

THE IMPORTANCE OF TRANS-FRONTIER COOPERATION IN THE DKMT EURO-REGION TOURISM

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The dimension of tourism in Europe in some regions or countries etc is approached frequently by economic indicators – the active population in this field, the volume of tourism expressed in the number of over night staying in the visited areas, consumption, turnover, incomes from tourism, tourism contribution to GDP, incomes of population working in tourism (integrally or partially) etc. European dimension of tourism means in fact, a constitutive element, a component with increasing potential in the new face of the continent: The United Europe. The geographical position of Timis County is very appealing for tourism development inside the Euro-region DKMT.

The creation process of this Euro-region has, three historical milestones:

- 1994 – the first version of DKMT, set up by the protocol between two regions from Romania, two from Hungary and one from Yugoslavia;
- 1996 – the second version of DKMT, set up by the protocol of extension towards two adjacent regions from Hungary;
- 1997 – the third version of DKMT, set up by the partnership widening protocol between the three countries, correlated with the introduction of the Green Charter of regional development in Romania;
- November 21, 1997 – signing of the Danube-Criş-Mureş-Tisa protocol.
- The geographical position of Timiş County represents an opportunity for the development of tourism within the DKMT Euro-region. The strategic directions referring to the implementation and development of an efficient service network in Timișoara are:
 - establishing a tourism agency – organization financed from the local budget with the purpose of developing a regional marketing strategy based on market studies;
 - publishing and spreading promotional materials about the tourism offer (info desks, travelling maps, street signs, re-publishing of a tour guide in many foreign languages, web pages, etc.)
 - identifying construction sites and attracting potential investors, both local and foreign in order to build four or five-stars hotels;
 - creating a Business and Conference Centre and an Exhibition Centre providing facilities and services for foreign tourists (multifunctional flexible spaces, protocol rooms, simultaneous translation equipment and personal, audio and video equipment);
 - holding annual fairs: “Tourism in Banat”;
 - elaborating a coherent and systematic development strategy in urban tourism in order to highlight the specificity of the Timișoara area by capitalizing the cultural and historical attraction; involving local authorities in elaborating this strategy;
 - creating specialized services in initiating and promoting special tourism events (Banat folklore route, traditional local events);
 - including the Technical Museum and traditional factories in the city tour;
 - creating bridges between docs and ships, tourist ports, rehabilitating the Bega channel, the surrounding areas, the nautical bases as well as introducing the notion of “interior sea” for the Bega channel;
 - speeding up the consolidation of the river Timiş bancs and of the water landscape for short term tourism (setting up beaches and swimming pools, camping sites for fishing, cycling circuits);
 - speeding up the work in the city outskirts for weekend tourism (a golf course near Timișoara, horseback riding course, biking and motorcycling courses).