



ADVERTISING OF MAMAIA

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Abstract *The tourist leisure plays an important role in the development of a tourist destination. The tourist liveliness, a component of tourist leisure, may determine the enhance of tourists' interest on a place, representing at the same time a diversification of recreation and advertising possibilities. Mamaia place is on the first place in the top of the largest places on the Romanian sea shore, being at the same time the oldest place of Romania. The development of tourist infrastructure and aggressive advertising of Mamaia place may re-launch this destination abroad. The advertising of events and the European fame on the accomplished advertising facilities may establish impact factors on the great tour-operators all over the world, interested in the offer of Mamaia Place.*

Key words:

Tourism, liveliness,
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Introduction

The tourist leisure plays an important role in the development of a tourist destination. The tourist liveliness, a component of tourist leisure, may determine the enhance of tourists' interest on a place, representing at the same time a diversification way of recreation and advertising possibilities.

The liveliness issues in the tourist places are differently treated, depending on the kind and size of the project, like: the liveliness of newly established place, liveliness of the place, regionally; cultural or sportive liveliness of an existent place, arrangement of a rest area, performance of additional equipments for the organization of certain programs, etc.” (Chiriac A. C., Cristea A. A., 2003, p. 49). “The liveliness in the Romanian places does not have a permanent character; it is developed on the anniversaries of city, at the beginning of the season and at its end. Mamaia represents a representative case study for the tourist liveliness of the Romanian tourist places.” “The quality of liveliness makes the difference and explains the supplementary pull factor of a tourist destination.” (Stănculescu G., Jugănaru I. D., 2006, p. 81). The tourist liveliness of Mamaia Place has an economic-social function, it represents a stimulation mean of touristic flow development and a development factor of socialization level.

1. Particular features of the tourism offer in Mamaia Place

Mamaia Place is situated on the top of the largest places on Romanian sea shore, being at the same time the oldest place of Romania. “It is located on a grind sea shore between the Black Sea and the shore called Siutghiol Grindul, having a length of 8 km, but only 300 m width. The very long beach, of up to 250 m width, is covered by a very fine sand, some of it mineral and the other one shell” (15). On the north side from the current place, at the end of XIX century, it was a village of fishers, with an ethnic mosaic population, under the dominance of a certain Mamaia (16).

In 1906, the first tourist arrangements were made in the place, namely „two pavilions with one oriel, benefitting each one of 56 cabins, as well as 80 mobile cabins (45 for men and 35 for women). The first recreation and daily leisure opportunities occurred on these places, when Giovanni Macri installed here the first gambling and then a carrousel game near the hall of the bathrooms. The fanfare made of 42 persons of the Infantry Regiment whereof 34 weekly play at Mamaia, since 1905. Around 1906, there were already wooden arrangements and fish restaurants. Until the First World War, several dosens of thousand Romanian people were yearly visiting Mamaia. In 1906, over 45,000 tourists came to Mamaia, a huge number for those times” (18).

The development of the place was permanent after 1920. The current tourist potential of Mamaia Place includes anthropic elements, full of history and new elements that make it competitive on the internal and international market. The main pull factors are: The Casino, built in 1925, Satul de Vacanță, Recreation Park "Aqua Magic", inaugurated on July, 2003, Telegondola – commissioned in 2004, Teatrul de vară that hosts Festivalul de muzică ușoară Mamaia, Postul de Radio Vacanța, which has been broadcasting since 1966, Lacul Siutghiol, for nautic recreation etc.

Currently, Mamaia Place has an accommodation infrastructure that counts over 70 hotels and villas that jointly provide approximate 30 thousand accommodation places. Whereof: 4 hotels are classified on 5 stars, 23 on 4 stars, 36 on 3 stars and 20 on 1 star (19). Mamaia is famous, too, for the elegant night clubs: La Mania Beach, Cuando Republic, Club Oxxo, Goa Club & Lounge, Club XXI, Club Le GaGa, LOFT, Club Fratelli, Club EGO, Crazy Beach, Club Luv Lounge, La Lautari, Princess Summer Club, Crema Summer Club, Club Bellagio (20).

2. Advertising of Mamaia place

For the first time, Mamaia makes the object of a commercial, after 6 years from the building of the first arrangements. The commercial of "Dimineața" newspaper, of August 30th, 1912, advertised by the Advertisement agency Carol Shulder & Comp, provides us several interesting aspects for that time. The first one would be that the advertising of a tourist destination was not made by the travel agency, as we expected, but by the advertisement agencies. Secondly, that sexuality was since then a marketing part – the display was accompanied by a slogan on the bottom side – "Sea baths at Mamaia, where the two genders may admire one each other!" Beyond the advertising display, it can be read, too, the fact that not necessarily Mamaia place is in the middle of the message, but a new form of spending time during a summer holiday. (18).

Mamaia Place knew a strong development until 1980, being "eclipsed" then by Neptun, Costinești and the other places under the management of Mangalia Municipality. We may say that the revival of place was issued after 2000, as consequence of a wide and complex development and modernization process of tourist infrastructure.

With respect to the advertising of the place, it benefitted of a higher care from the potential tourists by launching the two projects with a novelty character: Aqua Magic and Telegondola.

Starting from the 2010 year, the advertising of the place became a priority to the Town Hall of Constanta Municipality. In 2010, the mayor of Constanta declared

on the Acces Direct show on Antena 1 that participated to the Carnival of Sao Paolo, being the guest of Vai Vai School. It wins that year the third place at the Brazilian carnival organized at Sao Paolo.

That year, a miss contest, a pompous fashion show, where 100 models take part and a show of hostesses in the clubs on the esplanade of Piața Cazinoului, in the center of the plant, are organized at Mamaia.

The mayor announces that he wants the following year to organized a carnival at Mamaia. The event of 2010 is "a kind of view day to the carnival of the following year, when each club will make its own allegory car, will come with hostesses, DJ, their music and will all take part, as I saw in other countries.

A joyful party for everybody" (1) In 2011, the mayor of Constanta gave the green light for the Mamaia Carnival, proposing at the end of each week a dressing theme. The mayor dressed as a sultan, maharajah, pharaoh, Scottish king, samurai, etc. "The beautiful girls, some of the most modern artists, dancers, fakirs or pharaohs jumped on the allegory cars, which gathered around them about 7000 curious tourists, in the area of Mamaia Casino" B1TV source (2).

At the International Show of Monte Carlo Clubs, in 2012, the mayor of Constanta receives for Mamaia place, the prize for "The most modern European recreating place". Over 150 European, Asian and American clubs took part to the Show (3).

On February, 2013, the mayor of Constanta announces the events that will take place during the summer season "Mamaia place will host that summer an international show of clubs", "It will take place on June and the clubs of Monte Carlo, Hong Kong, Moscow and Miami will be here and will have one night in one Romanian club" (3).

In 2013 year, at Mamaia, the local board forced the club owners to buy allegory cars; otherwise, the owners will be sanctioned by penalties starting from 1000 up to the cancellation of operation authorization. The allegory car has clear specifications: a minimum length of opt meters, a charming design and the environment is animated by minimum six hostesses (3) "Mamaia Carnival is a unique party of Europe, with an environment animated by 2 allegory cars and dozens of hostesses of Mamaia clubs, who will walk on the promenade and will offer spectacular shows on the especially intended scene for the opening of the Carnival, in the Cazino Small Market. The parade of allegory cars is an advertising action of the brand of Mamaia place, one of the most modern and attractive holiday places of Europe (6).

On November, 2013, the mayor of Constanta "announced that he illuminates the beaches of Mamaia like in Brazil, the initiative taking party to the novel

project with the walking of allegory cars. The modernization works of the promenade in Mamaia have already started and the Perla and Cazinou small markets are to be re-arranged, too, so that the allegory cars have more room for walk.”(7).

The Mayor of Constanta, at a press conference (8) declares that he proposes for 2015 to be a carnival with a novel theme: The Havana Revolution, in this respect, he invites the sons of famous personalities, the son of Fidel Castro and the son of Che Guevara who seemed to be interested in the mayor's proposal.

The Mayor of Constanta systematically tried to provide the public an hymn intended to Mamaia Place, which become a hit and “break the radios and all the clubs” (9). He called personalities of the music world, to create a melody. In 2012, the video clip “Love 2 Party (Welcome to Mamaia)”, launched on the FTV Party at Mamaia event, was simultaneously broadcasted in 40 countries. The players Celia and Mohombi, with the composer Costi Ioniță were on the scene at the presentation of the video clip (10).

In 2013, the hymn was played by Loredana, Cabron, Alex Velea and Radu Mazăre. “The hymn “Viva Mamaia” played by Loredana Groza was a disputed projects by several points of view. The financing sources of the project were considered unclear, the originality, the song was suspected as crib, a Kroatian hit made by Tonci Huljic ”(1); the video clip arose vehement reactions from several associations against discrimination, being considered a kitsch by some of the specialists (11). The hymn “A lu' Mamaia” played by Delia and Speak is launched in 2014. At the debut, the piece was on 76 place in Romanian Top 100, ascending step by step, week after week, on the 63rd position, and on the third week, on the 57th position. (15).

The modest position it had on the classification shows that neither the song “A lu' Mamaia” could be the resonant hymn that the organizers intended. The song did not become an emblematic melody to Mamaia place, but the media discovered the annual advertising efforts of mass-media. The melody became very famous, and the persons and the story on the back of creation made the feast of the public, but these facts didn't make it popular.

On the official page of Constanta Town Hall, information are provided, too, for the people interested in the offer “Seashore for everybody” and about the leisure possibilities granted to elder persons.

Conclusions

Mamaia Place is a summer destination, predominantly to the stay for the mass tourism of “Seashore for everybody” type and a party destination of the end of the week. The summer season reduced,

fact noticed by the decrease of the broadcasting period of Vacanta radio channel, starting from 2012, May-October, between June 11th and September 16th. This imposes the enhancement of interest to the diversification of advertising methods.

The development of tourist infrastructure and the aggressive advertising of Mamaia Place may re-launch abroad this destination. The media coverage of events and the fame on European level of the issued advertising ways may constitute impact factors over the great tour-operators of the world, interested in the offer of Mamaia Place.

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