

UNIVERSITY OF
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Public recreation and landscape protection – with sense hand in hand?

May 11-13, Křtiny

Mega - Events and structural tourism capabilities development – Cluj-Napoca, Sibiu, Constanța, Năvodari, as case studies

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This study intends to analyze several case studies (Sibiu, Cluj-Napoca, Constanța), to provide information on the role of private annual festivals as tools for sustainable competitiveness while considering some clear limitations

OBJECTIVE



Cultural attractions play an important role in tourism and have become a significant element of attracting visitors to tourist destinations

Many cities assume the role of organizer of annual festivals, in order to obtain positive effects on urban development

Currently, artistic festivals continue to proliferate in developed cities and even in less relevant economies, remaining a main element of urban landscapes and a strong feature in the policies of urban development, urban regeneration and urban tourism

Major events contribute to the differentiation process of cities, favoring the occurrence of related events, the development of tourism, implicitly generating incomes and jobs and an increase in the standard of living

The concept of an event involves focusing on the development strategies and tactics used in organizing an event in accordance with the pursuit and achievement of specific goals

INTRODUCTION





METHODOLOGY



The study area

The study area chosen is represented by the three cities in Romania, where important concerts and spectacles are organised along one year: Cluj Napoca, Constanța and Sibiu.

Economic database: the evolution of the number of companies and the value of the turnover, at four-digit NACE codes (Classification of Activities from National Economy), for the 2010-2018 period.

From this data base only the NACE codes belonging to creative economies (Artistic creation and interpretation activities) were used: 9001 - Performing arts activities (shows); 9002 - Support activities for artistic interpretation (shows) and 9003 - Artistic creative activities.

Graphical representations and Cartographic representation were made.

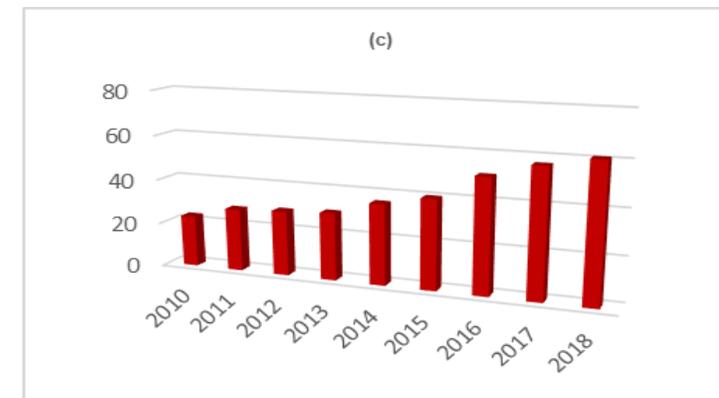
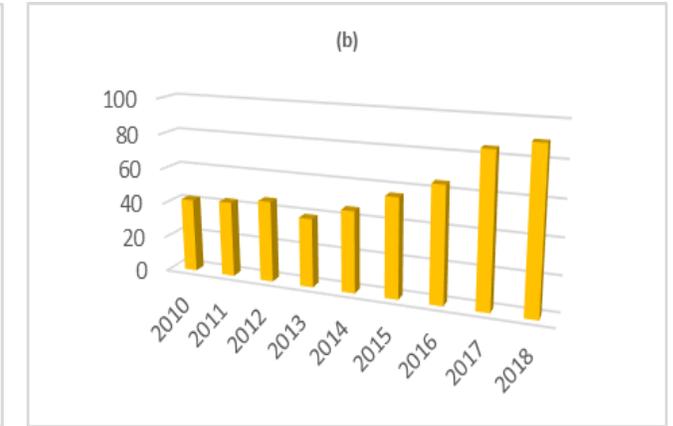
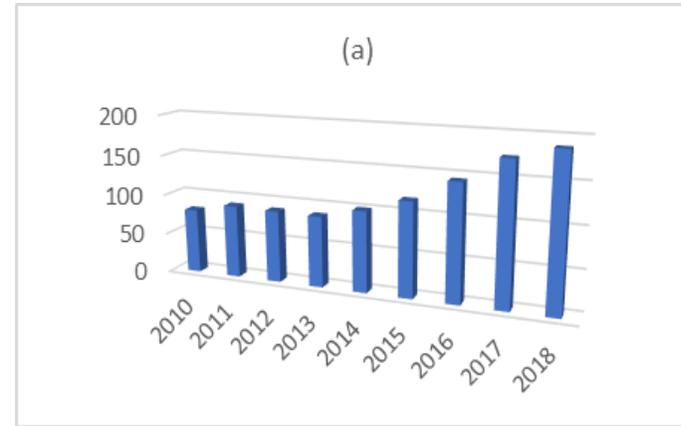
RESULTS

All the cities register an ascendant evolution, especially for the last five years of the analysed period (2000-2018).

In Cluj-Napoca, for example (a), the proportion is higher as in the other two cities. If in 2010, the number of companies starts form 80, it increases to 174, in 2018.

Constanța (b), starts from 42 companies (2010) and for the 2018, only 92 companies were activating in the field.

For Sibiu (c), the values are lower, they start with 23 companies in the field in 2010 and reaches only 61 companies in 2018.

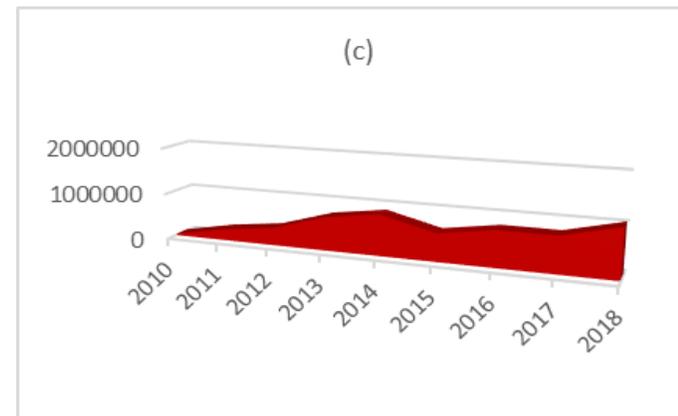
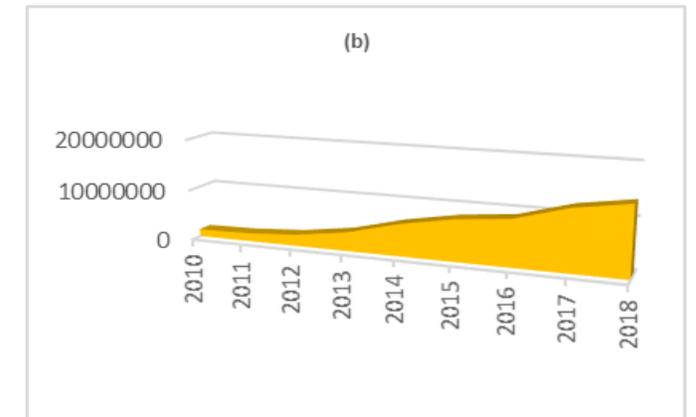
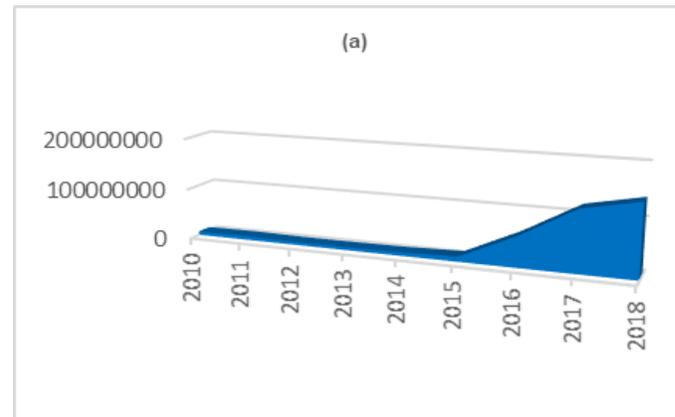


The evolution number of companies for Artistic creation and interpretation activities (90 NACE codes) (a) - Cluj-Napoca (b) - Constanța (c) - Sibiu

For Cluj-Napoca (a), only for the last three years could be observed spectacular increased values (from 59,607,884 lei in 2016 to 140,831,390 lei in 2018) until 2015, the values of turnover being under 10 million lei, so that the increase is spectacularly indeed, as a result of closing many open space cultural activities in Bucharest, a decision adopted by local authorities.

For Constanța (b), the increasing values are constant, due to the seasonality of the seaside tourism, it starts from 1,392,866 lei (2010) and reach 13,645,121 lei (2018).

In Sibiu we can observe the same situation, a constant increase value from 2,875,915 lei (2010) to 19,549,075 lei (2018).

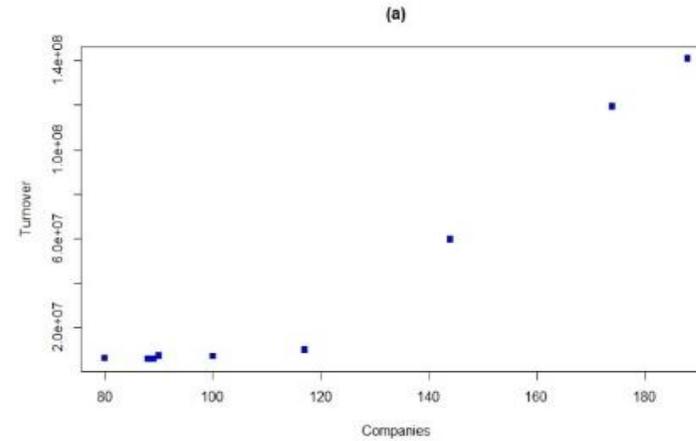


The evolution value of turnover for Artistic creation and interpretation activities (90 NACE codes) (a) - Cluj-Napoca (b) - Constanța (c) - Sibiu

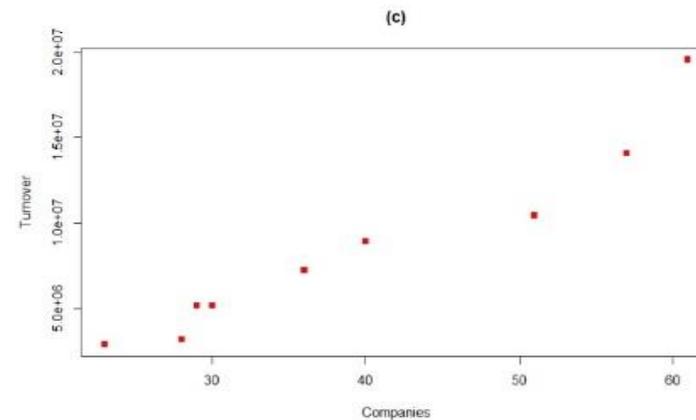
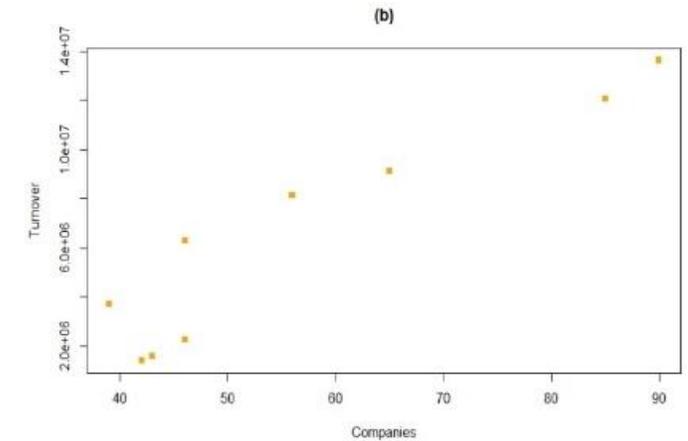
The relation between the two variables (companies and turnover) shows a strong correlation.

If for Cluj-Napoca (a) the correlation is obvious only for the last three years, for the two other cities Constanța (b) and Sibiu (c) the strong relation is kept for the entire period.

There is a direct correspondence between the number of companies and the value of the turnover.



The relation Companies/Turnover from Artistic creation and interpretation activities (NACE CODES 9001, 9002 and 9003 for 2010-2018). (a) - Cluj-Napoca (b) - Constanța (c) - Sibiu



- ❖ Certainly, in this area we are dealing with a busy market with many offers that include artistic and cultural elements.
- ❖ They highlight the popular, commercial tastes and can be sustained in the market where the shows represent a basic tourist offer.
- ❖ The festivals become much more dependent on the resources of the economic actors in tourism, on the resources of the local administrations than on the cultural institutions.
- ❖ Similarly, the partnership between the private sector and the public sector is indispensable for the organization of events with a long-time horizon that arouses the global interest of the spectators and participants.

CONCLUSIONS



Acknowledgement: This paper is co-financed from the Human Capital Operational Program 2014-2020, project number POCU/380/6/13/125245 no. 36482/23.05.2019 "Excellence in interdisciplinary PhD and post-PhD research, career alternatives through entrepreneurial initiative (EXCIA)", coordinator The Bucharest University of Economic Studies.