

CO-OPERATION IN TOURISM DEVELOPMENT BETWEEN JIMBOLIA LOCAL COUNCIL AND THE MUNICIPALITY OF KANJIZA

COOPERARE DINTRE CONSILIUL LOCAL JIMBOLIA SI MUNICIPALITATEA KANJIZA CU PRIVIRE LA DEZVOLTAREA TURISMULUI

OANA MARIA MURG*

**Agricultural and Veterinary University of the Banat, Timișoara,
Faculty of Agricultural Management

Abstract: *Balanced socio- economic development on the border area between Romania and Serbia, by establishing the principal of cross-border co-operation, as a result of regional economy overall competitiveness increase and quality of living standards for the areas population improvement, by promoting the emerging tourism sector of the region and engaging communities and a wider audience in a renewal of interest in their common cultures, history and natural assets.*

Rezumat: *Echilibrarea dezvoltării socio-economice la granița dintre România și Serbia, prin stabilirea cooperării transfrontaliere ca rezultat al economiei regionale a dus la creșterea competitivității și a calității standardului de viață pentru populație, prin promovarea sectorului turistic din regiune și atragerea unor comunități și unei audiențe mai mari în reînnoirea interesului pentru valorile naturale.*

Key words: *tourism, co-operation, environment, cross-border.*

Cuvinte cheie: *turism, cooperare, ,mediu, transfrontalier.*

INTRODUCTION

This project represents an objective and priority of the Neighborhood Program Romania-Serbia. The project's general objective complies with the global objective of the Neighborhood Program Romania-Serbia, within the Common Programming Document: "to achieve the balanced socio-economic development on the border area between Romania and Serbia by establishing the principle of cross- border co-operation". The municipality of Kanjiza will be the partner of Jimbolia Local Council for this project.

MATERIALS AND METHOD

Due to its medium and long-term impact on the cross-border cooperation, the project contributes to the creation of a "future-oriented economic and living space in the border area by overcoming the disadvantages of separation by national borders".

The project, through his specific objective, contributes to the achievement of the two strategic goals meant to reinforce the global objective: "to increase the overall competitiveness of the regional economy" and "to improve the quality of living standards for the areas population".

Due to its specific objectives and future results, the project helps acquiring the specific objectives of the Neighborhood Program Romania-Serbia, especially regarding its second specific objective: "to realize the potential for better economic, rural and social development by economic co-operation across many fields, including tourism".

The Neighborhood Program sustains the support of "both communities in measure to sustain a productive agriculture sector as the basis of viable rural communities, and jointly agree sustainable policies and actions design towards the protection of the environment, and

the development of tourism”.

The project enframes in the 1st priority level-“Local economic and social development”, its general objective being in compliance with that of the priority level, respectively: “opportunities for both communities to promote the emerging tourism sector of the region and engage communities and a wider audience in a renewal of interest in their common cultures, history and natural assets”.

According to Neighborhood Program Romania-Serbia, the 1st priority is focused on addressing issues raised in the SWOT analysis, to overcome weaknesses such as the migration of skilled labor and the uncompetitive local industry on an international scale, and opportunities such as providing a clean environment and protecting the regions outstanding natural and cultural assets.

This priority will provide the framework to develop measures and activities such as communal partnerships to stimulate neighborly co-operation. The potential benefits to the local economy of a growing tourism sector would benefit from a joint approach to strengthening organization from both sides of the border.

The project enframes in the 1st priority level-“Local economic and social development”, helping to reach this measure’s objectives: “to encourage the growth of the tourism industry to be a major factor in the cross-border economy” and “to promote the historical, cultural and natural assets of the eligible area”.

The region has a significant tourist potential given especially by the natural environment (e.g. 5 lakes of over 60 ha) and by the cultural-historical legacy, which is almost unique in the world (e. g. 5 museums in one city, taking into account that the total population numbers approximately 11,000 inhabitants).

The project encourages co-operation between stake-holders in the tourism industry on both sides of the border to co-operate in improving existing facilities and creating new ones that will attract larger numbers of visitors to the region.

Both the project’s general and specific objectives and its expected results and proposed activities enframe also in the national/regional programming document. Thus, the National Development Program is the national strategic document identifying the development objectives. Among others, this plan also includes a regional development objective. One of the future directions resulted after analyzing Region V West consists in superior exploitation of the tourism potential.

The main strategic objective for Region V West consists in development of the region’s economy and competitiveness, by investments in infrastructure, environment, research and development and technological transfer, competitiveness of companies and micro-companies, tourism.

Tourism can become a key-factor for re-launching regional economy, taking into account the region’s high tourist potential, proper for various types of tourism. The general strategic objective for tourism development consists in the creation of a competitive tourist product corresponding to Romania’s tourism resources, able to impose this field as a priority economic activity within the national economic system.

According to the Neighborhood Program Romania-Serbia, the region’s main needs are related to: increase of regional economy overall competitiveness; improvement of quality of living standards for the areas population; development of socio-economic cross-border co-operation between Romania and Serbia.

Creation of a favorable environment for attracting investors and developing businesses in an important necessity among the objectives regarding increase of regional economy’s competitiveness, respectively improvement of the population’s living standards.

Another identified necessity consists in increasing occupancy of the population in the

region, respectively to hinder migration of young and qualified working force.

The region's main constraints are: low tourism potential, due to improper marketing and involvement; potential reduction of regional economy competitiveness and of tourist attractiveness, due to lack of proper infrastructure; agriculture and industry will not be able to offer jobs according to the availabilities; lack of long-term investments will encourage migration of active population; deficient investments could cause delays regarding economic increase or even still stand of the regional economy.

The project's main target groups are the local population and tourists. An average number of approximately 10,000 Romanian and foreign tourists yearly visit Jimbolia, the main tourism forms being the following: (cultural) circuit, weekend tourism (fishing), balneary tourism, respectively business tourism.

Also, the city's (approx. 11,000 persons), respectively region's (approx. 45,000 persons) will benefit from the project's implementation, at least in respect of the region's social-economic development, resulting in increase of the population's occupancy and improvement of its living standards, respectively in respect of renewal of the interest for the common cultural, historical and natural values.

A special category among the target group is represented by Jimbolia Local Council, which will have an image of the future strategic directions at local level, respectively will have the basis for obtaining funding from various investors.

RESULTS AND DISCUSSION

The project's indirect beneficiaries are both intermediary beneficiaries, respectively those supported for providing better services to the target group- tourism and connected services companies, respectively those benefiting on long-term based on the project's implementation at society or sector level- population in the region, development of tourism, regional development, creation of a proper investment frame etc.

The reasons for the selection of the target group are based on the analysis of the region's needs and constraints, which highlighted the importance of tourism and the creation of a proper investing environment in respect to local economic-social development, increase of regional economy competitiveness, respectively improvement of the population's living standards.

We outlined the most important needs and constraints for the target group: increase of population occupancy, respectively creation of a favorable environment for investors and development of businesses in order to improve living standards in the region; increase the region's; increase the region's attractiveness for a high number of tourists.

For the local population, the project will bring benefits at least in respect to the region's economic-social development, by increasing occupancy and living standards in the region, respectively regarding renewal of interest for common cultural, historical and natural values.

The project's cross-border impact consists especially in the durable relationships to be established and in the strategic elements aimed by the project for various locations/ tourist objectives. In view of developing regional tourism and economy it is intended to outline a circuit of the region's tourist objectives, which will be part of the trips from the main locations.

Thus, cross-border objectives will be included in the circuit. Regular visiting of these locations will develop tourism and connected activities in the region, thus increasing the regional economy's competitiveness, respectively improving the population's living standards.

Furthermore, the project's long-term effects in respect to local economic-social development based on the expected investments will create a demand of additional working force to be covered with resources both from Romania and Serbia.

CONCLUSIONS

The project's implementation will increase tourism in the region and, by default, it will bring increased revenues to the local budget, besides superior valorization of local resource. Based on increased revenues to the local budget, further projects will be started.

Benefits presented above enframe in the project's general objective, respectively of the Neighbourhood Programme Romania- Serbia: increase of regional economy overall competitiveness; improvement of quality of living standards for the areas population; development of socio-economic cross-border co-operation between Romania and Serbia.

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