

**RESEARCHES REGARDING ACTIVITIES OF REVIEWING BUZIA'S  
LOCALITY AS A SPA TOURISM DESTINATION**

**TOMA LARISA<sup>1</sup>, HODUȚ ANDREEA<sup>1</sup>,  
IANCU TIBERIU\*<sup>1</sup>, ADAMOV TABITA CORNELIA<sup>1</sup>**

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

\*Corresponding author's e-mail: iancutiberiu10@gmail.com

***Abstract:** Economic development and the improvement of living conditions of modern man determine, in addition to positive aspects, some negative aspects such as: increasing stress levels, food imbalances, increasing pollution with harmful effects on the environment and people's health and life. [2,3,6,13]*

*Spa tourism, a specific form of tourism, has seen a widespread development over the past decades, a fact that has been determined by increased stress, increased numbers of occupational illnesses and of some illnesses caused by urban life in large urban agglomerations. [4,9,12] The implications of this form of tourism in both economic and social terms make this form of tourism one of the most important.*

*Consumers' requirements manifested on the spa tourism market require the development of multi-purpose resorts by diversifying the base profile of the resort, along with the emergence of new resorts, aimed at: removing stress, restoring the population, embellishing, thalassotherapy, prophylaxis, etc. [5,10,15,16]*

**Key words:** spa tourism, cure factors, health resorts, strategy

## **INTRODUCTION**

*Buzias is the most important spa resort from Timis County. Due to the special therapeutic valences of the cure factors present in the area, the Buzias resort is inaugurated in the encyclopedic matrices of the world (M. Messini and CG Lollo - "Aque minerals del mondo" or "Precis d'hydrologie" - A. Morette), imposing on national and international market as a spa tourism destination. [17]*

Buzias, it is a town and balneoclimaterics resort in Timis County, Banat region, Romania, formed from the component localities Buziaș (residence), Silagiu and Bacova. I has a population of 7023 people in 2011. The town was first mentioned by Carol I of Hungary in a 1321 document. That was named city in 1956 and the capital of the Buzias area, from Timis-Torontal County of interwar period.

The town is located in vest of Romania, at 30 km from Timisoara and 23 km from Lugoj. Both are connected with same road DJ 592 and railway Timisoara-Buzias-Lugoj. The city is found between superior plain of Timis and east plain of Banat, Silagiu Hill in east-south part of Timiș County, Buziaș resort being located at an average altitude of 128 m.

## **MATERIALS AND METHODS**

In order to carry out this work, we undertook a series of studies regarding the tourist resources available in Buzias locality, especially those belonging to the spa tourism. In order to motivate the possibility of economic development, through tourism, in the first part of the paper, we made an analysis of the human resource in this locality, based on statistical data, which highlight the existence of human potential, which will come to support the economic recovery of to the urban center. In the second part of the paper based on the SWOT analysis we highlighted the strengths of the locality and the opportunities existing in the area.

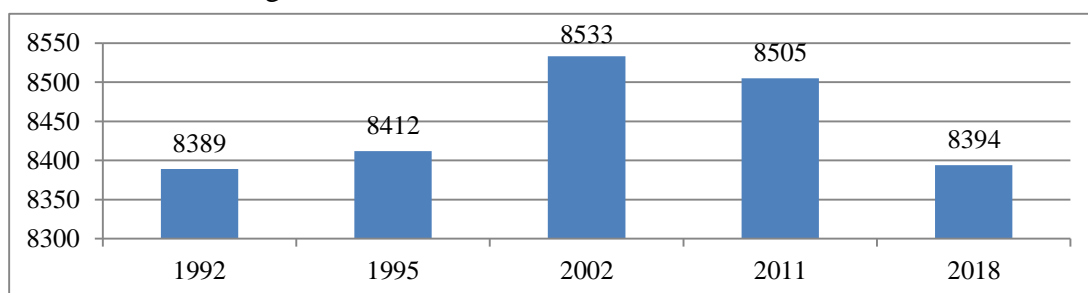
## RESEARCH RESULTS

A day spent at the Buzias Spa Resort can represent an important contribution to our health and also the opportunity to spend free time in the ionizing air and participate in various events in an organized manner.

The settlement from Buzias Depression is known since Roman times, under the name of Ahibis. The documentary attestation is from the 14th - 15th centuries.

Declared a spa town since 1819, the city itself is developed on the upper terrace of Timis, at the contact between the East Banat Plain and the Banat hills - Silagiu Hill, in the south-east part of the largest county of the country, Timis County. (8,678 km<sup>2</sup> the surface, or 3.6% from Romanian territory). [18]

Although during the analyzed period significant increases were registered, the maximum value was registered in 2002.



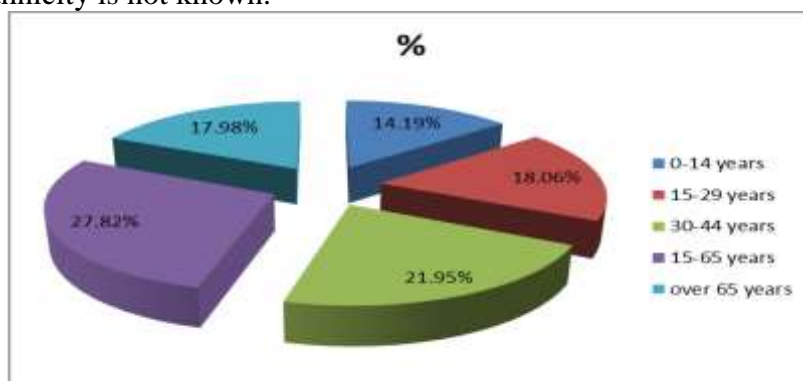
**Figure 1. The evolution of the population, in Buziaș locality**

*Source: Own processing after online tempo*

At the level of 2018, the total population of Buzias is 8394 inhabitants, with an increase of only 5 inhabitants compared to 1992, when the population of the town was 8389 inhabitants.

Regarding the structure of the population by sex, the female population predominates, 4370 female persons, and the male one slightly smaller, respectively 4024 persons. [18]

From the ethnic point of view most of the inhabitants are Romanian. The main minorities are Rom (2.98%), Hungarians (2.95%) and Germans (2.15%). For 7.69% of the population, ethnicity is not known.



**Figure 2. The structure of the population by age groups**

*Source: Own processing after online tempo*

Regarding the structure of the population by age groups, most people are between 45 and 65 years old.

The socio-economic development of the city of Buzias is largely due to the mineral waters with special properties but also to other natural and anthropic elements that allowed the development of tourism in the area: unique natural landscapes, parks, the hilly area

with a specific flora and fauna, but also ethnographic elements, cultural and gastronomic events. [1,7,8,5]

In order to realize a viable strategy for the tourist development of Buzias, we have carried out a SWOT analysis of the current situation. [11,17,18] Among the strengths of the locality are:

- Buziaș Park - objective of national interest heritage;
- The existence of two treatment bases for affections at Parc and Silvana hotels;
- The existence of skunks and mineral waters with unique characteristics;
- The existence of restaurants and terraces with quality products and services;
- A series of festivals and cultural-artistic and sporting events that increase the city's attractiveness;
- The recognized hospitality of the locals.

Among the weaknesses of the locality are:

- Reduced exploitation of natural basement resources in the field of tourism;
- Insufficient public car parks and toilets for large organized events;
- Highly an upgraded alleys and sidewalks;
- Insufficient wellness tourism developed;
- The prevalence of medical tourism, especially treatment tourism, addressed to older people;
- The lack of a tourist brand.

Opportunities for the development of Buzias locality:

- Buzias resort can capitalize/reinvent the historical brand and promote the treatment/recovery offer, combined with the leisure offer, within a strategy and campaigns for marketing and promoting the resort;
- Financing programs to improve water and air quality;
- Proximity of the two big cities Timisoara and Lugoj - opportunity in tourism development;
- There is unused accommodation capacity in the tourist activity.

Threats of Buzias locality development:

- The difficulty of overcoming the difference between the gender offers in the Euro-regional competition environment and the quality of the current offer in terms of infrastructure, quality and diversity of the services offered;
- Aging of the population;
- High competition in the field both nationally (western resorts) and cross-border.

The strategy for the development of spa tourism in Buziaș locality concerns four aspects: [11,14,17]

- Modernization and aestheticization of Buziaș resort
- Creating a theme park for children and adults
- Creation of an AQUA PARK with mineral waters
- Conservation, protection and exploitation of cultural heritage and cultural identity

In order to materialize the four development objectives, we grouped the activities in two directions: actions for the development of Buziaș and events for the development of Buziaș.

#### **Actions for the development of Buzias**

- Construction of new parking places for access to tourist objectives.
- Identification of the owners of houses/households from Buzias, interested in providing accommodation and meals to tourists.

- Modernization of the collection and transport networks of mineral and wastewater.
- Implementation of a bicycle and electric tricycle rental system for children, the elderly and the disabled.
- Development and production of promotional materials - maps, brochures, tour guides, etc.

#### **Events for the development of Buzias**

- Organization of festivals for youth.
  - Planning and organizing an annual sport mobility event for bicycles, motorcycles, etc.
  - The organization of the days "Buzias of formerly or Travel in time to Buzias" (indicative titles), with cultural manifestations and parade of costumes from the era of well-being of the resort and mini-representations of theater or masked ball.
- Organizing and running a Street Art Festival to refresh the image of the city, especially of the old buildings.

### **CONCLUSION**

The revitalization of tourism contributes to the direct growth of both the tourism sector and other economic sectors (trade, services, agriculture - especially viticulture).

The accommodation capacity of Buzias city is small compared to other resorts from Romania, and the low occupancy degree (30%) indicates an accentuated seasonality of the tourist activity.

For the development of tourism, it is important to pay attention to the seasonality in order to increase the hotel occupancy during the winter period by developing the leisure facilities during the cold periods, identifying and making investments that favor the individual winter sports, organizing the winter sports, cultural and/or sporting events that may lead to an increase in employment in the off-season.

Lack of the technical and material basis required for leisure activities (aquapark, bowling alley, bicycle court, mini golf course, sports shooting room or outdoor archery, zip line, kart track, grass on the grass) require the development of private investments or in public-private partnership.

### **REFERENCES**

- [1]. **BINISAN ALEXANDRU, MARIN DIANA**, 2016, Possibilities to improve tourism promotion of Buziaș spa resort, Timis county, *Lucrări Științifice Management Agricol*, vol. XVIII(3), pp. 155-162
- [2]. **BRAD IOAN, DINCU ANA-MARIANA, IANCU TIBERIU, GHERMAN REMUS, SÎRBULESCU CLAUDIA**, 2015, Study regarding the tourist potential of the west area, *SGEM - Conference Proceedings*, vol.3, pp. 291-298
- [3]. **BRAN FLORINA**, 1997, *Turismul rural – modelul european*, Ed. Economică, București
- [4]. **CĂLINA A., CĂLINA J., IANCU TIBERIU**, 2017, Research regarding the implementation, development and impact of Agritourism on Romania's rural areas between 1990 and 2015, *Environmental Engineering Management Journal* vol., 16, pp. 157-168
- [5]. **CIOLAC RAMONA, IANCU TIBERIU, RUJESCU CIPRIAN, MILIN ANDA, MERCE IULIANA, MARIN, DIANA, DINCU ANA MARIANA, STANCIU SORIN**,

2013, Agro-tourism in european mountain areas, Rural Development, Proceedings, pp. 80-85

[6]. **CIOLAC RAMONA, RUJESCU CIPRIAN, CONSTANTINESCU SIMONA, TABITA ADAMOV, MIHAELA CRISTINA DRAGOI, RAMONA LILE**, 2017, Management of a Tourist Village Establishment in Mountainous Area through Analysis of Costs and Incomes, Sustainability, vol. 9, Issue 6, no. 875

[7]. **CIOLAC RAMONA, ADAMOV TABITA, IANCU TIBERIU, POPESCU GABRIELA, LILE RAMONA, RUJESCU CIPRIAN, MARIN DIANA**, 2019, Agritourism-A Sustainable Development Factor for Improving the 'Health' of Rural Settlements. Case Study Apuseni Mountains Area, Sustainability, vol. 11, Issue 5, no. 1467

[8]. **DUMITRAS DIANA E., MURESAN IULIA C., JITEA IONEL M., MIHAI VALENTIN C., BALAZS, SIMONA E., IANCU TIBERIU**, 2017, Assessing Tourists' Preferences for Recreational Trips in National and Natural Parks as a Premise for Long-Term Sustainable Management Plans, SUSTAINABILITY, Volume: 9, Issue: 9

[9]. **IANCU TIBERIU**, 2014, Ecomie agroturistică, Editura Eurostampa, Timișoara

[10]. **IANCU TIBERIU, BRAD IOAN, ADAMOV TABITA, STANCIU SORIN, PÎRVULESCU LUMINIȚA, GABRIELA POPESCU**, 2018, Characterization of rural tourism activity in the mountain area, Lucrări Științifice Management Agricol, vol. XIX(1), pp. 145-148

[11]. **IONESCU I.**, 2000, Turismul, fenomen social-economic și cultura, Editura Oscar Print, București

[12]. **MINCIU RODICA**, 2005, Economia turismului, Editura Economică, ediție revăzută, București,

[13]. **NISTOREANU P.**, 2005, Economia turismului - teorie și practică, Editura ASE, București

[14]. **PIRVULESCU LUMINIȚA, MAREAN MARINA MIRABELA, IANCU TIBERIU, POPESCU GABRIELA, SIRBULESCU CLAUDIA, ADAMOV TABITA CORNELIA**, 2017, The role of tourism in socio-economic development of Romania, Journal of Biotechnology, vol. 256S, pp. S60

[15]. **POPESCU GABRIELA, ADAMOV TABITA, DINCU ANA-MARIANA, IOSIM IASMINA**, 2016, Positive and negative trends of the romanian tourism, SGEM - Conference Proceedings, vol. 5, Book 2, Economics&Tourism, pp. 495-501

[16]. **POPESCU GABRIELA, IANCU TIBERIU, ADAMOV TABITA, IOSIM IASMINA**, 2016, Current problems regarding the research of consumer behavior in tourism. Lucrări științifice Management Agricol, vol. XVIII(1)

[17]. \*\*\*Strategia Sectorială de dezvoltare a turistică a județului Timiș, 2018-2028

[18]. \*\*\*www.issn.ro