



Event Promotion of Tourist Destinations using Local Ethnical Particularities

Vinko KANDZIJA,

ECSA BIH & University of Rijeka, Croatia

Laura MARCU,

Gabriel CUCUI

Valahia University of Târgoviște, Romania

laura_marcu_uvt@yahoo.fr

Abstract

The paper addresses how a locality can use an ethnically specific event as a way to promote and attract tourists. In carrying out the research, we used the comparative analysis of two localities in the Dobrogea region (Romania) that are tourist destinations and have an ethnic specificity. The analysis of the statistical data and information from the articles regarding the events organized by the two localities allowed us to observe several major differences in terms of capitalizing on local assets (including ethnic ones) in the choice of organized events, market targeting, the way of events' promotion and the results obtained. Although one of the localities (Jurilovca) has only one event, the results obtained in the five years of existence exceed those of the other analyzed locality (Techirghiol), where 11 events are organized, some with a much longer tradition. The comparative analysis of the two cases enabled us to draw several conclusions about organizing events that promote the ethnic specifics of localities.

Keywords: *event promotion, ethnicity, multicultural, tourist destination.*

JEL Classification: M31, M37, Z30, Z33.

1. Strategic considerations regarding the promotion of a tourist destination through events

Promoting a tourist destination can prove to be a challenge from several points of view. According to United Nations World Tourism Organization (UNWTO) defines a tourist destination as “a physical space delineated or not, based on administrative and/or analysis criteria, where the visitor can spend the night” (UN Tourism, 2008). A tourist destination brings together in the same place products, services, activities and experiences, but also a large number of different actors, a fact that explains the complexity of its promotion. Starting from the attributions and the nature of the activity carried out, these actors who support the promotion of a tourist destination are, on the one hand, local and regional administrative and public entities, and on the other hand, private entities that provide services of accommodation, transport, public catering, culture and entertainment, etc.

© Author[s] 2024. This work is distributed under the Creative Commons Attribution 4.0. License [<http://creativecommons.org/licenses/by-nc-nd/4.0/>]

The target audience categories are quite varied because the promotion of a tourist destination corresponds to several types of strategic objectives. The most intuitive objective is to attract visitors, respectively tourists, from other localities or regions, which also involves establishing image objectives and strengthening the identity of the respective destination to ensure its uniqueness and competitiveness on the market. In addition, promoting a tourist destination can target those looking for a second residence to use in their free time for relaxation and recreation. Finally, the promotion is also addressed to the permanent residents of the representative area, for whom an improvement of the image of their own locality ensures a greater attachment to the locality, a better involvement in administrative issues, and the consolidation of local identity (André C., 1987: 51-54). To these categories of target audience made up of individuals are added legal organizations, respectively entities that the locality or tourist region aims to attract either to implant themselves in the area (thus contributing to the development of the tourist infrastructure) or to build relations of partnership for local/regional development and its promotion. An important role belongs, from this point of view to tourist agencies as intermediaries in the tourist services market, but also as prescribers whose contribution to the promotion of a tourist destination cannot be ignored (Malaval & Alli, 2009: 600).

The establishment of the target audience categories and the understanding of their expectations must be accompanied by formulating a positioning on the market, respectively of how the respective tourist destination is to be perceived. Positioning aims to establish a distinct offer, which capitalizes on the benefits of the area and ensures uniqueness in relation to the competition (Kotler, Lee, 2008: 265).

As far as the means of promotion are concerned, they belong especially to the category of advertising (online and offline) and public relations actions, by cultivating relations with the press and influencers, attending tourism fairs, representing at various prestigious events and initiating their own events.

When a locality or region proposes its own events, it can contribute to the achievement of objectives such as: promoting the unique identity of the locality/region, increasing the touristic and economic attractiveness of the region, supporting the local economy (on account of the visitors attracted, but also of the investors who set up their business in the respective area), enhancing the value of the territory by registering the event in a policy of sustainable development (Moon Event, 2024).

From a thematic point of view, many solutions still leave place for original ideas starting from well-known fields (history, gastronomy, music, film, dance, theater, sports, etc) or novel themes (flowers, masks, comics, etc). In establishing the theme of the event, the historical past, the topographical or geographical peculiarities, the etymology of the area and the ethnic specifics of the locality can be the basis of successful events (Kotler, Haider, Rein, 2001:220).

Regarding the ethnic specifics, the studies show that there are tourists interested in visiting a tourist destination only to get to know ethnic peculiarities different from theirs. Still, also tourists who, leaving their native area, look for events in which they can find the cultural elements in which they grew up (Tremblay, 2016). Proof of the growing interest in ethnic-specific festivals is the inclusion in the portfolio of tourism agencies of some offers focused on promoting tourist destinations with ethnic particularities and where tourists can benefit from the ambiance and experience of a specific ethnic, cultural event (Tamera, 2024).

The choice of the theme and the type of event involves going through three key stages: the first refers to the analysis of the assets of the region, so that the event contributes

to enhancing the uniqueness of the region concerning other events and areas. Secondly, it is necessary to build collaboration or even partnership with local/regional actors (companies, associations, and public institutions) so that the event has adequate infrastructure and promotion. Finally, the realization of an event must be based on an effective communication strategy that ensures the visibility of the event and the achievement of image and commercial objectives (Copymate, 2024).

2. The use of ethnic peculiarities in the event promotion of tourist destinations

2.1. Research methodology

In our research, we aim to explore the potential of utilizing an ethnically specific event to promote tourism in a particular locality. Our inquiry focuses on two fundamental questions:

(a) How can we select an event that effectively aligns with both the thematic and temporal aspects of local culture, maximizing the unique strengths of the area, including its ethnic characteristics? This involves a thorough analysis of the local community, its cultural heritage, and the seasonal dynamics that could influence the event's appeal and success.

(b) What are the key promotional factors for a promotional strategy able to reach the target audience?

By addressing these questions, we seek to provide insights on how localities can leverage their distinct ethnic events not only to foster cultural pride but also to stimulate economic growth through tourism.

The research was carried out using the *case study method that compared two localities* that are tourist destinations and have an ethnic specificity.

The localities are located in the Dobrogea region of Romania, *the choice of this area* being justified by its ethnic variety based on the flow of different populations throughout historical eras. The Dobrogea region, located in the southeastern part of Romania, on the shores of the Black Sea, bore the Latin name of Scythia Minor in ancient times, being inhabited by Thracian tribes. Since the VIIth century AD the Greeks built three fortresses on the seashore (Histria, Tomis, Apollonia), the Greek community being constantly present in the region. In the Middle Ages, the province was first under Byzantine and Slavic influence, then part of the principality of Wallachia (ruled by Romanian monarchs), and from the XVth century came under the influence of the Ottoman Empire. In 1878, when Dobrogea returned to Romania, the statistics made by Ion Ionescu from Brad showed that Romanians were a minority in the region (23.19%), while Muslims (of Turkish, Circassian and Tatar origin) represented 47.58%, Bulgarians 14% and Slavs 11% (Răzvan, 2009:16; Zamfirache, 2024). A map from 1918 shows that Russian minority formed compact groups in the north of the region, while Muslims were in the south and the coast. The concern of the 19th century Romanian state to re-colonize the region, but also the policy of Turkish President Mustafa Kemal to attract Muslims from the Balkans to the new Turkish state gradually reduced the share of Muslims from Dobrogea (Popoiu, 2024: 55-56). According to the 2021 census, there are 17 ethnic groups in the town of Constanta in Dobrogea (Dobrogea Explore, 2023a), an ethnic mosaic that earned Dobrogea the name of ethnic Mini-Europa (Filipovici, 2017). Currently, the proportion of Romanians in Dobrogea is 77.4%, the most important minorities being the Turks, Tatars, Lipovan Russians, Roma, Greeks, Aromanians, Bulgarians, and Italians. Comparatively, at the national level, Romanians represent 88.9%, followed by

Hungarians (6.5%) and Roma (3.3%) (Eurydice, 2023). The ethnic variety in Dobrogea is therefore obvious and manifests both in the form of contrasts and cultural diversity.

The choice of localities used for the comparative study was made in such a way as to compare two localities that have a high share of ethnic minorities and in which events are held to promote the area, based on ethnic specificity. Thus, Jurilovca, from Tulcea county, and Techirghiol, from Constanța county, were elected.

The collection of information was carried out by studying secondary sources (statistics, press articles, announcements of local public institutions) and by direct (nonstructured) observation of the events. Regarding the monitored press sites, we analyzed the local press from the two counties (“Delta” - ziaruldelta.ro, “Tulcea News” - tlnews.ro, “TLgraf” - tlgraf.ro, “Tulcea Noastra” - tulceanoastra.ro, “Ziua de Constanta” - ziuaconstanta.ro, “Constanta Business” - constantabusiness.ro, “Tomis News” - tomisnews.ro, Radio Vacanta – “FocusPress Constanța” - focuspress.ro, “Cuget Liber Constanța” - cugetliber.ro, “e Mangalia” - emangalia.ro) and national press (“Adevarul”, “Libertatea”, “Agerpres” Press Agency).

2.2. Event promotion of Jurilova

Jurilovca is a village and a commune in Tulcea County. The village was founded by the Lipovan Russians at the beginning the 19th century, becoming an important fishing center in the Danube Delta area. At the 2021 census, it had 2,039 inhabitants. The share of the ethnic Russian population is 40% in the locality, while it represents only 1.4% in Romania.

The first documentary attestation of the locality was in 1826, the name Lipovans given to this minority comes from the Russian language where “lipova” means „forest with linden trees” (this being the wood from which the oars were made). Currently, Jurilovca has the largest fishing community in the Delta.

The Lipovan Russians left Tsarist Russia in the 18th – 19th century, in the context of the religious reforms initiated by Alexei Romanov and Patriarch Nikon in 1652-1658. Apart from Jurilovca, Lipovan Russians are present in Dobrogea in the localities of Sarichioi, Slava Rusă, Slava Cercheză, Carcaliu and in the Danube Delta (at Mila 23 and Sfistofca).

The specificity of Jurilovca is given by the settlement on the shore of the Razim-Sinoe Lagoon complex and the traditions of the Lipovan Russians. Thus, we can consider the following elements as assets that can be taken into account when organizing promotional events:

- Geography: The settlement on the shore of Golovita lake, the existence of an old port with boats, of a beach;
- Economy: fishing tradition, as the main economic activity;
- Architecture: traditional houses of Lipovans have white and blue facade colors, wooden decorations and reed roofs, windows to the street. Some houses are more than 100 years old. The Lipovans’ household is composed of a storehouse, a stable, a summer kitchen, a bathroom (sauna) called „bania”. The Lipovans bath is located outside the house and is a real specific ritual.
- Religion: Lipovans are Orthodox Christians of the old rite (according to the Julian calendar, not Gregorian). The most important religious holiday is the Protection of the Mother of God (October 14) when is also celebrated the Day of Fish, a holiday that lasts 3 days.
- Folklore: The Lipovans folk clothing, the language, the music, the dances;

- Culinary: The largest community of fishermen, and a cuisine based on fish products;

- Nearby tourist attractions: the holiday village of Gura Portitei, the Danube Delta (UNESCO heritage since 1992), the Agramun fortress (the first documented city on the territory of Romania, founded by the Greeks from Asia Minor), the island of Popina in the Delta, the Macin Mountains National Park, the medieval fortress of Enisala.

Jurilovca organizes a single promotion event entitled "Festival of Jurilovca Lipovan Borscht". The event is organized once a year (with a variable date, for example: September 21-22, 2024), by the City Hall of the Jurilovca and the Tulcea County Council.

The festival was organized for the first time in 2009, but the current name dates back to 2000 (Legănel, 2022). Currently (2024) the festival has reached its 5th edition. The event takes place in the port of Jurilovca (a new port being inaugurated in 2023) and includes concerts, culinary shows with tasting, cultural shows, folk dances, folk craftsmen with local handicrafts, local music, national and international music concerts (in 2023 with Goran Bregovic as special guest, and in 2024 the band Gipsy King).

Regarding *the promotional methods used*, the most important were:

- The use of national and international celebrities who participated in the event (as singer, chefs etc) or recommended it. An example is Gina Bradea, culinary blogger who came to Jurilovca and from where she recorded a series of videos promoting the event (Bradea, 2023)

- Publishing news on local and regional administration websites, sending press releases to mass media (Dobrogea Explore, 2023b)

- Publication of news in the local media (Tulcea county) and regional media (Constanța county) starting 3 months before the event (Urmuz, 2024), but also during the festival and after its conclusion (Sirbu, 2023);

- Participation in the national tourism fair of Romania (tulceanoastra, 2023);

- The establishment of the Juraveli musical group that sings songs typical of the Lipovan Russians and that participates in various events at the national level, including the national tourism fair (Juraveli, 2023);

- News published by travel agencies (Turistulliber, 2024);

- The organization of trips by travel agencies to this event (an example being the agency Hello Holiday Bucharest which included in its offer one-day trips to Jurilovca for the festival);

- The Instagram Island designed to encourage event participants to post photos or videos from the event on their own pages;

- Awarding the organizers for the success of the event (e. g. gala "România estitu" edition 2023) (romaniaestitu, 2023).

The results of the event were also made public through the news in the local/regional press, and the evaluation was mainly based on the number of participants and its evolution in relation to previous years. Other result indicators communicated were: the degree of occupation of the accommodation capacities, the number of tourists coming from other regions of the country, the number of buses with tourists, the number of spectators at concerts, the number of exhibiting craftsmen, the number of portions of borscht prepared.

From the published data, there is a very large increase in the number of tourists at the festival between 2022 and 2024:

- The 2022 edition had around 100,000 participants (including the 4,000 inhabitants) (Costea, 2022);

- The 2023 edition: 144,000 tourists, respectively 50% more than visited the entire Danube Delta in the whole year 2022 (Dezvaluri.ro, 2023).

- The 2024 edition: 157,000 visitors (87,000 on the first day and 70,000 on the second day), 220 buses arrived, which brought almost 10,000 tourists from all over the country (Amos News, 2024), i.e. a 4000% increase in the number of the local population. In addition, the full reservation of the accommodation capacities in the locality (800 places), of the localities close to Jurilovca and 90% of the accommodation capacity of Tulcea city, and presence of over 100 traders of traditional products (Andrieș, Oprea, Anghelescu, 2024)

2.3. Events organized by the town of Techirghiol

Techirghiol is a city in Constanta County, with a population of about 8,000 inhabitants in 2022, of which 13% are Turks and Tatars (Populatia.ro, 2022a), while the share of this community at the level of the entire Dobrogea region is only 5% (Populatia.ro, 2022b).

It should be remembered that in 1878 this community was the majority in Dobrogea (in 1880 only Tatars represented 21% of the population (Ilie, 2018)), to decrease gradually, so that in 1918 the Turkish-Tatar community represented 26.5% of the population (Răzvan, 2009: 36), and in 2022, 5%. In Techirghiol, however, the Turkish-Tatar community remained well represented both ethnically and religiously (the share of declared Muslims being 13.4% of the population).

The name of the locality is of Turkish origin, closely related to the name of the lake on the shore of which it is located (Lake Techir – Tekirgöl). Techirghiol became a spa resort due to the mud and salt water from the Techirghiol lake, the therapeutic qualities being known since 1854; before the first war, the town was frequented mainly by people with money, supremacy being later taken over by the town of Eforie (Statiunea Balneară Techirghiol, 2024a).

Currently, *the locality's assets* that can be used in its regional positioning are:

- Geography: Location on the shore of Lake Techirghiol, having several own beaches, but being very close to the Black Sea beaches;
- Economy: spa benefiting from a Sanatorium that has been operating continuously for 125 years and has 1000 beds (Raducanu, 2024), to which is added the Treatment Base St. Pantelimon (135 seats) (HelloRomania, 2024);
- Religion: an important Muslim community (13.4%);
- Folklore: traditional clothing, music and dances of the community of Turks and Tatars;
- Culinary: cuisine with Turkish influence, especially regarding dessert products;
- Tourist attractions in the locality (open-air treatment base of Sanatorium; St. Mary's Monastery) and nearby (the Black Sea coast, especially the Eforie Nord and Eforie Sud resorts).

Analyzing the 11 events organized in the town of Techirghiol (see table no. 1 for details), we can distinguish the following characteristics:

- Thematic: culinary (6), music (2), art (1), city days (1), dances and multiculturalism (1);
- The year in which they were initiated: 2022 (4), 2023 (2), 2024(1), older than 2022 (5);
- Frequency of deployment: annual (for all events) ;

- Concentration of events in the summer months: Mai (1), June (3), July (2), August (3), September (1), October (1);
- Event duration: 2 or 3 days;
- Activities carried out: low diversification, focusing on actions related to the theme of the event (except in the case of the Art Festival which included more varied actions).

Table no. 1.

Events organized in the town of Techirghiol

	Name of the event	Organizers/ Year of the first event /Edition reached	Period /Duration / Thematic / Type of activities
1	“Spring Fair”	Techirghiol City Hall / Initiated in 2024 / 1 st Edition (2024)	Month of May/ 5 days/ Culinary / Traditional products and music
2	“Cherry Festival”	Techirghiol City Hall and the Turkish Democratic Union of Romania / Initiated in 2022 / 3 rd Edition (2024)	Month of June / 3 days / Culinary (seasonal fruits and traditional culinary products) /In the opening, traditional dances and music
3	“Dumitru Galavu” National Folklore Festival (Constanta business, 2024)	Techirghiol City Hall and “Jean Constantin” Cultural Association / Initiated in 2023 / 2 nd Edition (2024)	Month of June / 2 days / Folk music / Folk songs by individual singers and folk ensembles from Romania
4	National Festival – Competition of Romanian Music, “Voice of Hopes”	Techirghiol City Hall, Constanța County Council, “Constantin Tănase” Cultural Center of Techirghiol/ 23 th Edition (2024)	Month of June / 2 days / Light music / Romanian light music competition for children
5	Multiethnic Festival “Dobrogean Mosaic”	Techirghiol City Hall and the Turkish Democratic Union of Romania / Initiated in 2023 / 2 nd Edition (2024)	Month of July / 2 days / Dance/ Dances of some ethnic groups from Dobrogea
6	“Festival of Pies - Nefis Pideler”	Techirghiol City Hall and the Turkish Democratic Union of Romania / Initiated in 2022 / 3 rd Edition (2024)	Month of July / 3 days / Culinary/ Romanian and Turkish culinary specialties, dances from Dobrogea and traditional music.
7	“Odisee” Art Festival	Techirghiol City Hall and "Jean Constantin" Cultural Association / Initiated in 2022 / 3 rd Edition (2024)	Month of august/ 4 days / Art / Theater, dance, modeling workshops; theater performances, classical and folk music; photo opening; masked ball; costume parade; culinary products; handmade products.
8	Festival of Saraylie	Techirghiol City Hall and the Turkish Democratic Union of Romania / 6 th Edition (2024)	Month of August / 3 days / Culinary / Turkish culinary specialties

	Name of the event	Organizers/ Year of the first event /Edition reached	Period /Duration / Thematic / Type of activities
9	Techirghiol Lake Days. City celebration	Techirghiol City Hall / 25 th Edition (2024)	Month of August / 3 days/ city days / Parade of local and guest artistic ensembles, light and folk Romanian music, dances, sports activities
10	Pastrami Festival	Techirghiol City Hall and the Turkish Democratic Union of Romania / Initiated in 2022 / 3 rd Edition (2024)	Month of September / 3 days / Culinary / Exhibition of traditional food products
11	Festival of Turkish Culinary Art	Women's Commission of the Turkish Democratic Union of Romania / 16 th Edition (2024)	Month of October / 1 day / Culinary / Turkish culinary products

(Source: *Stațiunea Balneară Techirghiol* (2024b), (2024c), (2024d), Vasile (2023), *Radiovacanta* (2024), *Festivaluldearta.ro* (2024))

Despite the large number of events, *the promotional methods used* to make the events known were few:

- Firstly, the news posted by the local administration of the city on its websites (city hall website and Facebook page);
- News broadcast by the local press, especially from Constanța County, less by Tulcea county media. For example, the 2024 Pies Festival benefited from news on the media sites: *radiovacanta.ro*, *emangalia.ro*, *focuspress*, *cugetliber.ro*.
- News in the national media only for the Art Festival (*dailymagazine.ro*, *iqads.ro*). It is the only festival for which a press release was also published by the Agerpres news agency (2024);
- The Turkish-Tatar community through the Turkish Democratic Union in Romania as the official co-organizer for seven of the events;
- The national celebrities (singers and artists) who performed at the respective events;
- News published by some tourist agencies. For example, for the National Festival – Competition of Romanian Music “Voice of Hopes” (Romania Turistică, 2024). In the case of the Art Festival, information was also posted on an online platform dedicated to purchasing tickets for events (*livetickets.ro*).

Regarding the *results*, the analysis of pubic sources led us to the following conclusions:

- A weak presence of the result indicators, regardless of the type of event, both on the official pages of the local administration or co-organizers, and in the press;
- Small number of participants as visitors. For example, Techirghiol City Hall estimated 5000 participants on the first day of the “Techirghiol Lake Days” (Primaria Techirghiol, 2024a), this being the most important local event. Also in 2024, 3000 participants/day were estimated at the Festival of Saraylie (Primaria Techirghiol, 2024b).
- The presence of tourists in the resort makes it difficult to evaluate visitors who came especially for events;

- Other quantitative indicators that can be used but for which the data are insufficient could be:

- The number of competitors at contest-type festivals. For example, 57 competitors at the 18th edition of the National Festival-Competition of Romanian Music “Voice of Hopes” (Stațiunea Balneară Techirghiol, 2019), compared to 12 competitors registered at the 23th edition (Stațiunea Balneară Techirghiol, 2024d), respectively a trend of decrease.

- The number of collaborating artists at the event. For example, 145 artists, architects, designers at the 2024 Art Festival;

- The number of spectators at the events organized in closed spaces, or in specially arranged spaces, with seats for spectators.

3. Conclusions regarding the strategic approach of events

Regarding *the valorization of the assets* of the area where the locality is located, it can be observed that both localities have in common the location on the shore of a lake and an economic activity closely related to this location (fishing – Jurilovca, spa tourism – Techirghiol). Jurilovca succeeds in capitalizing the area assets, through an event on the shore of the lake, with a culinary theme strictly linked to a representative local product and activities that valorize on the specific of the area. Techirghiol succeeds to a lesser extent in ensuring a strong connection between its events and the assets of the location area. The large number of specific culinary events blurs the visibility of ethnic or cultural elements, and the connection with the spa assets of the place is missing.

Targeting involves the clear definition of the audience targeted by the event, followed by the choice of the type of event, its content and the way of communication in close connection with the target audience. The comparative analysis leads us to the conclusion that Jurilovca targets an audience interested in culturally events with culinary theme, willing to travel to benefit from such an experience, while Techirghiol offers events for people already in the locality or in transit.

Ensuring **differentiation** requires the adoption of a decision whereby the event benefits from uniqueness, if not at the national level, at least at the regional level, so that those interested do not divide their interest between several competing similar events. From this point of view, Jurilovca offers a unique event both in the Dobrogea region and at the national level, a fact that attracted tourists from different localities in Romania. On the other hand, none of the events organized at Techirghiol are unique in Romania, and the regional uniqueness, given by the presence of the Turkish-Tatar cultural element, is not well highlighted.

The way of promotion must be based on a well-articulated strategy and coherent, planned actions. The Jurilovca event is based on a partnership between the local and county administrations, as well as on the administration’s collaboration with travel agencies, the media, and influencers. As a result, communication activities start early, ensure national coverage of the event, publicize both the content of the event and its results, and generate a flow of tourists, most of whom come specifically for the event. The events at Techirghiol are mediatized rather locally and regionally (with the exception of the art event), in a short period of time. The large number of events that are concentrated in the summer season is also an obstacle in the clear and differentiated promotion of each in the long term.

Evaluating the results helps to understand the success of the actions taken, but it is also a good communication argument if you want to highlight the success of an event. Jurilovca has public information regarding the results of the event, from the point of view of tourists' number, occupied accommodation capacity, number of exhibitors etc., while Techirghiol does not seem concerned with these indicators. In addition, there are large discrepancies between the number of tourists coming to Jurilovca for a single event and those coming to Techirghiol, for any of the events.

Corroborating these aspects, we can consider that Jurilovca uses the event mainly *for objectives* such as reputation (knowledge of local specifics and the uniqueness of the event) and image (attracting tourists to the Tulcea-Jurilovca-Delta area), while Techirghiol mainly pursues commercial objectives (stimulating commercialization of local culinary products by promoting them among summer tourists).

4. Proposals regarding promotion through local events

As a proposal, *for Jurilovca*, we believe that the event ensures a very good promotion of the area's assets, and there is a maximum coherence between the theme of the event, the planned activities, the associated celebrities, and the specifics of the area. The results indicate the success of attracting tourists through this event. The rate of increase in the number of tourists is very high, so our proposal refers to the improvement of the reception infrastructure to support the flow of visitors. In addition, we recommend capitalizing on the event's attractiveness by promoting on this occasion other local attractions, insufficiently known or visited by tourists, but located nearby.

As far as *Techirghiol* is concerned, the organized events have a rather local scope, they attract tourists already present in the resort and those from nearby resorts on the coast. There is not much difference between the activities provided by these events (except for the art and the music competition), and the main objective is to provide a festive atmosphere and a commercial outlet during the summer period. What could be improved? First, the strategic approach regarding the purpose of the events and the target audience. If it is desired to improve the image of these events and the locality's image, through them, as well as well as to attract a larger number of tourists, strategic decisions must take into account:

- Establishing a clear and distinct identity of the locality in terms of organized events. The fact that the number of events has continuously increased, without the offer of activities allowing for their differentiation, decreases the attractiveness felt by the public for each of them;

- Establishing a calendar based on local specifics, rather than just the summer tourist season. The event calendar for the summer tourist season facilitates product sales; however, it does not significantly attract a larger number of new visitors compared to the usual crowd at the resort or seaside towns. It is important for the calendar to be aligned with other events in the region to prevent any overlap or overshadowing of the locality's own events.

- Measuring the results and evaluating the evolution over time of the results indicators, from one edition to another;

- A better highlighting of the Turkish-Tatar cultural element or the local ethnic mosaic, as a differentiating attribute from other regional events.

One of the solutions that could be adopted by the organizers of Techirghiol to be able to integrate these proposals is a thematic grouping of the events and the association with

certain calendar months chosen so that they do not coincide with other musical/culinary events in the region. In this way, a greater scope can be given to the group of events in which similar actions create a synergy (e.g. event of traditional ethnic music and event of traditional dances; music contest in several sections – light, pop, folk; the month of Turkish culinary products – to present fresh, canned products, desserts, etc.). Another solution, closely related to the multi-ethnic character, is the placement of the cultural events of the Muslim community under the auspices of a religious or cultural-specific holiday to attract members of this community from other localities/regions but also people who want to come to the event precisely to get to know the Muslim culture.

References

- Agerpres (2024), Comunicat de presă – “Festivalul de Artă din Techirghiol”, july 23, <https://www.agerpres.ro/comunicate/2024/07/23/comunicat-de-presa-festivalul-de-arta-din-techirghiol--1331122>, 13.09.2024.
- Amos News (2024), “Festivalul Borşului Lipovenesc de Jurilovca 2024 în cifre”, September 23, <https://www.amosnews.ro/festivalul-borsului-lipovenesc-de-jurilovca-2024-in-cifre/>, 12.09.2024.
- André Chantal (1987), “Changer l’image d’une ville”, *Politique et management public*, 5-7, pp. 51-64, https://www.persee.fr/doc/pomap_0758-1726_1987_num_5_4_1977 , 18.10.2024.
- Andrieş Maria, Oprea Adriana, Angelescu Dumitru (2024), “Secrete culinare de la festivalul Borşului Lipovenesc din Jurilovca. Fără morcov, dar cu ardei şi şi ţicoare de baltă : “Adevăratul gust îl dau oasele !”“, *libertatea.ro*, September 22, <https://www.libertatea.ro/stiri/foto-reportaj-secrete-culinare-de-la-festivalul-borsului-lipovenesc-din-jurilovca-fara-morcov-dar-cu-ardei-si-ticore-de-balta-adevaratul-gust-il-dau-osele-5022477>
- Bradea Gina (2023), “Festivalul Borşului Lipovenesc de la Jurilovca”, <https://www.youtube.com/watch?v=kg7reLDJye8>, 12.09.2024.
- Constantabusiness.ro (2024), “Techirghiol: Incepe festivalul National de Folclor “Dumitru Galavuş”“, june 28, <https://constantabusiness.ro/2024/06/28/techirghiol-incepe-festivalul-national-de-folclor-dumitru-galavus/>, 12.09.2024
- Copymate (2024), Marketing territorial – promotion des regions comme element de la strategie de developpement local, February 24, <https://copymate.app/fr/blog/multi/marketing-territorial-promotion-des-regions-comme-element-de-la-strategie-de-developpement-local/>
- Costea Oana (2022), “Sărbătoare cu suflet. 100,000 de oameni la Festivalul Borşului Lipovenesc de Jurilovca”, *tlgraf.ro*, August 29, <https://www.tlgraf.ro/sarbatoare-cu-suflet-100-000-de-oameni-la-festivalul-borsului-lipovenesc-de-jurilovca/>, 12.09.2024
- Dezvaluiri.ro (2023), “Destinaţia turistică Jurilovca, prezentă la Târgul de Turism al României”, November 9, <https://www.dezvaluiri.ro/destinatia-turistica-jurilovca-prezenta-la-targul-de-turism-al-romaniei/>, 12.09.2024.
- Dobrogea Explore (2023a), “Constanţa – Capitala diversităţii etnice din România”, September 2023, <https://www.dobrogeaexplore.ro/constanta-capitala-diversitatii-etnice-din-romania/>, 13.09.2024.

- Dobrogea explore (2023b), “Jurilovca: Destinație turistică în ascensiune la târgul de turism al României”, November 9, <https://www.dobrogeaexplore.ro/jurilovca-destinatie-turistica-in-ascensiune-la-targul-de-turism-al-romaniei/>, 12.09.2024
- Eurydice (2023), “Romania. Population: demographic situation, languages and religions”, December 14, <https://eurydice.eacea.ec.europa.eu/ro/national-education-systems/romania/population-demographic-situation-languages-and-religions>, 13.09.2024.
- Festivaluldearta.ro (2024), “Din pasiune pentru artă”, https://festivaluldearta.ro/?fbclid=IwY2xjawF4g0xleHRuA2FlbQIxMAABHZ7jqO34F7WZqt6b8KtnR7KwijoZ9n-YXXo02ZBjRC4J2vNe1vvPAHOZ-A_aem_o0Ea8bDOSLEtWLeQY0Y8Og, 13.09.2024
- Filipovici Florentina (2017), “Mozaic etnic – exemplu de conviețuire în Dobrogea”, Edict, December 11, <https://edict.ro/mozaic-etnic-exemplu-de-convietuire-in-dobrogea/>
- HelloRomania (2024), “Hotel Sfanta Maria Techirghiol”, <https://www.helloromania.com/cazare-techirghiol/hotel-sfanta-maria-1770>, 12.09.2024.
- Ilie Adrian (2018), “Comunitățile etnice stabilite în Dobrogea și la Medgidia. Tătarii (III)”, ziuaconstanta.ro, December 12, <https://www.ziuaconstanta.ro/stiri/invitati/citestedobrogea-comunitati-etnice-stabilite-in-dobrogea-si-la-medgidia-tatarii-iii-galerie-foto-678951.html>, 12.09.2024.
- Juraveli (2023), “Vizitatorii sunt încântați de tradițiile comunei Jurilovca și de gastronomia locală!”, November 11, https://www.facebook.com/juraveli/videos/197113463438538?locale=ru_RU, 12.09.2024.
- Kotler Philip, Lee Nancy (2008), *Marketing în sectorul public*, Meteor Press: București.
- Kotler Philip, Haider Donald, Rein Irving (2001), *Marketingul locurilor*, Teora: București.
- Legănel Cătălin (2022), “Festivalul Borsului Lipvenesc de la Jurilovca a ajuns la a treia ediție”, August, 20, [Tlnews.ro](http://tlnews.ro), <https://www.tlnews.ro/foto-festivalul-borsului-lipovenesc-de-la-jurilovca-a-ajuns-la-a-treia-editie/>, 13.09.2024
- Malaval Philippe, Décaudin Jean-Marc (2009), *Pentacom*, Pearson Education: Paris.
- Moon Event (2024), “L’événementiel et le développement économique des régions”, January 9, <https://www.moon-event.fr/levenementiel-et-le-developpement-economique-des-regions/>, 21.10.2024.
- Popoiu Paula (2024), “Dobrogea-Zonă de multiculturalitate și multietnicitate”, Institut Levant, https://institutlevant.ro/wp-content/uploads/2024/04/institut_levant_dan_grigorescu_coordonator_natur-culturalia_3_04.pdf, 13.09.2024.
- Populatia.ro (2022a), “Populație Oraș Techirghiol, Județul Constanța”, <https://populatia.ro/populatie-oras-techirghiol-judetul-constanta/>, 12.09.2024.
- Populatia.ro (2022b), “Populație Județul Constanța”, <https://populatia.ro/populatie-judetul-constanta/>, 12.09.2024.
- Primaria Techirghiol (2024a), <https://www.facebook.com/p/Primaria-Techirghiol-100064770823085/>, 12.09.2024.
- Primaria Techirghiol (2024b), “Ediția a VI-a a Festivalului Sarayliei a fost un succes”, <https://www.facebook.com/watch/?v=1024025752253676&ref=sharing>, 12.09.2024.
- Radiovacanta (2024), “Festivalul Plăcintelor la Techirghiol”, July 12, <https://www.radiovacanta.ro/evenimente/festivalul-placintelor-la-techirghiol-39331.html>, 13.09.2024.
- Raducanu Cristian (2024), “Comoara naturală din acel loc al României. Puțini știu de puterea vindecătoare a “aurului negru””, evz.ro, May 24, <https://evz.ro/techirghiol->

- comoara-naturala-de-la-marea-neagra-putini-stiu-de-puterea-vindecatoare-a-aurului-negru.html, 12.09.2024.
- Răzvan Limona (2009), Populația Dobrogei în perioada interbelică, Ed. Semănătorul, online, August, <https://tulcealibrary.ro/wp-content/uploads/2017/02/Razvan-Limona-Populatia-Dobrogei.pdf>, 12.09.2024.
- Romania esti tu (2023), “Jurilovca – Festivalul Borșului Lipovenesc premiat la Gală”, February 15, “: <https://romaniaestitu.ro/jurilovca-festivalul-borsului-lipovenesc-premiat-la-gala/>, 12.09.2024.
- Romania Turistică (2024), “Festivalul Național de Muzică Ușoară “Glasul Speranțelor”, Techirghiol”, <https://www.romaniaturistica.ro/festivalul-national-de-muzica-usoara-glasul-sperantelor-techirghiol>, 13.09.2024
- Sîrbu Adina (2023), “Tulcea: Festivalul Borșului Lipovenesc de Jurilovca 2023, o ediție a recodurilor”, *radiovacanta.ro*, September 5, <https://www.radiovacanta.ro/stiri/tulcea-festivalul-borsului-lipovenesc-de-jurilovca-2023-o-editie-a-recodurilor-16372.html>, 12.09.2024
- Stațiunea Balneară Techirghiol (2024a), “Istoria orașului Techirghiol”, <https://www.statiuneatechirghiol.ro/istoria-orasului/>, 12.09.2024
- Stațiunea Balneară Techirghiol (2024b), “Târgul de Primăvară la Techirghiol – Delicii tradiționale și distracție pe săturate!”, <https://www.statiuneatechirghiol.ro/targul-de-primavara-la-techirghiol-delicii-traditionale-si-distractie-pe-saturate/>, 12.09.2024
- Stațiunea Balneară Techirghiol (2024c), “Festivalul Cireșelor: sărbătoare și tradiție pe malul Lacului Techirghiol”, <https://www.statiuneatechirghiol.ro/festivalul-cireselor-sarbatoare-si-traditie-pe-malul-lacului-techirghiol/>, 12.09.2024.
- Stațiunea Balneară Techirghiol, (2024d), “Festivalul Național Concurs de Muzică Ușoară Românească Techirghiol 2024 și-a desemnat câștigătorii”, <https://www.statiuneatechirghiol.ro/festivalul-national-concurs-de-muzica-usoara-romaneasca-techirghiol-2024-si-a-desemnat-castigatorii/>, 12.09.2024
- Stațiunea Balneară Techirghiol (2019), “Festivalul concurs de muzică ușoară pentru copii “Glasul Speranțelor” a ajuns la cea de-a XVIII-a ediție”, <https://www.statiuneatechirghiol.ro/festivalul-concurs-de-muzica-usoara-pentru-copii-glasul-sperantelor-a-ajuns-la-cea-de-a-xviii-a-editie/>, 12.09.2024.
- Tamera (2024), “Immersion au coeur des peuples du monde”, <https://www.tamera.fr/voyages/peuples-du-monde>, 7.11.2024.
- Tremblay Remy (2016), “Les îlots ethniques touristiques”, *Via.Tourism Review*, <https://doi.org/10.4000/viatourism.1388>, <https://journals.openedition.org/viatourism/1388>, 7.11.2024.
- Tulceanoatra (2023), “Jurilovca adus frumusețea sălbatică a deltei tradiționale la Târgul de Turism al României”, November 2, <https://www.tulceanoastra.ro/delta/jurilovca-a-dus-frumusetea-salbatica-a-deltei-traditionale-la-targul-de-turism-al-romaniei/>, 12.09.2024.
- Turistulliber (2024), “Jurilovca – Obiective turistice & Activități de făcut în 2024”, <https://www.turistulliber.ro/destinatii/judetul-tulcea/jurilovca-ce-poti-vizita-in-lumea-rusilor-lipoveni/>, 12.09.2024
- UNTourism (2008), “Normes des Nations Unies de mesure du tourisme”, <https://www.unwto.org/fr/glossaire-de-tourisme>, 19.10.2024.
- Urmuz Nicoleta (2024), “Festivalul borșului lipovenesc de Jurilovca, ediția 2024, se va desfășura în septembrie”, *ziaruldelta.ro*, May 21,

<https://ziaruldelta.ro/2024/05/21/festivalul-borsului-lipovenesc-de-jurilovca-editia-2024-se-va-desfasura-in-septembrie/>), 12.09.2024.

Vasile Cristina (2023), “Începe prima ediție a festivalului Multietnic “Mozaic Dobrogean”, organizat de UDTR, la Techirghiol”, *tomisnews.ro*, July 26, <https://tomisnews.ro/incepe-prima-editie-a-festivalului-multi-etnic-mozaic-dobrogean-organizata-de-udtr-la-techirghiol/>, 13.09.2024.

Zamfirache Cosmin Pătrașcu (2024), “Teritoriul dat cu forța românilor a ajuns perla turismului. “O țară băltoasă”, cu populație majoritar musulmană”, *adevarul.ro*, June 6, <https://adevarul.ro/stil-de-viata/magazin/teritoriul-dat-cu-fora-romanilor-a-ajuns-perla-2366672.html>, 7.11.2024.