

## POSSIBILITIES TO IMPROVE TOURISM PROMOTION OF BUZIAȘ SPA RESORT, TIMIS COUNTY

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**Abstract:** *The purpose of this scientific paper is to identify tourism resources, the possibilities for accommodation and catering existent in Buziaș spa resort, in order to propose a tourist route, which through its implementation will lead to the tourist promotion of the entire resort.*

**Key words:** *tourist route, Buzias, promotion, improvement*

### INTRDUCTION

Buziaș town, through its special therapeutic cure valences represents one of the most important balneoclimateric resorts in Romania, being declared as a town since 1819 [3].

The city is located in the southwest of the country and includes, beside the town itself the villages Bacova and Silagiu.

Zone climat favors treatment of cardiovascular diseases in all seasons and low nebulosity benefits the tourists, major feature of the resort is the highly ionized air (400-700 negative ion pairs/cm<sup>3</sup> of air).

In the resort there is a unique arboretum park in Romania in which is arranged a colonnade dating back 100 years ago, currently in a process of restoration. Buziaș park, with an area of 20 hectares hosts a lot of rare tree species, the most important is Platan.

Mineral waters from Buziaș used to be bottled and marketed, but now they are used only to treat diseases.

### MATERIAL AND METHOD

In order to create this scientific work we realized studies about identification of touristic resources, capacities of accommodation at Hotel Silvana Buziaș and the public alimentation opportunity offered by the same unit by going to each touristic resource we presented in our tourist route proposal and by photographing them.

### RESULTS AND DISCUSSIONS

In order to improve promotion of balneoclimateric resort Buziaș, we proposed a tourist route which contains the vast majority of existent natural and anthropic touristic resources in area, but also a representative public unit of accommodation and alimentation (Hotel Silvana). The touristic program is made on 5 days this way:

#### **Day 1**

-11:00—leaving from Timișoara to Buziaș(with bus)

-11:40—arrival at Hotel Silvana \* \*

Hotel Silvana is placed in Buziaș and his capacity of 100 single and double rooms can host 200 persons. Rooms are equipped with TV, mini fridge, private bathroom, shower cabin or tub. Extraservices are at the reception(phone,fax, wi-fi, massage, sauna etc.). [9]



**Hotel Silvana \*\***

- 12:00–check-in at Hotel Silvana \* \*
- 13:00–lunch at Restaurant Silvana
- 15:00–walk in the Arboretum park in Buziaş

Arboretum park from Buziaş is unique in east europe. A collonade dating back 100 years ago is passing through the park. Having an area of 20 hectares, is home to rare species of trees, the most famous and important is the Platan. Usually during the summer time you can see the squirrels in the park and feed them directly from your hand. [10]



**Arboretum park in Buziaş**

- 16:00–vizit the museum in Buziaş

Balnear Museum highlights the effects and benefits of mineral water on circulatory diseases, cardiovascular and hypertension.

It includes a collection of documents, furniture of the XIX century and medical objects used for balnear treatments all of them contribute to the history of the resort. [11]



**Balnear Museum in Buziaș**

- 18:00–dinner at Restaurant Silvana
- free time

**Day 2**

- 09:00–breakfast at Restaurant Silvana
- 11:00–vizit the Imperial Mansion

Emperor Franz Joseph reached the station in Buziaș in 2 Sept. 1898 with Austrian ministers and generals. He brought with him from Schonbrunn a discophon. He gave this discophon to one of the maids when in one day he found the girl dancing on the discophon music. [12]



**Imperial Mansion**

-13:00–lunch at Restaurant Silvana

-15:00–vizit the Rehabilitation Center Buziaș



**Rehabilitation Center Buziaș**

-16:00–vizit the former army base



-free time

-18:00–dinner at Restaurant Silvana

### **Day 3**

-09:00–breakfast at Restaurant Silvana

-11:00–vizit, play and relax at mineral water pool

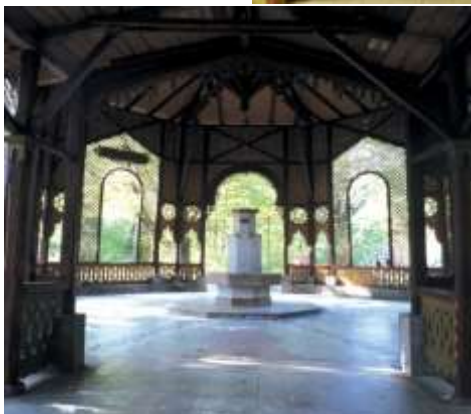
Build in 1874 and recent renovated, still retains the atmosphere of other times. The swimming pool, the wooden lockers, the fence and the entrance are the same used in the late nineteenth century and early twentieth century. [13]



**Mineral water pool**

- 13:00–lunch at pool terrace
- 18:00–dinner at Restaurant Silvana
- 20:00–walk on the colonnades in park

The 500 meters long colonnade is unique in Europe. Built in Byzantine architectural style with wood carvings surround the park and connects the different areas of the park. Two other similar colonnade found in Europe at Karlovy Vary and Baden-Baden. [14]



**Colonnade from Buzias**

**Day 4**

- 09:00–breakfast at Restaurant Silvana
- 10:30–trip to seismic station at Silagiu hills



**Seismic station**

- 13:00–lunch at Seismic Station
- 17:00–return to hotel
- 18:00–dinner at Restaurant Silvana

**Day 5**

- 09:00–breakfast at Restaurant Silvana
- 12:00–wine tasting at Dealul Dorului Winery

Build in vineyard with modern facilities, new vessels in steel and oak and two compartments: one to the surface for processing and a basement for storage and aging. Grape varieties: Cabernet Sauvignon, Merlot, Burgund, Riesling, Muscat Ottonel. [15]



**Dealul Dorului winery**

- 13:00–grill, barbeq
- free time, admire the surroundings, artistic photos



**Surroundings, Silagiu Hills**

- 18:00–dinner
- 20:00–camp fire
- 21:00–return to hotel

**Day 6**

- 09:00–breakfast at Restaurant Silvana
- 12:00 – leaving from Buziaș to Timișoara (with bus)
- 13:00 – arrival in Timișoara

**Calculate stay**

|                          |   |
|--------------------------|---|
| TRANSPORT                | 100RON/PERS-INCLUDING TRANSPORTATION THROUGH RESORT   |
| ACCOMODATION             | 1 DOUBLE ROOM = 90RON => =>45RON/NIGHT/PERS X 4NIGHTS => =>180RON/PERS  |
| ALIMENTATION             | BREAKFAST 14RON/ZI/PERS=> 5 X14RON=70RON/PERS<br>LUNCH 26RON/ZI/PERS=> 5 X26RON=130RON/PERS<br>DINNER 20RON/ZI/PERS=> 5 X20RON=100RON/PERS<br>TOTAL:300RON/PERS |
| RECREATION               | POOL ENTRANCE 15 RON/PERS<br>MUSEUM ENTRANCE 10RON/PERS<br>WINE TASTING-100RON/PERS<br>TOTAL:125/PERS   |
| TOTAL COST/PERS = 705RON |   |

## CONCLUSIONS

A first conclusion is that Buziaş resort has enough potential to regain old glory and to restore itself as a paradise for all kinds of tourism.

In my opinion people should put more value on the places that are part of our history, as much more when, as in the case of Buziaş resort, the simple fact that somebody walk, breath, exist in that area has a lots o benefits for health and mind.

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