98.86 km: Tigheciului Hills, Maluri de Prut and Valul lui Traian; ➤ there are 13 tourist accommodation facilities and 41 food establishments in the district; ➤ along the Prut banks route, there are 2 accommodation structures, 13 catering structures, 20 recreational activities organization units, 1 winery, 1 tourist resources management unit, 1 souvenir making unit and 1 goods rental unit; ➤ along the Tigheci Hills route there are 8 accommodation facilities, 14 catering facilities, 26 recreational facilities, 1 travel agency and 1 rental facility; ➤ along the Valul lui Traian route, there are 3 accommodation facilities, 14 catering facilities, 12 recreational establishments, 4 wineries and 1 rental establishment; ➤ Cantemir district is served by a good road and rail infrastructure, ensuring regional accessibility. 	<ul style="list-style-type: none"> ➤ lack of real data on functional businesses that stimulate and exploit tourism consumption on the territory of the district; ➤ the tourism industry in Cantemir district does not generate significant income or economic benefits for the local community; ➤ dependence on sectors such as agriculture, processing or manufacturing to sustain the economy; ➤ substantial difference between the number of known and promoted tourist establishments and their actual number in the district of Cantemir (the number of promoted establishments being about 8 times lower); ➤ lack of tourist transport operators on the territory of the district; ➤ lack of visibility of tourist attractions.
Opportunities	Threats
<ul style="list-style-type: none"> ➤ The inclusion of nature reserves as part of tourist trails, as well as the provision of recreational facilities such as cycle paths, lookout points and the like, would protect nature reserves, actively contribute to the maintenance of the natural landscape and could be a potential source of income for their upkeep; ➤ developing tourist routes in a controlled and sustainable manner allows the regulation of visitor numbers and behaviour, protecting fragile ecosystems and minimising negative environmental impacts; ➤ the development of tourist routes, together with the specific tourism infrastructure (information materials, apps, signage, signposts, etc.), can boost local economies by attracting 	<ul style="list-style-type: none"> ➤ the basic economic activities of the district of Cantemir were concentrated in the agricultural and manufacturing industries; ➤ development of the tourism sector in the district of Cantemir, from the demand side, tourism within the district can be characterized by a specific form of transit tourism. A considerable number of tourists pass through the district every year, but they only pass through the district without requesting tourist services and products. This can be explained by the low visibility of local tourist offers and the lack of information about them; ➤ the lack of tourist infrastructure at points of interest can significantly reduce tourist interest in the destination;



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<p>tourists who spend money on accommodation, food, transport and recreational activities;</p> <ul style="list-style-type: none">➤ the economic incentives resulting from the exploitation of tourist attractions can be used to maintain and protect nature reserves, as well as to create jobs in nearby communities (e.g. tour guide, caretaker, cashier, etc.);➤ a large number (about 10% of all foreign visitors to the country) of people enter the Republic of Moldova through the customs of Cahul and Giurgiulesti, transiting the district of Cantemir.	<ul style="list-style-type: none">➤ tourism in the district can be characterised by a specific form of transit tourism: a considerable number of tourists pass through the district every year, but they only transit the district without requesting tourist services and products; this can be explained by the low visibility of local tourist offers and the lack of information about them.
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Source: Author

5.5. Independent government of Kutaisi (Georgia)

Table no. 41: SWOT analysis of the tourism sector in Kutaisi City Independent Government (Georgia)

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ the existence of a varied relief; ➤ the tourism sector has enjoyed particular support from the Georgian authorities, with major investments being made in recent years, especially in the city of Kutaisi; ➤ 71.42% increase in the value of regional GDP in 2022 compared to 2017; ➤ 66.90% increase in gross value added for services in the tourism sector in the Imereti region in 2022 compared to 2017; ➤ 158.11% increase in gross value added for accommodation in the Imereti region in 2022 compared to 2017; ➤ with the rehabilitation and modernization of the Kutaisi International Airport, the gross value added of air transport services has increased significantly, and in 2022 the gross value added of air transport services will increase to 191 million Euro. GEL (+158.11% compared to 2017); the doubling of gross value added in air transport services can be explained by the rehabilitation and modernisation investments made at Kutaisi International Airport; ➤ the most important elements of cultural heritage in the Imereti region are found in Kutaisi: Bagrati Cathedral, Gelati Monastery, Sataplia Cave, and Motsameta Monastery; ➤ connection to Aqta, Atyrau, Astana, Almata, Shymkent, Abu Dhabi, Athens, Barcelona, Budapest, Rome, Milan, Thessaloniki, Riga, Gdansk, Prague, Poznan, Berlin, Vienna, Warsaw, Dortmund, Paris, Krakow, Katowice, Memmingen, Madrid, Larnaca, Tallinn, Frankfurt, Hamburg and Vilnius via flights operated from Kutaisi International Airport; ➤ Kutaisi International Airport (David the Builder) served about 18% of all arriving travellers to Georgia in 2022, while the number of arriving passengers at the airport increased by 182%, representing in absolute numbers 513,549 new arriving passengers at the airport compared to 2021. 	<ul style="list-style-type: none"> ➤ 2020, a year in which the economic crisis caused by the pandemic was strongly felt globally, affected the tourism sector, with the gross value added of tourism services experiencing slight reductions; ➤ the lowest growth in gross value added was recorded by travel agencies, booking services with tour operators and related activities (+26.36% in 2022 compared to 2017); the slow growth of the indicator can be explained by the fact that the tourism sector was strongly affected in 2020 by the global economic crisis caused by the spread of the SARS-CoV-2 virus, with many tourism enterprises having to stop their activities; ➤ the existence of sections of road in need of upgrading; ➤ the existence of several buildings in the city in need of rehabilitation; ➤ Imereti region has a relatively low percentage of available accommodation places out of the national total (8.53%).
Opportunities	Threats
<ul style="list-style-type: none"> ➤ The existence of numerous opportunities for the development of active tourism, such as: development of the banks of the Rioni river in the start and finish area of the rafting trail and the 	<ul style="list-style-type: none"> ➤ Kutaisi's visibility is still low on the international tourist market; ➤ the majority of tourists arriving in Kutaisi are those arriving at David the Builder Airport,



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<p>paths leading to the trail, construction of an artificial climbing wall, installation of a zip line in the Tskhra-Jvari area, development of a miniature museum of Georgian cuisine, rehabilitation of the Paliashvili museum, development of Rua street, development of industrial buildings for tourism purposes to support concerts and festivals, installation of live cameras and monitors - "Portal among cities";</p> <ul style="list-style-type: none">➤ rehabilitation of the facades of buildings on Tabidze Street;➤ redevelopment of George Balanchin Square, creation of a recreation area at the central entrance to the city;➤ rehabilitation of the Student and Youth Park (Pioneer Park as it was known);➤ installation of more tourist infrastructure objects in the city.	<p>with the opportunity to purchase discounted air tickets;</p> <ul style="list-style-type: none">➤ the average number of nights spent by tourists in the city is low (1-2 nights) as they are in transit to other destinations.
--	--

Source: Author

5.6. Integrated diagnostic analysis

In order to identify opportunities for the development of active tourism at Constanta County (Romania), Galati County (Romania), Vilково City (Ukraine), Cantemir District Council (Republic of Moldova) and Kutaisi Independent Government (Georgia) an integrated diagnostic analysis of the current situation was carried out, based on the information captured in the previous chapter.

For Constanta County (Romania), Galati County (Romania), Vilково City (Ukraine), Cantemir District Council (Republic of Moldova) and Kutaisi Independent Government (Georgia), a number of common tourism challenges have been identified, of which the one that affects all partner destinations is poor connectivity. Inadequate transport infrastructure, such as poorly maintained roads, insufficient airports or limited public transport options, can make it difficult for tourists to travel to/from the location. This can deter potential visitors, especially those who prioritise comfort and ease of travel.

At the same time, another challenge faced by partner countries in one form or another is the lack of visibility of tourist attractions. In Constanța County, it is noticeable that the tourist attractions outside the coast, such as Hagieni Forest, Hârșova Canals or Cheia Massif are very little known to the public. Established tourist resorts such as Mamaia or Costinești are heavily promoted to tourists, to the detriment of natural attractions. On the other hand, Galati County, the city of Kutaisi and Cantemir District have a low overall visibility of tourist attractions, which is evident from the fact that the main form of tourism found in all these territorial units is transit tourism.

In the case of Vilково (Ukraine), Cantemir District Council (Republic of Moldova) and Galati County (Romania), insufficient development of tourism infrastructure is one of the main problems identified, which may have several negative effects on tourism. The lack of tourist infrastructure (accommodation, food establishments, leisure opportunities) in the above-mentioned territorial units means that the available tourist offer is reduced. Moreover, the limited accommodation capacity in Vilково due to the lack of regulated accommodation options has led to the development of subsistence tourism and uncompetitive rates.

In view of the above, it is noted that a number of investments are needed to support the development of active tourism in partner countries. Therefore, further on, we propose to carry out a PESTLE analysis - a useful tool for assessing external factors that may influence the development of active tourism. Identifying opportunities and challenges involves analysing the following factors, which define the current context in the partner countries:

→ Political factors

Government regulations: local public authorities in all partner countries support the development of active tourism through the development of strategic documents and medium- and long-term plans and partnerships.

Political stability: the unstable political environment in Ukraine affects investor confidence and long-term planning for tourism development.

Safety and security: Political stability and the ability to maintain safety and security in tourist destinations are crucial for the growth of active tourism.

→ Economic factors

Economic growth: the concentration of economic activities in industries other than tourism (Galati county, Vilково town, Cantemir District) may discourage investors.

Tourism development: the indicators by which the tourism sector was sized showed substantial increases in the counties of Constanta, Galati (turnover of local units active in tourism) and the city of Kutaisi (contribution of regional tourism to national GDP).

Tourism infrastructure: tourism infrastructure is of major importance in the development of active tourism, the quality and services offered having a particular impact on the flow of tourists choosing Romania, Ukraine, Georgia and Moldova as their destination, their length of stay and their return.

→ **Social factors**

Cultural attitudes: local cultural attitudes towards tourists and outdoor activities can affect visitor experiences and the success of tourism development.

Promotion of culture: all partner countries aim to promote local culture through specific actions to develop active tourism.

→ **Technological factors**

Digital platforms: the use of digital platforms for marketing, promotion, booking and customer engagement is essential in the tourism industry (e.g. the city of Vilkovo in Ukraine could offer virtual tours to tourists, live cameras in the city of Kutaisi to increase tourist interest, etc.).

Innovations in adventure equipment: advances in outdoor equipment and technology can enhance the safety and experience of active tourists (e.g. building an artificial climbing wall in the city of Kutaisi).

Integrated transport management systems: integrated transport management systems are essential to facilitate the movement of tourists within the destinations (during the analysis it was noted that they are missing in the city of Kutaisi, Galati County and the city of Vilkovo).

→ **Environmental factors**

Natural resources: the sustainability of natural resources, including forests, water bodies and wildlife, is crucial to the long-term viability of active tourism.

Environmental regulations: Compliance with environmental regulations is vital to ensure the conservation of natural areas used for active tourism.

→ **Legal factors**

Environmental protection laws: as protected natural areas are of common importance to all partner countries, any future investment must take into account the applicable environmental protection laws.

Liability and safety regulations: strict safety regulations may affect the operation of adventure tourism activities.

By considering these factors in the PESTLE framework, local public authorities, investors and businesses can make more informed decisions about future investments needed for the development of active tourism, taking into account both the opportunities and potential challenges associated with the partner countries' macro-environment.

The following table shows the extent (high, medium, low impact) to which the factors identified in the PESTLE analysis influence (negatively or positively) the development of active tourism, in terms of the future investments needed:



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Table no. 42: PESTLE analysis of investment opportunities in active tourism at Constanta County (Romania), Galati County (Romania), Vilково City (Ukraine), Cantemir District Council (Republic of Moldova) and Kutaisi Independent Government (Georgia)

High	Average	Low	Impact	Low	Average	High			
<p>X</p> <p>the unstable political environment in Ukraine</p>			<p>P</p> <p>(Political)</p>			<p>X</p> <p>development of strategic documents and medium and long-term plans</p>			
<p>X</p> <p>safety and security in tourist destinations in Ukraine</p>						<p>X</p> <p>building partnerships</p>			
	<p>X</p> <p>concentration of economic activities in industries other than tourism (Galati county, Vilково town, Cantemir District)</p>		<p>E</p> <p>(Economic)</p>		<p>X</p> <p>tourist infrastructure</p>	<p>X</p> <p>substantial increases in the counties of Constanța, Galați and the city of Kutaisi</p>			



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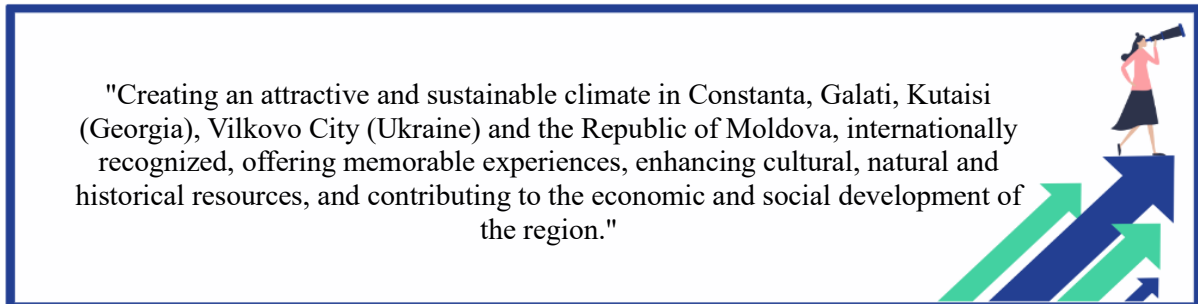


High	Average	Low	Impact	Low	Average	High	
			S (Social)			X cultural attitudes X promotion of culture	
		X lack of integrated transport management systems in the city of Kutaisi, Galati County and the city of Vilково	T (Technological)			X digital platform X innovations in adventure equipment	
			L (Legal)	X environmental protection laws		X liability and safety regulations	
		X impact of tourism on the environment (destruction/damage of protected areas through over- exploitation)	E (Environment)			X natural resources X environmental regulations	

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6. Vision. Setting overall marketing objectives

Taking into account the analysis of the general context, but especially the SWOT and PESTLE analyses carried out at the level of the territories targeted by the integrated strategy, from which the recreational and adventure tourism potential of the areas under analysis is drawn - Constanta County (Romania), Galati County (Romania), Vilково City (Ukraine), Cantemir District Council (Republic of Moldova), Kutaisi City Independent Government (Georgia), the integrated development vision consists of:



Closely linked to the development vision are the General Marketing Objectives, set out in the Consolidated Leisure and Adventure Tourism Development Plan, as follows. General objectives are quantifiable as a result, through specific objectives formulated and applicable to all the regions analysed, being a consolidated plan that integrates the local specificity of each of the areas analysed:

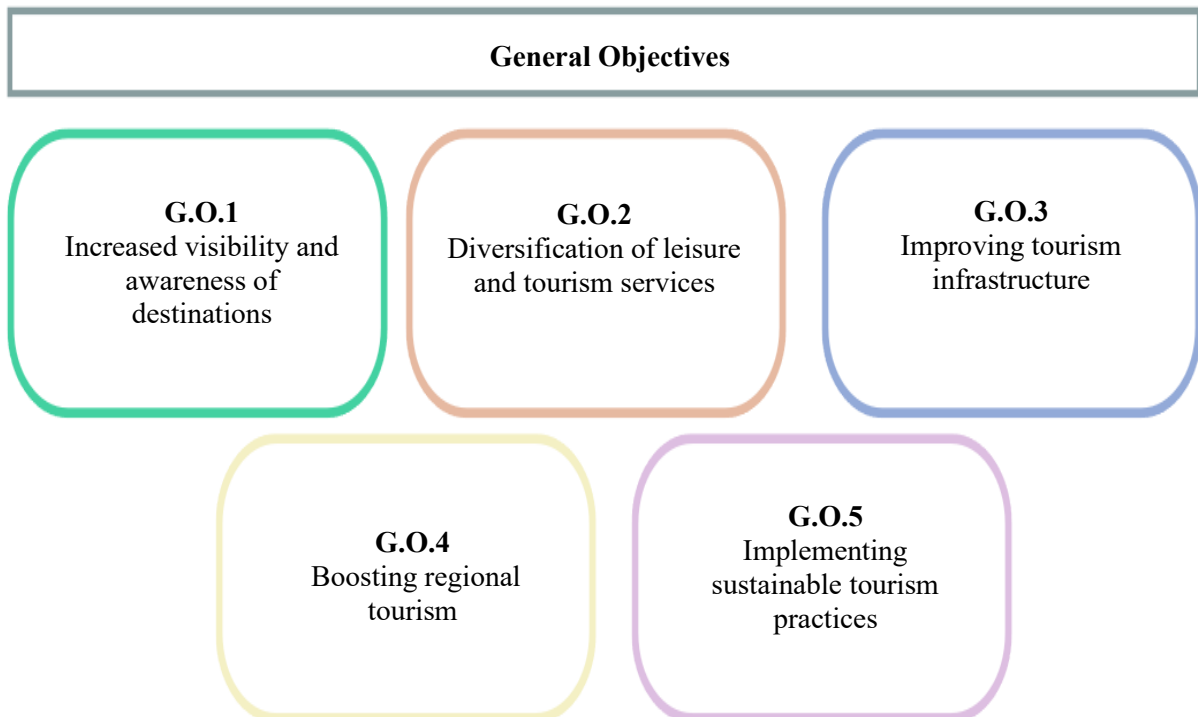


Figure no. 27: General objectives

Source: Author

G.O.1 Increasing the visibility and awareness of destinations

S.O.1.1. Rehabilitation/construction of at least one road/canal providing access to tourist facilities in each of the partner regions - Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) during 2024-2026.

S.O.1.2. Maintaining the website created for the EscapeLand project, for leisure and adventure tourism products and services available in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) and publishing information on own communication channels until 2030.

S.O.1.3. Participation of Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in three tourism fairs and exhibitions in the period 2024-2027.

G.O.2. Diversification of leisure and tourism services

S.O.2.1. Construction of a children's playground in each of the partner regions - Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2026.

S.O.2.2. Construction of wellness facilities in Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2026 and measures encouraging social businesses and local entrepreneurs in this field.

S.O.2.3. Holding at least one music festival/concert per year in the counties of Constanța and Galati, the City of Kutaisi (Georgia), the City of Vilково (Ukraine) and the Cantemir District (Republic of Moldova), from 2024 to 2030.

G.O.3: Improving tourism infrastructure

S.O.3.1. Training at least 10 employees per year from the subordinated institutions related to the tourism industry from the counties of Constanța and Galați, the City of Kutaisi (Georgia), the City of Vilково (Ukraine) and the Cantemir District (Republic of Moldova), from 2024 to 2030.

S.O.3.2. Development of at least one nautical sports facility in the counties of Constanta and Galati, the City of Kutaisi (Georgia), the City of Vilково (Ukraine) and the Cantemir District (Republic of Moldova) by 2026.

S.O.3.3. Development of at least one climbing/zip-lining/offroad/cycling facilities in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) by 2030.

G.O.4: Boosting regional tourism

S.O.4.1. Development of one local tourism product in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) by 2030.

S.O.4.2. Organisation and development of at least 2 joint tourist routes between at least 2 project partners - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2030.

S.O.4.3. Organisation of at least two online or/and offline events for experience exchange between at least 2 project partners - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2030.

G.O.5. Implementing sustainable tourism practices

S.O.5.1. Development of at least 7 individual campaigns to promote leisure and adventure tourism in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) until 2030 (1 campaign/year).

S.O.5.2. Individual rehabilitation of one heritage tourist site in each of the partner regions - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District by 2030.

S.O.5.3. Certification of at least 1 local product in Constanța and Galați counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) by 2030.

Table no. 43: SMART objectives chart

General objective	Year/ SMART Objectives	2024	2025	2026	2027	2028	2029	2030
G.O.1 Increased visibility and awareness of destinations	S.O.1.1. Rehabilitation/construction of at least one road/canal providing access to tourist facilities in each of the partner regions - Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) during 2024-2026.							
	S.O.1.2. Maintaining the website created for the EscapeLand project, for leisure and adventure tourism products and services available in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) and publishing information on own communication channels until 2030.							
	S.O.1.3. Participation of Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in three tourism fairs and exhibitions in the period 2024-2027.							



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General objective	Year/ SMART Objectives	2024	2025	2026	2027	2028	2029	2030
G.O.2. Diversification of leisure and tourism services	S.O.2.1. Construction of a children's playground in each of the partner regions - Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2026.							
	S.O.2.2. Construction of wellness facilities in Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2026 and measures encouraging social businesses and local entrepreneurs in this field.							
	S.O.2.3. Holding at least one music festival/concert per year in the counties of Constanța and Galati, the City of Kutaisi (Georgia), the City of Vilково (Ukraine) and the Cantemir District (Republic of Moldova), from 2024 to 2030.							
G.O.3. Improving tourism infrastructure	S.O.3.1. Training at least 10 employees per year from the subordinated institutions related to the tourism industry from the counties of Constanța and Galați, the City of Kutaisi (Georgia), the City of Vilково (Ukraine) and the Cantemir District (Republic of Moldova), from 2024 to 2030.							
	S.O.3.2. Development of at least one nautical sports facility in the counties of Constanta and Galati, the City of Kutaisi (Georgia), the City of Vilково (Ukraine) and the Cantemir District (Republic of Moldova) by 2026.							
	S.O.3.3. Development of at least one climbing/zip-lining/offroad/cycling facilities in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) by 2030.							



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General objective	Year/ SMART Objectives	2024	2025	2026	2027	2028	2029	2030
G.O.4. Boosting regional tourism	S.O.4.1. Development of one local tourism product in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) by 2030.							
	S.O.4.2. Organisation and development of at least 2 joint tourist routes between at least 2 project partners - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2030.							
	S.O.4.3. Organisation of at least two online or/and offline events for experience exchange between at least 2 project partners - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) in the period 2024-2030.							
G.O.5. Implementing sustainable tourism practices	S.O.5.1. Development of at least 7 individual campaigns to promote leisure and adventure tourism in Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) until 2030 (1 campaign/year).							
	S.O.5.2. Individual rehabilitation of one heritage tourist site in each of the partner regions -Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District by 2030.							
	S.O.5.3. Certification of at least 1 local product in Constanța and Galați counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Republic of Moldova) by 2030.							

Source: Author



7. Strategies/strategic lines for implementing the objectives of the plan for leisure and adventure tourism

For the implementation of G.O.1 Increased visibility and awareness of destinations, we propose the following strategic approach:

Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
<p>Public authorities of Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District in the Republic of Moldova</p> <p>Authorities regulating tourism in Romania, Ukraine, Republic of Moldova - Ministry, Tourism Directorate of the Ministry of Culture, National Tourism Administration of Georgia</p>	<ul style="list-style-type: none"> • Rehabilitation/construction of at least one road/canal, that ensures access to tourism facilities; • Maintenance of the website developed for the EscapeLand project, for the leisure and adventure tourism products • Publishing information on own communication channels • Participation in tourism fair and exhibitions • Taking up best practice on Destination Management Organisations • Development of promotion materials, such as logos, slogans, brochures, and websites to communicate the distinctive brand of each destination 	<p>Private sector: Hotels, restaurants, travel agencies, tour operators</p> <p>Media</p> <p>Local and international tourism associations</p> <p>Local or regional DMOs</p>	<p>Local/regional budget</p> <p>Government funding</p> <p>European funds and cross-border programmes</p> <p>Public-private partnerships according to each country's legislation</p>

For the implementation of G.O.2. Diversification of leisure and tourism services, we propose the following strategic approach:

Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
<p>Public authorities of Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District in the Republic of Moldova</p> <p>Authorities regulating tourism in Romania, Ukraine, Republic of Moldova - Ministry, Tourism Directorate of the Ministry of Culture, National Tourism Administration of Georgia</p>	<ul style="list-style-type: none"> • Constructing playgrounds for children • Developing wellness facilities • Encouraging social businesses or local entrepreneurs in this field • Organising music festivals/concerts • Presentation of the tourist offer and special events in the destination 	<p>Private sector: Hotels, restaurants, travel agencies, tour operators</p> <p>Media</p> <p>Local and international tourism associations</p>	<p>Local/regional budget</p> <p>Government funding</p> <p>European funds and cross-border programmes</p> <p>Public-private partnerships according to each country's legislation</p>

Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
		Local or regional DMOs Event organisers The local artistic environment Local sports environment	Sponsorship from private companies Sale of tickets and entrance fees to events

For the implementation of G.O.3: Improving tourism infrastructure, we propose the following strategic approach:

Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
Public authorities of Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District in the Republic of Moldova Authorities regulating tourism in Romania, Ukraine, Republic of Moldova - Ministry, Tourism Directorate of the Ministry of Culture, National Tourism Administration of Georgia	<ul style="list-style-type: none"> • Training at least 10 employees per year from the subordinated institutions in the tourism industry • Developing at least one nautical facility for each partner region • Developing at least one climbing/ziplining/offroad/cycling facility for each partner region • Development of specific tourism products for the tourist off-season, such as Christmas fairs or winter activities 	Private sector: Hotels, restaurants, travel agencies, tour operators Media Local and international tourism associations Local or regional DMOs	Local/regional budget Government funding European funds and cross-border programmes Public-private partnerships according to each country's legislation Private sector funding for events and festivals.



For the implementation of G.O.4. Boosting regional tourism, we propose the following strategic approach:

Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
<p>Public authorities of Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District in the Republic of Moldova</p> <p>Authorities regulating tourism in Romania, Ukraine, Republic of Moldova - Ministry, Tourism Directorate of the Ministry of Culture, National Tourism Administration of Georgia</p>	<ul style="list-style-type: none"> Organising cultural events, exhibitions, and festivals to highlight local traditions Encouraging local restaurants and producers to offer authentic culinary experiences Developing a local tourism product in each destination Organizing and developing at least 2 joint tourism routes between at least 2 of the project partners Organizing at least 2 online or/and offline events to facilitate experience exchange between the partner regions – Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Moldova Republic) Developing and promoting local tourism products Developing tourism products: wine tourism, rural tourism, gastronomic tourism 	<p>Private sector: Hotels, restaurants, travel agencies, tour operators</p> <p>Media</p> <p>Local and international tourism associations</p> <p>Local or regional DMOs</p>	<p>Local/regional budget</p> <p>Government funding</p> <p>European funds and cross-border programmes</p> <p>Public-private partnerships according to each country's legislation</p>

For the implementation of G.O.5. Implementing sustainable tourism practices, we propose the following strategic approach:

Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
<p>Public authorities of Constanta County, Galati County, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District in the Republic of Moldova</p>	<ul style="list-style-type: none"> Developing 7 individual campaigns to promote leisure and adventure tourism by 2030 (1 campaign/year) Individual rehabilitation of one heritage tourist site in each of the partner regions - Constanta and Galati 	<p>Private sector: Hotels, restaurants, travel agencies, tour operators</p>	<p>Local/regional budget</p> <p>Government funding</p>

Common borders. Common solutions.



Responsible institutions	Main activities	Relevant stakeholders/actors	Sources of funding
<p>Authorities regulating tourism in Romania, Ukraine, Republic of Moldova - Ministry, Tourism Directorate of the Ministry of Culture, National Tourism Administration of Georgia</p>	<p>counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District by 2030</p> <ul style="list-style-type: none"> • Attesting at least 1 local product in each of the partner regions - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District by 2030 	<p>Media</p> <p>Local and international tourism associations</p> <p>Local or regional DMOs</p>	<p>European funds and cross-border programmes</p> <p>Public-private partnerships according to each country's legislation</p>

8. Budget and results

The current chapter outlines the budget and results of the Consolidated Leisure and Adventure Tourism Development Plan. These have been developed in conjunction with the activities recommended in the strategies/strategic lines presented in Chapter 7. It is also imperative to mention that the budgets determined are estimates and may therefore vary according to the specific requirements of each activity.

The table below shows the total estimated budget for all of the activities included in the plan.

Table no. 44: Budget foreseen for each objective in the plan

Objective	Budget (estimate) (Euro)	Percentage of allocation
G.O.1 Increasing the visibility and awareness of destinations	1.488.500	23%
G.O.2. Diversification of leisure and tourism services	2.006.250	31%
G.O.3: Improving tourism infrastructure	1.600.00	25%
G.O.4: Boosting regional tourism	747.500	12%
G.O.5: Implementing sustainable tourism practices	568.750	9%
Total	6.411.000	100%

Source: Author

O.G. 1 Increasing the visibility and awareness of destinations

Table no. 45: Budget for the G.O. 1 Increasing the visibility and awareness of destinations

Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Total	-	-	1.488.500⁶²	-
Rehabilitation/construction of at least one road/canal, that ensures access to tourism facilities	Elaborating technical studies and other necessary documentation for the rehabilitation/construction of roads	Technical and field studies	20.000-30.000	approximately 1,68% of the total budget
	Developing infrastructure and facilities	Investments in tourism infrastructure, including roads, camping, eating facilities and public toilets	500.000 – 2.000.000 Euro, depending on the type and size of the infrastructure developed/rehabilitated	approximately 83,98% of the total budget
Maintenance of the website developed for the EscapeLand project, for the leisure and	Specific website maintenance activities for updating information	Website maintenance	7.000-14.000	approximately 0,71% of the total budget

⁶² The amount represents the average of the amounts for each activity



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Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
adventure tourism products				
Publishing information on own communication channels	Activities regarding public communication, posts on social media/other official communication channels	Paid publicity	0-1.000	approximately 0,03% of the total budget
Participation in tourism fair and exhibitions	Registering and participating in international tourism exhibitions and fairs	Participation fees, renting exhibition spaces, other costs	20.000-30.000	approximately 1,68% of the total budget
Taking up best practice on Destination Management Organisations	Market studies	Costs related to market studies	5.000-10.000	approximately 0,50% of the total budget
	Developing marketing strategies	Necessary costs for developing marketing strategies, implementing publicity campaigns, participating in tourism events	10.000-20.000	approximately 1,01% of the total budget
	Developing DMOs	Necessary costs for developing DMOs, training employees	20.000 - 30.000	approximately 1,68% of the total budget
Development of promotion materials, such as logos, slogans, brochures, and websites to communicate the distinctive brand of each destination	Developing printed materials	Costs deducted from printing brochure, flyers etc.	20.000-30.000	approximately 1,68% of the total budget
	Developing websites and brand recognition instruments	Website development costs	50.000-80.000	approximately 4,37% of the total budget
	Marketing and promotion	Costs deducted from promotion campaigns	30.000-50.000	approximately 2,69% of the total budget

Source: Author



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G.O.2. Diversification of leisure and tourism services

Table no. 46: Budget for the G.O. 2. Diversification of leisure and tourism services

Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Total	-	-	2.006.250	-
Constructing playgrounds for children	Developing parks and playgrounds	Costs deducted from designing and constructing public parks, playgrounds for children, picnic spaces and leisure spaces	100.000- 200.000	approximately 7,48% of the total budget
	Construction of sports fields	Costs deducted from designing and constructing football fields, basketball fields, tennis fields and other sports facilities	100.000- 175.000	approximately 6,85% of the total budget
Developing wellness facilities	Developing wellness facilities	Costs deducted from constructing fitness centres, massage facilities, saunas, and thermal baths etc.	600.000- 2.500.000	approximately 77,26% of the total budget
Encouraging social businesses or local entrepreneurs in this field	Identifying and concluding collaborations with local craftsman	Costs deducted from the process of identifying and concluding collaborations with local craftsman	5.000 – 10.000	approximately 0,37% of the total budget
	Organization of crafts events	Costs deducted from organizing fairs and local exhibitions	10.000-20.000	approximately 0,75% of the total budget
	Developing crafts workshops	Costs deducted from developing crafts workshops	5.000-10.000	approximately 0,37% of the total budget
	Marketing and promotion	Costs deducted from developing promotional materials, websites	10.000-15.000	approximately 0,62% of the total budget
	Educational and awareness campaigns	Costs deducted from the campaigns	5.000-10.000	approximately 0,37% of the total budget
Organising music festivals/concerts	Identifying and planning events	Costs necessary to carry out market studies to identify the main types of events that are of interest for tourist attractions and that are suitable for the specifics of the area. Costs necessary for event planning (contracting artists/authorizations, etc.)	20.000-30.000	approximately 1,25% of the total budget



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Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
	Marketing and promotion of the events	Costs necessary for advertising campaigns	10.000-15.000	approximately 0,62% of the total budget
	Organizing the events	Costs necessary to ensure logistics, security, catering, event entertainment	30.000-50.000	approximately 1,99% of the total budget
	Feedback monitorization	Costs for developing an instrument for feedback collection	4.500-10.000	approximately 0,36% of the total budget
Presentation of the tourist offer and special events in the destination	Registration and participation in international tourism exhibitions and fairs	Participation fees, renting exhibition space, other costs	20.000-30.000	approximately 1,25% of the total budget
	Marketing and promotion	Costs for promotional materials	8.000-10.000	approximately 0,45% of the total budget

Source: Author

G.O.3: Improving tourism infrastructure

Table no. 47: Budget for G.O.3: Improving tourism infrastructure

Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Total	-	-	1.600.00	-
Training at least 10 employees per year from the subordinated institutions in the tourism industry	Organising training sessions	Logistics costs, trainers' fees, space rental, etc.	5.000-15.000	approximately 6,25% of the total budget
Developing at least one nautical facility for each partner region	Constructing support structures	Costs for the development of tourist information centres, first aid points, equipment rental spaces, other structures	10.000-15.000	approximately 7,81% of the total budget
	Marketing and promotion of the newly developed infrastructure	Costs for promotional materials	5.000-10.000	approximately 4,69% of the total budget
Developing at least one climbing/ziplining /offroad/cycling facility for each partner region	Developing adventure facilities	Costs for the development and maintenance of hiking trails, biking trails, water sports, water parks, adventure parks, climbing facilities, ziplining, offroad, etc.	20.000 – 40.000	approximately 18,75% of the total budget



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Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Development of specific tourism products for the tourist off-season, such as Christmas fairs or winter activities	Organizing and promoting Christmas Fairs	Costs for the development of traditional products stands, decorations stands, performances and other activities	20.000-100.000	approximately 37,50% of the total budget
	Promotion of other events that take place in the off-season	Costs for running online and offline marketing campaigns	30.000-50.000	approximately 25% of the total budget

Source: Author

G.O.4: Boosting regional tourism

Table no. 48: Budget for G.O.4: Boosting regional tourism

Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Total	-	-	747.500	-
Organising cultural events, exhibitions, and festivals to highlight local traditions	Organising traditional festivals	Costs necessary to run traditional festivals (including shows, competitions, exhibitions, etc.)	80.000-120.000	approximately 13,38% of the total budget
	Organising cultural events and shows	Costs necessary for theatre performances, concerts, other activities regarding local promotion	60.000-100.000	approximately 10,70% of the total budget
	Event marketing and promotion	Costs for online and offline marketing campaigns	20.000-40.000	approximately 4,01% of the total budget
	Ensuring the necessary infrastructure for the event	Costs conducted from equipment rental, lighting, temporary sanitary facilities, security	40.000-60.000	approximately 6,69% of the total budget
Encouraging local restaurants and producers to offer authentic culinary experiences	Development and promotion of gastronomic festivals	Costs for the development and promotion of gastronomic festivals	100.000-150.000	approximately 16,72% of the total budget
	Developing guided culinary tours	Costs for the development of guided culinary tours	50.000-80.000	approximately 8,70% of the total budget
Developing a local tourism product in each destination	Developing a specific product for each location in the targeted period (2024-2030)	Developing a specific tourism product	10.000-15.000	approximately 1,67% of the total budget



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Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Organizing and developing at least 2 joint tourism routes between at least 2 of the project partners	Developing tourist routes	Costs deducted from research, evaluation, creation of informative guides, development of itineraries, organization of guided tours	40.000-65.000	approximately 7,02% of the total budget
	Marketing and promotion	Marketing campaigns Online and offline advertising Promotional materials Website/Mobile App	20.000-40.000	approximately 4,01% of the total budget
	Evaluation and feedback	Development of a tool for collecting and analysing feedback	5.000-10.000	approximately 1% of the total budget
Organizing at least 2 online or/and offline events to facilitate experience exchange between the partner regions – Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District (Moldova Republic)	Organizing events (workshops, conferences, etc.)	Costs for renting spaces, organizing events, costs for participants and presenters	15.000 - 25.000	approximately 2,68% of the total budget
	Organization of study visits and experience exchanges	Transport costs, accommodation, local guides, activities carried out	20.000-40.000	approximately 4,01% of the total budget
	Development of pilot projects	Costs necessary for the development of pilot projects	30.000 - 50.000	approximately 1,67% of the total budget
Developing tourism products: wine tourism, rural tourism, gastronomic tourism	Identification of tourism resources and products that can be included in a circuit	Research costs, evaluation, developing informative guides	10.000-15.000	approximately 1,67% of the total budget
	Developing themed tours and organizing events	Costs for developing itineraries and tourist activities, organizing events, festivals	30.000-50.000	approximately 5,35% of the total budget
	Developing tourism infrastructure and facilities	Costs for setting up accommodation facilities, dining facilities	20.000-40.000	approximately 4,01% of the total budget
	Marketing and promotion of tourist products	Costs for developing a website/mobile app, running marketing campaigns, producing promotional materials and participating in tourism events	15.000-30.000	approximately 3,01% of the total budget

Source: Author



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G.O.5: Implementing sustainable tourism practices

Table no. 49: Budget for G.O.5: Implementing sustainable tourism practices

Main activities/ project	Recommended actions	Eligible costs	Budget (estimate) (Euro)	Percentage of budget
Total	-	-	568.750	-
Developing 7 individual campaigns to promote leisure and adventure tourism by 2030 (1 campaign/year)	Carrying out promotional campaigns on channels identified as being of interest to the target audience	Promotion campaign	10.000-20.000	approximately 2,64% of the total budget
Individual rehabilitation of one heritage tourist site in each of the partner regions - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District by 2030	Identification, restoration and conservation of heritage buildings and tourist attractions	Costs for the initial assessment, and for carrying out the restoration of the damaged architectural elements, conservation of paintings and decorations	50.000-1.000.000	approximately 92,31% of the total budget
	Marketing and promotion	Costs for promotional materials	5.000-10.000	approximately 1,32% of the total budget
Attesting at least 1 local product in each of the partner regions - Constanta and Galati counties, Kutaisi City (Georgia), Vilково City (Ukraine) and Cantemir District by 2030	Attestation of local products according to national attestation/certification rules	Attestation/certification	500-2.000	approximately 0,22% of the total budget
	Marketing and promotion	Promotion of the local product	10.000-30.000	approximately 3,52% of the total budget

Source: Author

The Consolidated Leisure and Adventure Tourism Development Plan can be evaluated using key performance indicators, which are intended to provide a clear view of the plan's effectiveness so that the necessary adjustments can be made to ensure its successful implementation. These indicators are presented in the table below:

Table no. 50: Key Performance Indicators (KPIs) to assess the impact of the Consolidated Leisure and Adventure Tourism Development Plan

Key performance indicators applicable for the total areas	Year 2025	Year 2030	Year 2035
International tourism arrivals (thousands)	+35% compared to 2019	+5% compared to 2025	+5% compared to 2030
International tourism receipts (mil. Euro)	+10% compared to 2019	+40% compared to 2025	+30% compared to 2030
Average expenditure per arrival (mil. Euro)	+5% compared to 2019	+10% compared to 2025	+2% compared to 2030
Number of employees in tourism	+5% compared to 2019	+40% compared to 2025	+30% compared to 2030
Average length of stay of tourists in target markets	+10% compared to 2019	+20% compared to 2025	10% compared to 2030

Source: Author

The implementation of the Consolidated Leisure and Adventure Tourism Development Plan will generate the following results (broken down for each general objective):

Table no. 51: Expected results and performance monitoring indicators

General objective	Results	Outcome indicators
G.O.1 Increasing the visibility and awareness of destinations	Improving the connectivity of the destinations (improving road infrastructure)	No. of roads/canals built/rehabilitated Length of roads/canals built/rehabilitated No. technical and field studies carried out Average travel time
	Development of tourist facilities (roads, camping sites, public dining and toilet facilities, information facilities)	No. of tourist facilities set up (roads, camping sites, dining facilities and public toilets) No. of established information facilities
	Increasing the visibility of the EscapeLand project	No. of interactions with site in a month No. of posts on social media sites in a month
	Increasing visibility and collaborations at national and international level	No. of national fairs and exhibitions attended No. of international fairs and exhibitions attended No. of partnerships concluded
	Improving tourism services as a result of exchanges of best practice	No. of market studies conducted No. of developed marketing strategies No. of established DMOs



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General objective	Results	Outcome indicators
	Increasing the visibility and attractiveness of each destination by creating a strong local identity	No. of printed materials developed and distributed No. of developed websites No. of marketing and promotion campaigns carried out No. of attracted tourists Degree of brand recognition
G.O.2. Diversification of leisure and tourism services	Increasing the attractiveness of destinations	No. of parks and playgrounds built/upgraded No. of sports fields built/modernized No. of wellness facilities built/modernized
	Increasing the visibility of local craftsmen	No. of identified craftsmen No. of collaborations with craftsmen No. of promotional events No. of workshops held No. of educational and awareness campaigns carried out
	Improving the cultural offer	No. of festivals/concerts held No. of promotion actions for events No. of participants in the events The satisfaction degree of the participants
	Increasing international visibility and collaborations	No. of international fairs and exhibitions attended No. of partnerships concluded
	G.O.3: Improving tourism infrastructure	Increasing the quality of tourism services offered
Development of tourist infrastructure		No. of adventure facilities created No. of recreational facilities created
Stimulating tourism during periods of low demand		No. of events organized in the off-season No. of tourists attracted
Increase in the number of tourists		Total no. of tourists Occupancy rate of accommodation units No. of bookings
Increase in tourism receipts		The value of total revenues from tourism Value of income per tourist
Increasing employment in the tourism sector		No. of new jobs created in the tourism sector No. of employees in the tourism sector
G.O.4: Boosting regional tourism	Promotion and preservation of local traditions	No. of organized events
	Development of local tourist products	No. of developed local tourism products
	Certified local producers	No. of certified local producers No. of informational events for local producers organized



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General objective	Results	Outcome indicators
	Development of joint tourist routes	No. of joint tourist routes established between at least 2 of the partners
	Improvement of marketing actions as a result of experience exchanges	No. of workshops, conferences held No. of study visits made No. of developed pilot projects
G.O.5: Implementing sustainable tourism practices	Improving marketing and promotion actions	No. of promotional campaigns carried out No. of channels where the promotion campaigns take place
	Conservation of cultural and historical heritage	No. of restored historic buildings and objects No. of historic buildings reopened
	Certified local products	No. of certified local products No. of informed local producers

Source: Author

9. Horizontal principles

In order to ensure an equitable and sustainable approach, a number of horizontal principles have been taken into account in the development of this document. These principles include:

Gender equality, the plan has been designed to ensure gender equality in all aspects of the document, providing equal opportunities and support for both women and men in developing and managing businesses in this area. It also promotes the involvement of women in tourism, both as employees and as entrepreneurs.

Non-discrimination - all initiatives under the plan have been designed to be non-discriminatory and to ensure that all tourists and entrepreneurs, regardless of ethnicity, religion, sexual orientation or other characteristics, have equal access to the facilities, opportunities, products and services offered by the tourism industry.

Accessibility for people with disabilities - tourism infrastructure will be designed and adapted to be accessible to people with disabilities, while ensuring that all tourist attractions, facilities, services and products are easily accessible to all visitors, regardless of their physical abilities;

Polluter pays - the plan promotes the implementation of practices and policies that minimise the impact on the environment and natural resources. Economic operators in the tourism sector will be responsible for the proper management of waste and will have to pay for environmental pollution if they fail to do so.

Biodiversity protection - the plan focuses on conserving and protecting local biodiversity, promoting responsible tourism that respects fragile ecosystems and contributes to species conservation.

Climate change mitigation - sustainable tourism practices that contribute to the reduction of greenhouse gas emissions are promoted through the plan.

Climate change adaptation and disaster resilience - the plan provides for measures aimed at increasing the resilience of communities and tourism infrastructure to natural disasters or similar challenges, thus helping to minimise the impact and contribute to rapid recovery from such events.

Joint promotion of business and entrepreneurship in the tourism and culture sectors and with the specific objective of the project - the creation, rehabilitation and development of a support infrastructure for the development of entrepreneurship in the Black Sea basin - collaboration and exchange of best practices between businesses in the tourism and culture sectors is encouraged, thus facilitating the creation of partnerships to support the sustainable development of these sectors.

10. Action Plan

In order to ensure the successful implementation of this Consolidated Leisure and Adventure Tourism Development Plan, the following action plan is proposed in terms of measures relating to the recording, monitoring and evaluation of the actions required to follow up the degree of achievement of the strategy, structured over three timeframes, as follows:

Actions needed in the short term (2025)

Table no. 52: Short-term actions

Actions	Managers
<p>Finalisation and approval of the Consolidated Leisure and Adventure Tourism Development Plan within the County Council by adopting resolutions to this effect:</p> <ul style="list-style-type: none"> • completion and approval by Constanta County Council; • organisation of the management and implementation structure of the Plan; • organisation of the monitoring and evaluation structure of the Plan. 	Constanta County Council
Develop a communication plan to inform the general public, business, local community about the benefits of the plan	Constanta County Council Partners involved in the EscapeLand project
Organise public consultation sessions to collect feedback on proposed projects	Constanta County Council Partners involved in the EscapeLand project
Identification of priority actions/projects, including determination of selection methodology	Constanta County Council Partners involved in the EscapeLand project
Identification of priority actions/projects that can be carried out jointly	Constanta County Council Partners involved in the EscapeLand project
Start the preparation of the technical and economic documentation of priority projects (preparation of feasibility studies, business plans, necessary urban planning documentation)	Constanta County Council Partners involved in the EscapeLand project Project beneficiaries Other categories of beneficiaries in the county Consultancy firms
Identifying sources of funding	Constanta County Council
Determination of collaboration protocols with partners (UAT of Galati County, City of Kutaisi, Cantemir District, City of Vilково) in order to distribute responsibilities and resources within the plan	Constanta County Council Partners involved in the EscapeLand project
Project monitoring	Constanta County Council Partners involved in the EscapeLand project Project beneficiaries
Mid-term evaluation (1), to find out whether the plan is achieving its objectives, whether its management can be improved	Constanta County Council Partners involved in the EscapeLand project

Source: Author



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Actions needed in the medium term (2030)

Table no. 53: Medium-term actions

Actions	Managers
Monitoring the stage of implementation and conditions for completion of projects in coordination with the achievement of the objectives of the Plan and the specific indicators contained in the technical documents approved in the grant contract	Constanta County Council Partners involved in the EscapeLand project Project beneficiaries
Providing ongoing assistance to beneficiaries of ongoing projects, providing them with information and support in resolving any problems or obstacles encountered.	Constanta County Council Partners involved in the EscapeLand project
Monitoring the implementation of projects	Constanta County Council Partners involved in the EscapeLand project
Mid-term evaluation (2), to find out whether the plan is achieving its objectives, whether its management can be improved	Constanta County Council Partners involved in the EscapeLand project
Regular reporting: <ul style="list-style-type: none"> annual monitoring reports; preliminary verification report No 2. 	Constanta County Council Partners involved in the EscapeLand project
Organise meetings and workshops between partners to promote collaboration and exchange of experience in project implementation and to identify synergies between projects	Constanta County Council Partners involved in the EscapeLand project
Plan Review - a review of long term projects will be undertaken, and the plan will be adapted to new requirements (where and if appropriate). The implementation of projects will also continue (new development directions may be proposed, adapted to other identified needs)	Constanta County Council Partners involved in the EscapeLand project

Source: Author

Actions needed in the long term (2035)

Table no. 54: Long-term actions

Actions	Managers
Monitoring the stage of implementation and conditions for completion of projects in coordination with the achievement of the objectives of the Plan and the specific indicators contained in the technical documents approved in the grant contract	Constanta County Council Partners involved in the EscapeLand project
Providing ongoing assistance to beneficiaries of ongoing projects, providing them with information and support in resolving any problems or obstacles encountered.	Constanta County Council Partners involved in the EscapeLand project
Plan Review - a review of long term projects will be undertaken, and the plan will be adapted to new requirements (where and if appropriate). The implementation of projects will also continue (new development directions may be proposed, adapted to other identified needs)	Constanta County Council Partners involved in the EscapeLand project
Regular reporting: <ul style="list-style-type: none"> annual monitoring reports; final verification report. 	Constanta County Council Partners involved in the EscapeLand project
Ex-post evaluation, in order to analyse the impact of the implementation of the plan. This evaluation can serve as a justification for new projects to reinforce or correct the results achieved.	Constanta County Council Partners involved in the EscapeLand project

Source: Author



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The editor of the material: Constanța County Council
Address: Tomis Boulevard, 51, Constanța
Phone: +40241.488.404
E-mail: consjud@cjcr.ro
website: www.cjcr.ro



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