



PROPOSALS FOR THE TOURISM DEVELOPMENT OF A NON-TRADITIONAL TOURIST AREA IN BANAT

Diana MARIN¹, Ramona CIOLAC*¹, Iasmina IOSIM*¹, Diana RABA¹, Camelia Mănescu¹, Loredana VĂDUVA¹, Ana LOZICI²

¹ University of Life Sciences "King Mihai I" from Timișoara, Faculty of Management and Rural Tourism, Timisoara, Romania, Department Economy and Firm Financing, e-mail: dianamarin@usvt.ro

² Liceul Tehnologic "Sf. Dimitrie" Teregova, Romania, e-mail: ana.lozici@yahoo.com

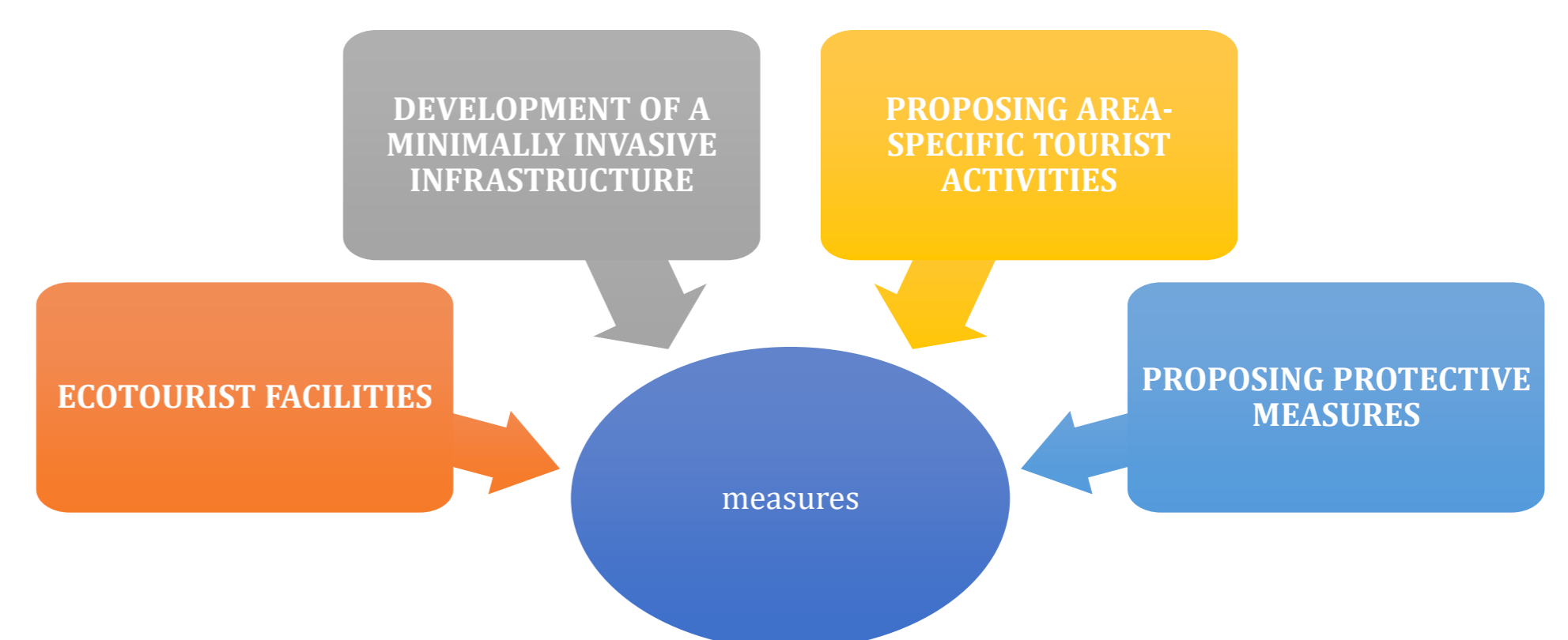
Abstract: Wetlands contribute to tourism and recreation directly through visitors and indirectly through their interaction with other coastal ecosystems visited by tourists. It should be noted that decisions regarding wetland protection must precede the planning of recreational activities, and that ecotourism management strategies must aim to shift ecotourism experiences beyond mere entertainment toward a more active role that incorporates learning, attitude, and behavioral change—which could contribute to the health and sustainability of the natural environment. Through financial support and community involvement, visitors directly support the conservation and protection of the natural environment. The area represented by the Satchinez Nature Reserve has significant tourism potential, driven by its high biodiversity, wetland landscapes, and opportunities for ecotourism development; however, this potential is underutilized due to the low level of tourism infrastructure and a lack of adequate promotion. It is believed that implementing sustainable tourism development measures—such as creating themed trails, wildlife observation points, informational signs, and minimally invasive infrastructure—can stimulate the growth of tourism activities without disrupting the area's ecological balance. It is also believed that diversifying recreational and educational activities (birdwatching, guided tours, environmental education programs) could increase the reserve's appeal for both tourists and the local community. In this context, responsible development of the area would contribute not only to increasing visitor numbers but also to local economic development and raising awareness of the importance of conserving the natural environment. Thus, the tourism development of this non-traditional area could become a model for the sustainable use of natural resources.

• Introduction

Tourism is one of the most dynamic economic sectors globally, experiencing a significant diversification of forms and types of practice in recent decades. In this context, the valorization of non-traditional tourist areas, namely those spaces that have not been classically integrated into the tourist circuit, but which have valuable natural or anthropogenic resources, is gaining increasing importance.

• Results and discussions

- The area represented by the Satchinez Nature Reserve has a significant tourism potential, determined by the high biodiversity, the specific landscapes of wetlands and the opportunities for the development of ecotourism, but this potential is insufficiently exploited due to the low level of tourist development and the lack of adequate promotion. It is assumed that by implementing sustainable tourism development measures, such as the creation of thematic routes, fauna observation points, information boards and minimally invasive infrastructure, the development of tourist activities can be stimulated without affecting the ecological balance of the area.
- Thus, the tourism development of this non-traditional area can become a model for sustainable use of natural resources.



- **PROPOSING SOME TOURIST ACTIVITIES SPECIFIC TO THE AREA** (figure 4)
- **Guided tours.** Organizing guided tours is an effective way to promote responsible tourism in the Satchinez Nature Reserve.
- **Educational programs for pupils and students.** The reserve offers an ideal setting for outdoor educational activities.
- **Nature photography** The area is suitable for photography enthusiasts due to its natural landscapes and species diversity.
- **Birdwatching** (bird watching). This activity attracts tourists from both the country and abroad, being a rapidly developing form of ecotourism.



Conclusions: It is necessary to develop a sustainable management plan that involves both local authorities, the community and specialists in the field, in order to promote responsible and controlled ecotourism. This plan should include clear strategies for ecological education, regulation of tourist flows and promotion of the reserve as a destination of national and international interest. Thus, the long-term exploitation of the tourist potential can be ensured, without compromising the natural integrity of the protected area.