

HERITAGE BASED PUSH FACTORS AND THE ACCOMMODATION SUPPLY ANALYSIS IN THE CRISURI MOUNTAINS

Corina TĂTAR

University of Oradea, Department of Geography, Tourism and Territorial Planning - CSAT,
1 University St., 410087, Oradea, Romania, e-mail: corina_criste_78@yahoo.com

Maria GOZNER

University of Oradea, Department of Geography, Tourism and Territorial Planning - CSAT,
1 University St., 410087, Oradea, Romania, e-mail: mariagozner@yahoo.com

Adam PAWLICZ

University of Szczecin, Faculty of Management and Economics of Services, Poland,
e-mail: adam.pawlicz@wzieu.pl

Abstract: *Heritage Based Push Factors and the Accommodation Supply Analysis in the Crisuri Mountains.* This paper makes an inventory and analysis of two mountainous units of the Western Carpathians, the Crisuri Mts. grouped by the specialized national literature as forming an ensemble due to their relief's similarities. The aim of the research is to reveal the tourist potential which this territory possesses and which has not been yet valorized (i.e. the ethnographical and industrial resource) and to make an analysis of the accommodation supply in order to reveal this territory's tourist consumption trend.

Key words: Crisuri Mountains, push factors, post-Fordist consumption, multipolar linear space, unipolar space, consumption trends

* * * * *

Introduction

Besides the immense natural potential of this area which makes it very suitable to ecotourism, the man-made heritage has been stressed in this article. The aim of this study is to actually draw an inventory of the existing man-made attractions and mainly to highlight the potential use of a less common type of tourism, industrial tourism by having drawn an itinerary or an industrial route as we have referred to it later on. Therefore these aims concretized in the elaboration of two maps, i.e an ethnographical one and a map representing the industrial culture potential. In a second part we have analyzed the accommodation supply in the surveyed area, as important complements for the unfolding of the tourist-aimed consumption.

In order to ascertain the complexity and dynamics of the contemporary tourist phenomenon some researchers use the tourist geographic system concept (Copper and

Hall 2008) which includes 4 basic elements: 1. tourists' generating source – which represents the tourist's domicile and the place where he/she starts and ends his journey 2. the transit route – the itinerary which the tourists needs to make in order to reach the destination; 3. destination – the place which the tourist wishes to visit and which represents the pinpointing element of tourism; 4. the environment – which surrounds the three regions.

In this paper we have focused our attention on the basic element of this holistic conceptualization for the analysis carried out, i.e. destination itself and all the attractive features which it fosters, for it is there that the attractions are found and consumed. In this scope we have analyzed the tourist accommodation supply in the surveyed area, therefore the whole study is under the aura of the production viewpoint. The inventoried resources relate more to man-made attractions (heritage), among which two apparently antagonist resources have emerged as specific to the analyzed area, the ones related to folklore and traditions and all their spiritual weight and another one related to a more economic aimed resource, i.e. mines as a potential tourist resource. The former is being exploited in this scope whereas the latter isn't (we have devised it as a potential future resource for the area), therefore the two resources can be viewed from different perspectives in the prospect of their consumption by tourists, the former as an existing valorized resource and the latter as a potential future resource. For this purpose the folklore related elements were inventoried and viewed on a map, processed through the medium of the GIS program and for the second resource we have proposed a route/itinerary of the industrial heritage, a map accomplished through the same technique.

The area chosen for the analysis is the Crisuri Mountains located in the western part of the Romanian Carpathians, and which are grouped by the specialized Romanian literature as possessing two similar relief units: Padurea Craiului Mts. and Codru Moma Mts.. Their similarities consist in relatively low altitudes (highest altitude at 1112 m in the Codru Moma Mts and 1027 m in the Padurea Craiului Mts.), the relief's tectonics consist in horst and semi-horst, peninsula-shaped feature, average altitudes 700-800 m (Oancea and Velcea, 1987).

Study Analysis

Holloway, cited by Page (2003) states that the tourist attractions can be nodal and linear, defining the former as clearly-pointed destinations on the map and the latter as relating more to coast/seaside resorts in general. In an adjustment of these concepts to the study area it will be further on highlighted that the tourist resources pertaining to the Crisurilor Mountains are actually both nodal (Moneasa Spa, ethnographic villages) and linear (along the Crisul Repede River in the Padurea Craiului Mts).

In the Romanian literature, most authors (Candea et al, 2001; Candea et al, 2003; Erdeli and Gheorghilas, 2006;) agree upon a common classification when ranking the tourist regions and thus granting 30 % (out of a total of 100 %) to the cultural and historic heritage (i.e. to historic, urban, ethnography, memorial-related buildings), a subdivision where we have also included the aforementioned attractions of the surveyed area.

As far as the surveyed area is concerned in a joint work coordinated by Mahara et al. (1999), in a chapter entitled Man-made Tourist Resources elaborated by Ilieș A., it has been drawn a hierarchy of the most visited tourist attractions in the Hydrographic Basin of Crișul Repede (Vadu Crișului, Șuncuiuș, etc), partly overlapping the Crișuri Mts. from where it comes out that man-made attractions score high in the preference of the tourists thus religious monuments score 30 points, museums, memorial houses and rural architecture score between 15-20 pts, traditional livelihood and folk manifestations score 30 pts, historical edifices holding 5 pts.

The push factors identified in the surveyed area relate to the ethnographic, religious and cultural heritage as highly specific for the area. In order to highlight an

inventory of the religious sites as ethnographic vestiges and attractions the reference we have resorted to is the Atlas of the Localities of the Bihor County. Thus in the surveyed area can be found religious, cultural historical, ethnographical attractions and not the least favourable premises for the development of industrial tourism.

On the territory of the Crișuri Mts. an important prevalent ethnographic resource can be found due to the orthodox wooden churches encountered at Șoimi („Sf. Arhangheli”, 18th c.), Colești (18th c.), within the monastical complex Izbuc-Călugări (1696); Vadu Crișului („Sfinții Arhangheli”-1790); Fâșca („Sfinții Arhangheli”- 1759); Vârciorog („Sfinții Arhangheli”-1742); Lazuri de Roșia („Sfântul Nicolae”- 1779); Goila („Adormirea Maicii Domnului” - sec XVIII); Gurbesti („Sfântul Nicolae”-1779); Luncasprie („Sfinții Arhangheli”-1725); Topa de Jos („Adormirea Maicii Domnului” 1731); Topa de Sus (1796). The wood churches from this area have a clearly-cut architecture, the inside being partitioned in a Byzantine classical style, e.g. nave and altar. The „wooden” wall separating the two, teems with iconography representing the biblical events.

As far as the cultural historical sites are related, in Aștileu an architectural vestige is represented by the 18th c. The mansion of Aștileu; in Vadu Crișului there is medieval tower from Portus Crisy – Vama Sării, also called The Dragon’s House (13th -16th c); in Șuncuiș the fortress from „Dealul Simionului” can be visited and in Șoimi there is a historical monument represented by the ruins of a fortress dating back to the 13th and 15th century.

Ethnographic evidence of the occupations once carried out or still in place on these lands are also epitomized in the water mills from the Morilor Valley (in Borz), the watermills from Șoimi, Izbuc, Bratca, Vadu Crișului, Vârciorog; 4 watermills can also be found in Roșia, as well as in Topa de Sus and Luncasprie. Among other rural-based technical devices we also refer to the copper tanks for the fabrication of the Tuica (a traditional whiskey), present in almost all the villages of the analyzed territory.

The customs represented in this area translate in the daily life as a vibrant expression of the different folk manifestations related to certain events and dates detached from the Orthodox calendar. An eloquent example is represented by the eggs’ painting for Easter, a tradition perpetuated in all the Crișuri Mts area, due to the overwhelming prevalence of the rural settlements. Another spring custom practiced in the second day of Easter is „Lioara”, a moment when the youths in the village assemble to dance and make acquaintances; winter customs such as Christmas carols, Vergelul and Chiraleisa are represented by the folk manifestations from Bratca; at Damiș there is an ensemble of violonists; at Roșia among the winter customs there is also „Turca”, „Steaua” and the carols as part of an ancestral legacy trying to cope in an ever more practical-driven and modern society.

Living examples of popular handicrafts also practiced today are the pottery centres (red ceramics), traditional hemp tissues can be encountered in the area of Izbuc; at Vadu Crișului there is a popular fair „Târgul de la Vama Sării/The Fair of Vama Sării” (in the first Sunday of June), a place where white ceramic objects can be admired; at Roșia there is a workshop where violins are produced, a typical musical instrument for the analyzed space mainly used at feasts and marriage parties.

From a succinct analysis we can note that the man-made heritage is highly valued for the attractive elements which it is still displaying, elements pertaining to the rural space. Among these a high percentage is attributed to the religious sites and the ethno-folkloric manifestations, as a proof that this space continues to maintain alive this inestimable legacy teeming with all the symbology appropriated and passed on from generation to generation by the inhabitants of the Crișuri Mountains. These resources need to be well preserved as, due to their fragility (wooden churches, water mill) triggered by the time lapse, through an excessive unplanned consumption they could become the victim of their own success (fig. 1).

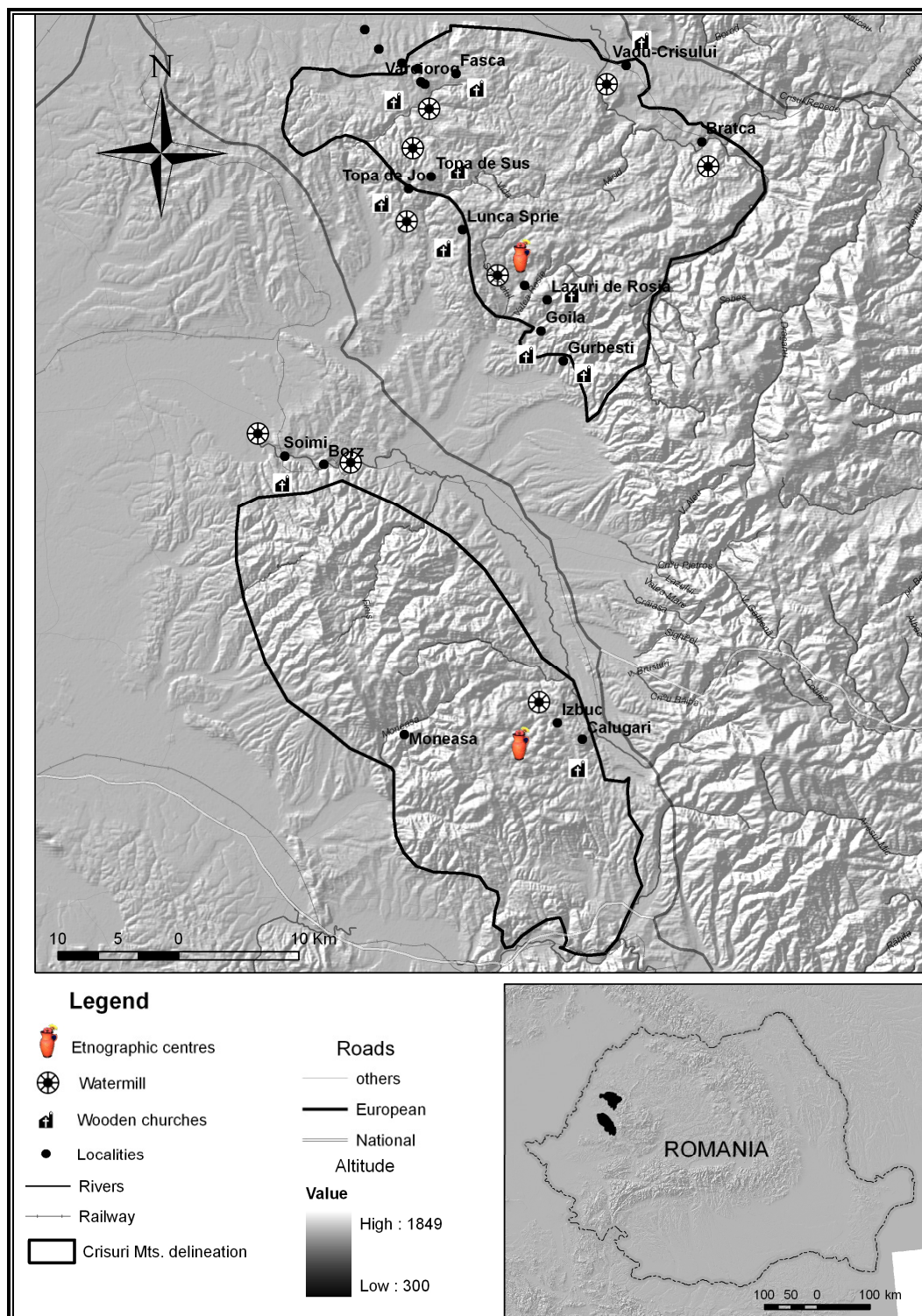


Figure 1. Etno-folkloric resources in the Crişuri Mountains
Source: Authors' elaboration based on the Romania UTMWGS84

The mines – a potential resource of the industrial culture in the Crisuri Mountains

Although two antithetic terms, i.e. tourism and industrial culture, this association is already coined in Western Europe where the mines have forsaken their initial revenue-driven function with a less polluting and low-cost one. Thus through a process of re-conversion in terms of planning and design, the latter have become an important tourist resource in countries such Germany (the mining basin Ruhr – the Zollverein kocs mine, Zweckel, Pattberg, Sterkrade mines, etc), Western France (the mining basin Nord-Pas de Calais, Lorraine), central and north-eastern France (Minele Blanzy, La Machine, Ronchamp), north-western Belgium (Lewarde), Poland (Zabrze, Nowa Ruda), England, etc. The historic mining centre of Delloye-Lewarde opened in 1987 for tourist consumption thus becomes the greatest mining museum of Europe (Kostrubiec and Lamparska-Wieland 2005).

A genuine infrastructure was set up for the valorization of this industrial heritage, turned to good account in tourism through the planning and inclusion of waste dumps, the mine's museum, as part of the tourist attractions, itineraries and routes proposed for the unveiling/promotion of this industrial culture (through activities such as biking, skating etc), the visiting of typical mining activity-related cities in the past and the proposal of activities in the open air (in areas which have formerly functioned as waste dumps and which have regained their initial aspect through the regeneration of vegetation).

The unveiling of the labour force once employed in mining activities can be done through the direct access in this world, *de visu* și *in situ*, this connection being possible through the planning of the museum in typical mining localities (Damien et Sobry, 2001). Such a museum in situ is missing at the moment along the proposed itinerary for visitation and we deem that in each mining location such a building could be appropriate. Furtheron we deem that the former miners deprived of their jobs could be trained in tourism and employed in such museums and mining locations through a community-based tourist strategic plan.

For the studied area, viz. the Crișurilor Mts, we have inventoried and illustrated graphically this formerly economic driven patrimony, i.e. the mines which can also be seen as a revenue source for the local economy through their re-conversion into tourist areas, according to the general trend successfully applied in the former industrial areas of western and central Europe. Thus we could achieve a harmonious integration which partly overlaps the local identity and milieu, as it pertains to a legacy from the past and which, on the other hand needs to be accompanied by a synergy of the local actors (Damien et Sobry, 2001) so that it can yield a high return. This industrial landscape and cultural integration reflects the region's history as a testimony of the activities carried out here in the past or still taking place.

With a view to valorize this industrial culture we have also set forth a route of the industrial culture in the Crișurilor Mts. graphically illustrated, meant to turn into a strength the precarious image which this landscape would have triggered some 20 years ago. Thus these tourist areas which propose a new tourism type can help to promote a new face/image, which was probably perceived as desolating and generally a place which everyone would avoid when on trips and holidays. Some sites dotted on this industrial culture route could be represented by the ore oven of Șmelt which dates back to over 100 years, when iron was exploted in the Vascau Plateau, thus constituting an important mining location of remote times. Close to this relic the marble quarry of Moneasa provides a spectacular landscape by its amphitheatre shape (alignment), the quarries of Cărpinet, Câmp-Moți and Vașcău. An example of the early mining activity is represented by the old ore ovens of Moneasa and Valea Deznei. Other elements of the industrial culture are represented by the rock mining of the Borz-Șoimi (fig 2).

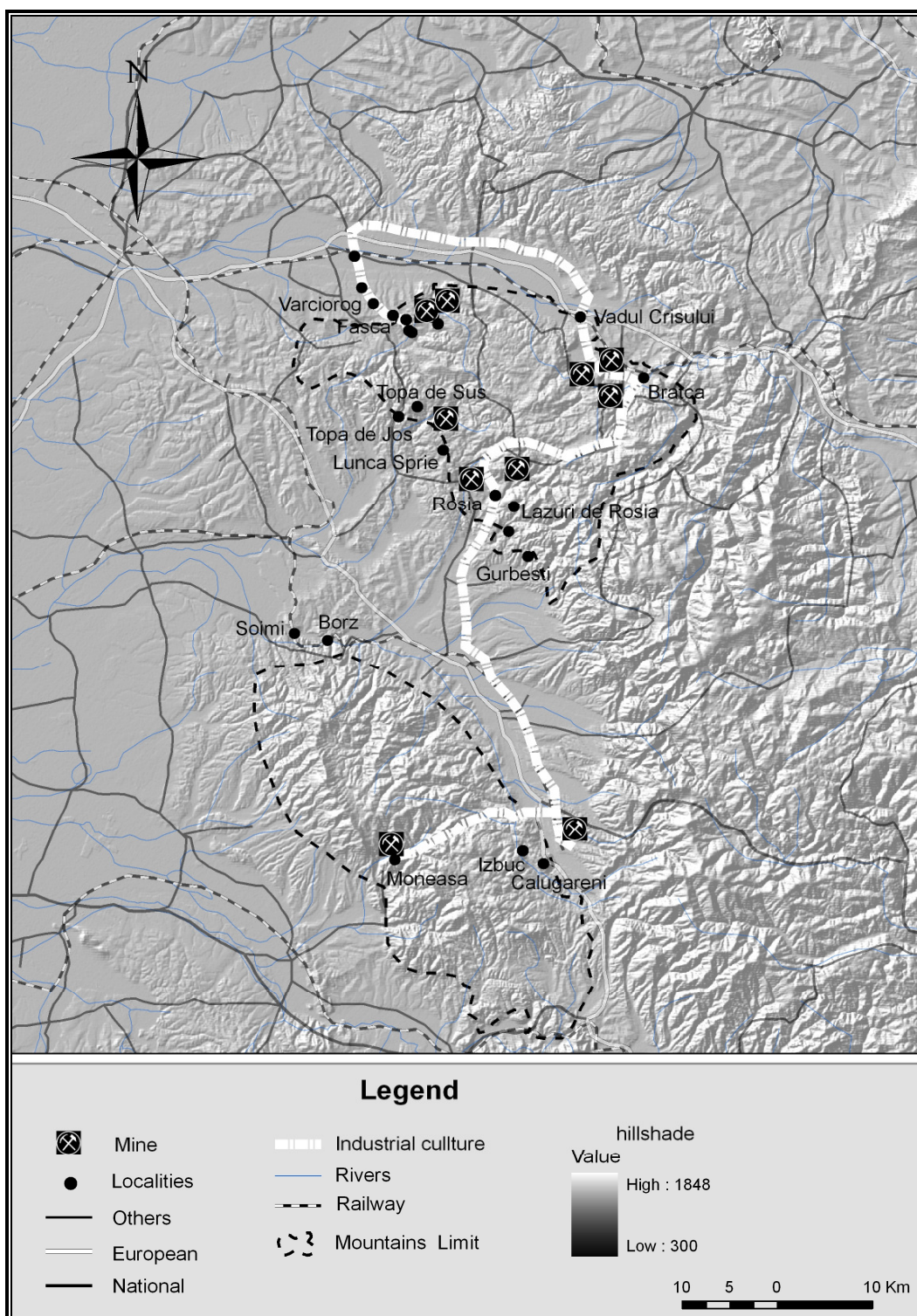


Figure 2. Industrial culture route in the Crişuri Mountains
Source: Authors' elaboration based on the Romania UTMWGS84

Tourist accomodation supply analysis in the Crișuri Mountains

The accommodation supply in the Crișuri Mts is diversified, the accommodation units translate in hotels, guest houses, motels, camp sites, villas and school camps, encompassing 1583 places (fig. 3). Given their spatial distribution we can state that in the Pădurea Craiului Mts. the accommodation supply is linearly shaped, aligned along the Crișul Repede River (at the mountainous unit's periphery) and along its tributary, i.e. Valea Iadei, and in the Codru Moma Mts, given its concentration mainly in the Moneasa Spa the accommodation supply has a nodal character; by extrapolation we could assert that in the Pădurea Craiului Mts the accommodation supply is multipolar and linear, spreading over all this mountain, whereas in the Codru Moma Mts it is unipolar and nodal, dotted by a spa. Furthermore the tradition of the tourist consumption is different in the two analysed mountains (Pădurea Craiului Mts and Codru Moma Mts. which form together the Crișuri Mts) as in the former we can speak about a relatively recent form of tourism e.g. rural tourism and ecotourism which has developed after 1989 and the one in Codru Moma Mts. has a tourist consumption origin, long rooted into history. The tourist activity began in the latter ever since 1854¹.

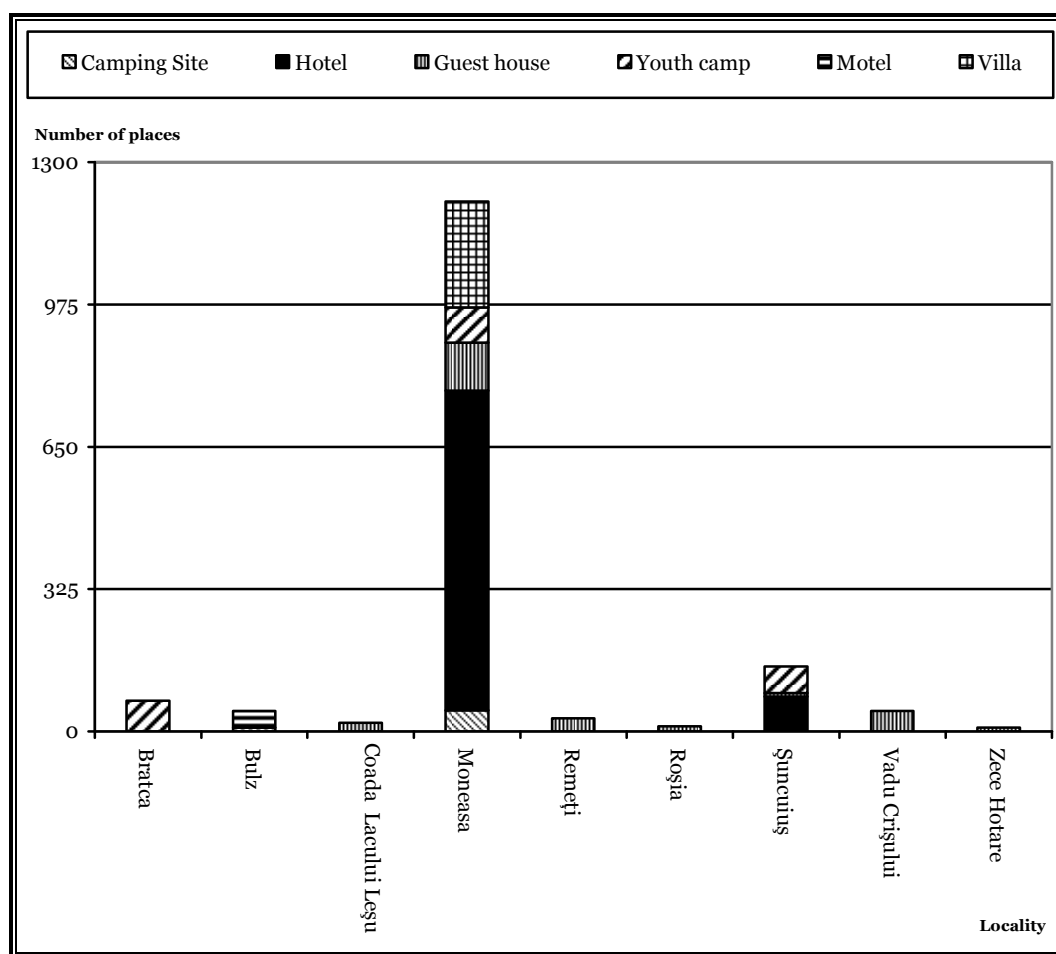


Figure 3. Accommodation Supply in the Crișuri Mountains

Source: own elaboration based on Măhăra et al. (1999), Ilieș et al. (1999), Petrea (2004), www.antrec.ro, fieldwork

¹ www.statiuneamoneasa.ro

Analyzed individually the two mountains reveal major discrepancies in terms of the accommodation supply as well as of its spatial distribution. We can thus state that for Pădurea Craiului Mts. the tourist activity, through its accommodation supply it falls much behind its counterpart in the Codru Moma Mts., but is meanwhile territorially more spread from the western rim of the mountain to the eastern one with a supply of 383 places (fig 4). On the other hand in the Codru Moma Mts the accommodation supply is concentrated in an overwhelming proportion in Moneasa with a supply of 1200 places and it mainly targets cure-aimed consumers.

To an in-depth analysis, this unbalance is accounted for by the types of tourism provided, as in the case of Pădurea Craiului Mountains the accommodation units translate in guest houses which were built after 1989 and through their location in the rural environment and the tourist product provided it targets rural tourism consumers. According to Plog's typology, cited by Page (2003) this type of tourism fits the psychocentric consumers who are looking for a family atmosphere in their holiday options, better adjusted to the individual tourist's need.

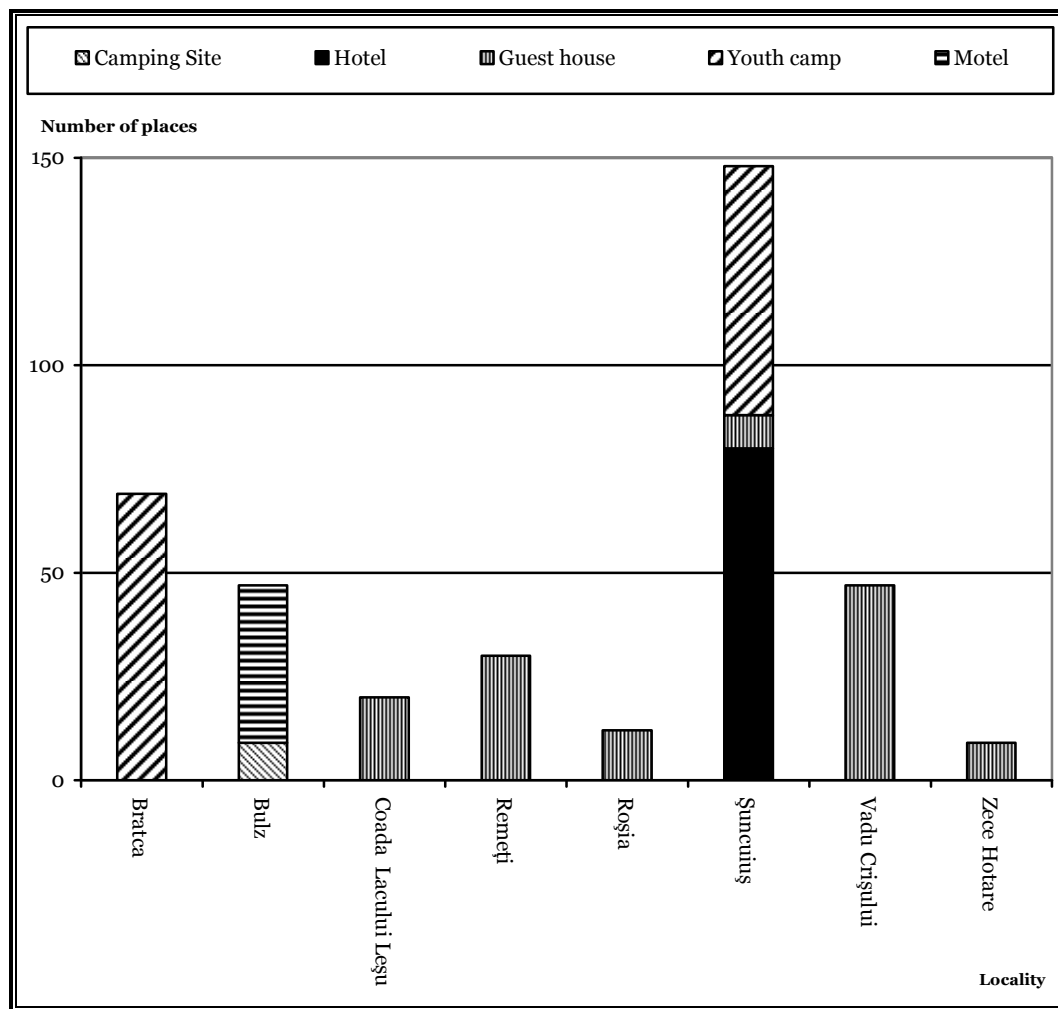


Figure 4. Accommodation Supply in the Pădurea Craiului Mountains

Source: own elaboration based on data collected from Măhăra şi colab (1999), Ilieş şi colab (1999), Petrea (2004), www.antrec.ro

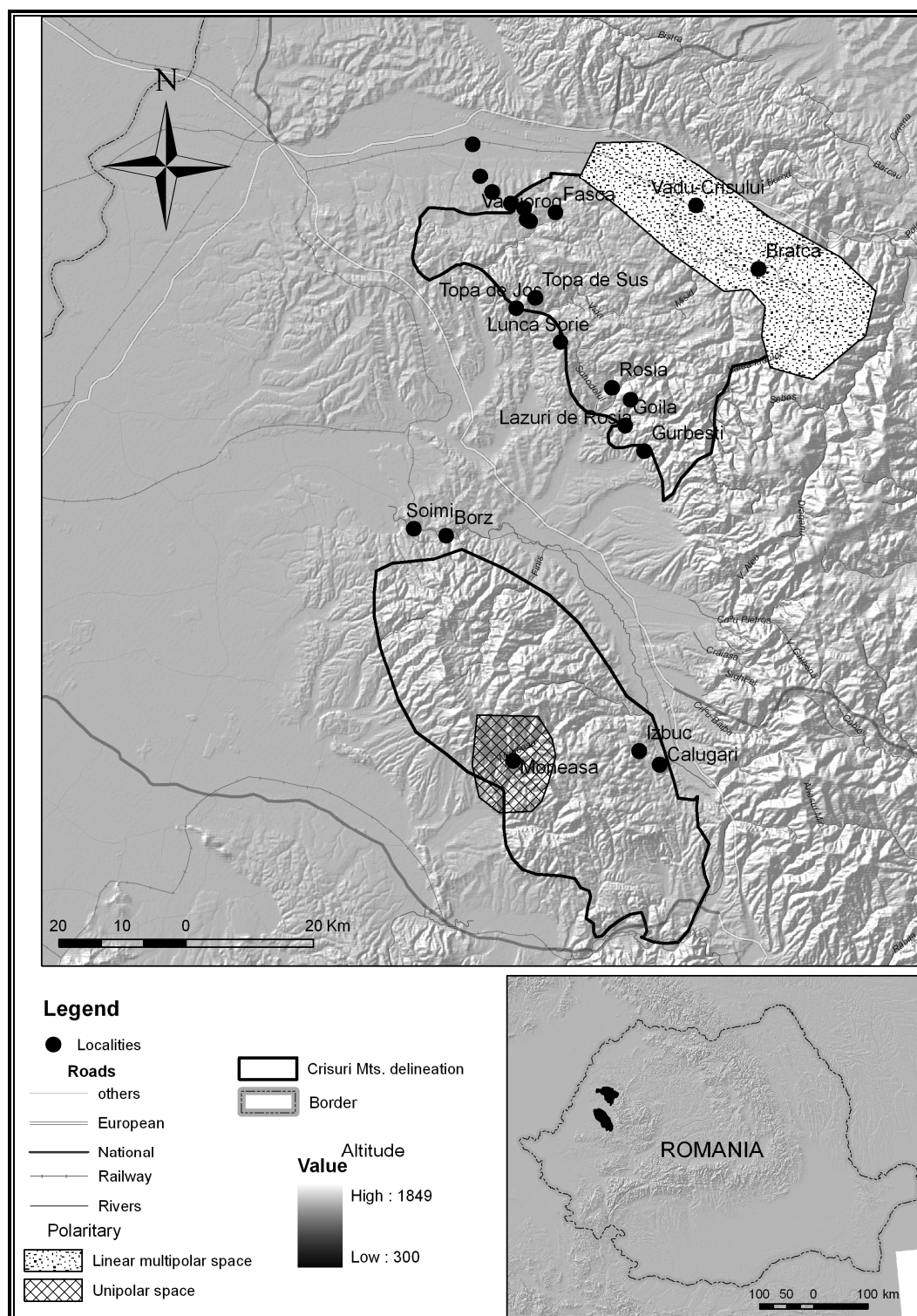


Fig. 5. Monopolar and multipolar spaces of the Crișuri Mountains
Source: Authors' elaboration based on the Romania UTMWGS84

The low number of the accommodation supply (e.g. guest houses) can be accounted for the fact that the rural tourist product is targeted only by a low number of tourists; furthermore the statistics, revealed by the specialized literature indicate that a percentage of 5 %-15 % of a country's tourists choose it as a holiday option (Lozato-Giotard 2003). This can represent a positive factor given that the tourist frequency, as it is low and territorially dispersed does not exert such a great pressure on the territory and the socio-cultural environment and therefore does not prejudice the ecosystem to such a great extent as for instance its counterpart, i.e. mass tourism.

Rural tourism has the reputation of being a monopolar space in which conditions the consumer is relaxing without resorting to other entertaining activities. But in the case of the analyzed region, given the plethora of natural tourist sites (rendered by the relief, vegetation, water, etc) as well as the ethnographic elements confers this space the connotation of a multipolar and polinuclear space.

The hotels, the campsites, motels and camping sites reveal a wide range of the tourist accommodation supply, mostly located in the proximity of a natural tourist site.

As far as the mountain accommodation units of the Pădurea Craiului Mts. are concerned, the accommodation supply is more diversified and territorially widespread whilst that from its counterpart, the Codru Moma Mts. all the accommodation units are centered in the Moneasa spa.

CONCLUSIONS

From the data analysis concerning the tourist production and consumption, represented through different analyzed indicators such as the tourist frequency and the supply defined by the ensemble of the Crișurilor Mts. attractions (i.e. Pădurea Craiului and Codru Moma Mts.), they reveal both discrepancies and similarities.

Although grouped by the national geographical literature as forming an ensemble due to the similar geographical features (tectonically of horst and semihorst, average altitudes between 700-800 m, peninsular shape) they represent revealing discrepancies in terms of the population (viz. The Pădurea Craiului Mts. counting a larger population than the Codru Moma Mts.'), a few of the aspects which translate on the territory through distinctive tourist consumption.

From the point of view of the tourist polarization of the two area, we can state that the Pădurea Craiului Mts. constitutes a multipolar/polynuclear linear space rendered by the different tourist destinations (Vadu Crișului, Șuncuiuș, Bratca, Bulz, Coada Lacului Leșu, Remetei, etc) from the rural space, most of them lining the Crișul Repede River and its main tributary Iada Valley whereas the Codru Moma Mts. represent a monopolar and nodal tourist space, concentrating most of the tourist activity in the Moneasa spa (fig.5).

From the viewpoint of the tourist consumption we can note two major evolutionary trends.

In the Pădurea Craiului Mts. the tourist activity started to develop after 1990 through a new form of tourist consumption, i.e. individual and adapted to the contemporary tourist's needs, referring to rural tourism and agritourism. This new form of product issued on the tourist market is associated by the specialized literature with the Post-Fordist trend (Shaw and Williams 2004; Finn et al. 2000). On the other hand in the Codru Moma Mts. the tourist consumption (all channeled in the Moneasa spa) underwent all its manifestation hypostases, i.e. elite tourism through the 27 tourists belonging to the bourgeoisie visiting the spa for its curative purposes in 1854, mass (Fordist) through the 24500 tourists registered in 1987. The spa registers at present an increasing number of tourists which indicates its underpinning in the same stage of Fordist consumption but completed by the burgeoning trend of Post-Fordism. The latter manifests itself through the diversification of the tourist product (i.e. guest houses as new accommodation units in the spa after '90s), as an alternative for the tourists in search of a more authentic experience, more familial and individually-adapted.

Therefore the research reveals the fact that this area holds a high man-made potential still unturned to good account from a tourist perspective, rendered by the industrial culture, thus prone and suitable for the re-launch of a new product.

REFERENCE

- Cândea, M., Erdeli, G., Simon, T. (2001), *România-Potențial turistic și turism*, Ed. Universității din București.
- Cândea, M., Erdeli, G., Simon, T., Peptenatu, D. (2003), *Potențialul turistic al României și amenajarea turistică a spațiului*, Ed. Universitară, București.
- Cooper, C and Hall C.M. (2008), *Contemporary Tourism: An International Approach*, Butterworth-Heinemann.
- Damien, M.-M. et Sobry C. (coord) (2001), *Le tourisme industriel: le tourisme du savoir-faire*, Girest (Groupement Interdisciplinaire de Recherche en Sport et en Tourisme), L'Harmattan.
- Erdeli, G, Gheorghilas, A. (2006), *Amenajări turistice*, Ed. Universitară, București.
- Finn, M., Elliott-White, M. and Walton M. (2000), *Tourism and Leisure Research Methods, Data Collection, Analysis and Interpretation*, Pearson Education.
- Ilieș. Al., et al. (1999), *Potențialul turistic al bazinului hidrografic al Crișului Repede*, Ed. Universității din Oradea
- Kostrubiec, B., Lamparska-Wieland, M.(2005), *Mining Tourism in hard coal basins in Poland and France*, în Conditions of the Foreign Tourism Development in Central and Eastern Europe, Urban Tourism-present state and development perspectives, volume 8, Wroclaw, pp 102.
- Lozato-Giotard, J.P.(2003), *Géographie du tourisme, de l'espace consommé à l'espace maîtrisé*, Pearson Education, France, pp 142-144.
- Măhăra, Gh. et al. (1999), *Potențialul turistic al bazinului hidrografic al Crișului Repede*, Ed. Universității din Oradea, pp 116-121.
- Oancea, D., Velcea, V., (coord) (1987), *Geografia României, III Carpații Românești și Depresiunea Transilvaniei*, Ed. Academiei Rep. Socialiste România.
- Page, J.S. (2003), *Tourism Management, Managing for Change*, Butterworth-Heinemann, pp 224
- Petrea, Rodica, (2004), *Turism rural în Munții Apuseni*, Editura Universității din Oradea, Oradea.
- Shaw, G. and Williams, A.M. (2004), *Tourism and Tourism Spaces*, Sage Publications.
- ***, *Atlasul localităților Județului Bihor*, Suncart.
- www.statiuneamoneasa.ro
- www.antrec.ro