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Department of Geography, Tourism and Territorial Planning
Territorial Studies and Analysis Centre
1 Universităţii st., 410087, Oradea, Romania
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LEARNING ABOUT THE DEVELOPMENT OF ECO-TOURISM IN THE CONTEXT OF THE SMANGUS TRIBE'S TRADITIONAL ECOLOGICAL KNOWLEDGE

Chih-Liang CHAO*
Providence University, Department of Tourism
No.200, Zhongqi Rd., Shalu Dist., Taichung City 43301, Taiwan (R.O.C.), e-mail: clchao@pu.edu.tw

Pei-Hsin HSU
Providence University, Department of Tourism
No.200, Zhongqi Rd., Shalu Dist., Taichung City 43301, Taiwan (R.O.C.), e-mail: peihsin.hsu@gmail.com

Abstract: This paper discusses how traditional ecological knowledge is employed, in a community-based ecotourism development, by an indigenous tribe in Taiwan. The field survey followed the Smangus tribe from July 2005 to February 2006; the interviewers had ethno-botanical knowledge related to TEK. Survey results revealed that the Smangus tribe represents a rare example of a successful community-based operation which is owned and operated exclusively by an indigenous group. Their involvement reflects the new wave of awareness of autonomy for indigenous people in Taiwan. They provide a blueprint for TEK to be successfully incorporated into current ecotourism management and applications.

Key words: Traditional Ecological Knowledge, Ethno-botany, Indigenous Ecotourism

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INTRODUCTION

Within the past decade, indigenous people's traditional ecological knowledge (hereafter referred to as TEK) has become a major focus (Toledo, 2002; Turner, 2001). TEK offers a means to improve natural resource management and environmental impact assessments (Huntington, 2000; La Rochelle and Berkes, 2003; Phuthego and Chanda, 2004). On the international front, the Brundtland Report, Our Common Future, notes, "*…the larger society…could learn a great deal from their [indigenous peoples'] traditional skills in sustainable management of very complex ecological systems*" (World Commission on Environment and Development, 1987); these shifts have been influencing academic thought. Johnston indicated that "*many institutional barriers exist for indigenous communities innovating tourism products which incorporate and/or support the continued application of indigenous knowledge and technologies*" (Johnston 2000, pp. 95). For tourism to be sustainable, finding ways to incorporate TEK into it is a critical issue.

* Corresponding author

Currently, a vast number of aboriginal people no longer rely on TEK because their education has been outside of their own culture and traditions (Augustine, 1997). Modernization is the main culprit for the non-utilization of TEK (Phuthego and Chanda, 2004). Like many aboriginal tribes in Taiwan, the Smangus are characterized by high unemployment, with few jobs in the community and a lack of economic diversification. Many villagers moved to urban areas for better job opportunities. This lifestyle change significantly eroded their culture and affected their ability to develop tribal integrity and sustainable economic growth. In order to remedy the crisis, TEK creates an important pathway leading to the economic development of unique tourism opportunities. By linking these values to the development of ecotourism, appropriate decisions can be made that will employ aboriginal people, support the continued use and development of their TEK and result in ecologically sustainable economic development (Butler and Menzies, 2007). This paper's ethnobotanical data show the results of the collaboration between Providence University and the Smangus community that began in July 2005 and continued until February 2006. The purpose of this research was twofold: first, to explore the Smangus ethnobotanical knowledge and, secondly, to discuss the application of TEK in the development of ecotourism from the Smangus' perspective. This study will provide recommendations on how to improve the chances for successful Smangus' ecotourism management.

LITERATURE REVIEW

1. Traditional ecological knowledge

Traditional ecological knowledge represents experiences of direct human contact with the environment acquired over thousands of years (Berkes, 1993; Dei, 2002). This is an instinctive adaptation taking place within a few short years and accumulated in regard to specific lands, and then handed down over many generations (Wavey, 1993). Indigenous children and youth actively participated alongside their parents and elders in harvesting and processing these resources. Such information reflects the common sense ideas and cultural resourcefulness of the local peoples' knowledge concerning the realities of everyday living (Dei, 2002). It is often referred to as "*the knowledge of the natural milieu*". Berkes (1999) offers a clear conceptualization of TEK as a cumulative body of knowledge, practice and belief, evolving through adaptive processes and handed down through the generations by cultural transmission; it is about the relationship of living beings (including humans) with one another and their environment. According to Dei (2002), TEK is the ideological beliefs, values and practices that evaluate the history and context of communities which may be shared by other indigenous peoples. It is the privilege of certain core social values for "*reward*" (e.g., responsibilities over rights; community over individual; peaceful co-existence with nature over control and domination of nature) that sets the different knowledge systems apart. Turner et al. (2000) referred to TEK as the knowledge of ecological principles, and provided a basic framework for this study. Its general characteristics are categorized within three broad themes: practice and strategies for resource use and sustainability; philosophy or worldview; and communication and exchange of knowledge and information. These themes are complicated and not easily subjected to fragmentation. The different elements of traditional knowledge are interrelated regardless of where they appear in the framework. Indigenous peoples have resided in a particular locale for a long time, and depended on the resources of their homeland. The scope of TEK is wide and includes detailed knowledge of flora and fauna, natural occurrences and the use of traditional technologies.

2. Indigenous ecotourism

Ecotourism has been growing in many fragile ecosystems, and has been increasingly linked to the unique natural environment and biodiversity found in these

areas. Maintaining an unspoiled and attractive destination contributes greatly to visitor satisfaction, conserves the area's biodiversity and contributes to the wellbeing of the local populace (Conservation-International, 2007). Indigenous tourism evolves when the indigenous people operate tours and cultural centers, provide visitor facilities and control tourist access to their cultural sites, natural resources and tribal lands (Zeppel, 2006). However, early critics of tourism development pointed out that the industry was dominated by outside interests who retained most of the benefits and left host destinations to bear the costs (Gordon, 1990; Maoz, 2006). Over the past two decades, ecotourism activities (Weaver, 2008) and community-based approaches (Scheyvens, 1999) have gained in popularity. These approaches attempt to mitigate the negative impacts of tourism and accentuate the positive, with a goal of ensuring the net positive impact, along with a fair distribution of said impacts (Butler and Hinch, 2007).

The term Indigenous Ecotourism has emerged since the mid-1990s to describe any communal ecotourism projects developed on indigenous lands and territories in Latin America, Australia and Canada (Zeppel, 2006). Such an approach to ecotourism recognizes the need to promote both the quality of people's lives and the conservation of resources (Scheyvens, 1999). Indigenous ecotourism involves tourism that is based on indigenous knowledge systems and values, by promoting the aboriginal customary practices and livelihoods (Johnston, 2000 pp. 91). In other words, it cares for the environment and involves indigenous people in the decision-making and management. Much of this development focuses on community-based ecotourism that benefits local people (Notzke, 2006). As indigenous people gradually represent themselves and are re-positioned, mostly by environmental activists, as the rightful interpreters of ecosystems, the role of ecological protector is internalized by the many indigenous communities in Taiwan that plan to develop ecotourism.

RESEARCH SITE

The tribe involved in this study belongs to the Austronesian people, known linguistically and ethnically as Atayal (Chen and Ta, 1994), a single tribe of Taiwanese aborigines. In the year 2010, the Atayal tribe numbered 80,061. This was approximately 16% of Taiwan's total indigenous population, making them the third-largest tribal group (Taiwan Interior Ministry, 2010). This tribe is located deep in the mountains of the Jiashih township in Hsinchu county and situated between 24''33'–36' S and 121''18'– 21' E. This area falls within the reservoir of the upper Tahan River, next to the Takechin River. It is near the Yuanyang lake nature reserve, nestled in the mountains of Hsuehpai and Hsichiussu in the northeast and Huli to the north, but south of Fanshechi and west of Hsinachi, with an average elevation between 2000 to 3000 m. Rainfall occurs in a bimodal pattern, peaking around 2652.7 mm/month in February–April, and again in July–October (figure 1).

Until 1995, when the vehicle-access road to the outside world was built, the Smangus people subsisted by fishing, hunting, gathering, and growing crops on burned-off mountain fields. They were once dubbed "*the dark settlements*" because of their underdevelopment and geographical isolation. However since 1991, a nearby grove of up to 1,000 year old ancient Formosan red cypress tress (Chamaecyparis formosensis Matsum), known as "*giant trees*", has drawn increasing numbers of eco-tourists. In order to improve their livelihood, the Smangus people switched their agricultural lifestyle to ecotourism, which involved lodging and a restaurant for ecotourists. Moreover, they developed a co-operative system which eventually turned into revenue sharing for the whole community, reminiscent of the Tayal tribe's traditional mutual system, called "*Tnunan*" in their language. Nowadays, this co-operative system includes land co-operatives, job sharing, co-operative fund management, and work duties as well as equal sharing of profits.

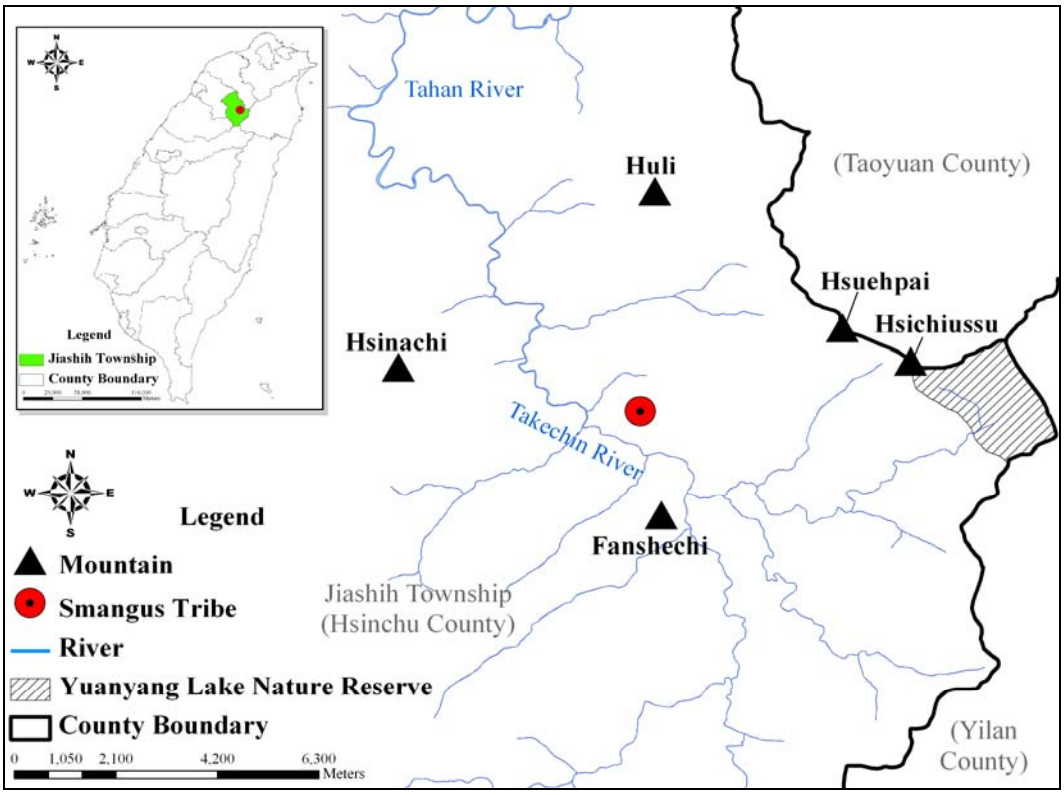

Figure 1. Map of Smangus Tribe location

The Smangus tribe represents an exception in community-based ecotourism development because of their strong sovereignty, appropriate institutions and self-determination. Since the rise of tourism, this tribe has carefully managed its natural resources, forests and wildlife for sustainable use. For example, since 2003 they have maintained a non-hunting program in order to conserve the wildlife and attract ecotourists. The tribe has the power to make decisions and the authority to undertake any projects deemed necessary.

RESEARCH METHODS

Many ethnobotanical studies use questionnaires to interview segments of the population about their ethnobotanical knowledge. Frequently interviewees are asked to name plants they know and to reveal the use of the respective species. Sometimes tribal members are accompanied to sites to collect plant material. This methodology easily misses plants found at further distances from the tribe.

To avoid such information shortfall, and to obtain a more detailed inventory of plant use, this study conducted a field inventory of ethnobotanical knowledge with the local people. Furthermore, three forest trails that surround the Smangus village and are close to daily life (namely Koraw, Ryaq and Slibu) were chosen for the site of the field survey. The line transects the sampling area and visually illustrates how species change along it; key specimens were collected. The attributes from each distinct species were photographed, with as many samples as possible being collected. The main collection of ethnobotanical data was taken from July 2005 to February 2006. This data was collected either directly from field surveys on-site through individual interviews, or off-site by way of focus group interviews with local management committee members. All of the photographs or fresh specimens were

provided during each interview. A total of 6 families with elders from 28 families chosen from 166 people in the Smangus population made up the study group without distinction of gender or age group. Oral consent was obtained from each respondent.

During the interviews, a standardized set of questions was used to inquire about each plant the authors had collected; data was gathered about the use of said plants, information that the community no longer actively uses. The authors believe that it was important to gather such information about these "*unknown*" or considered "*useless*" species in order to document knowledge that would have been lost, and to preserve the knowledge of traditional names. All of the interviews were carried out with at least one of the local people being used as an interpreter or assistant.

Based on the above database, the authors chose to use the theoretical framework of Turner et al's (2000) regarding traditional ecological knowledge to analyze the 70 species of useful plants identified in this study. It categorizes traditional ecological knowledge into three broad themes: philosophy or worldview, practices and strategies for sustainable living, and communication and exchange of knowledge. This framework may be applicable to the Smangus village. Local ethnobotanical knowledge derived from past generations through experimentation, observation and practice. Based on empirical observations, ecological practices and exchange with others, all such knowledge has an obvious survival value. Within their belief system, the Smangus community has a sense of spiritual and practical respect for their environmental components. The philosophy or worldview shapes environmental perception and gives meaning to environmental observations (Berkes, 1999, pp. 14). It has been an integral part of the Smangus' traditional culture. Therefore, the focus was not so much on which resource was, or is, used, as on the concept surrounding their use, the local knowledge of plants.

RESULTS

1. Wild plants database and analysis

The researchers and Smangus' elders collected a total of 240 wild plant specimens (table 1). These included 80 families and 240 species.

Table 1. Wild plants collected from the three forest trails

Type of plants	Number of families	Number of species
Ferns	11	36
Gymnosperms	3	8
Monocotyledons	61	185
Dicotyledones	5	15
Total	80	244

Table 2. The Smangus tribe's utilization of plants

Type of plants	Utilization of plants							
	Food		Household utensils	Building materials	Hunting	Agricultural materials	Medicines	Toys
	H	A						
Ferns	3	3	0	0	0	0	2	1
Gymnosperms	1	0	0	5	0	0	1	0
Monocotyledones	0	0	1	0	0	0	0	0
Dicotyledones	13	20	16	8	7	7	3	2
Total	16	23	16	13	6	7	6	3

Note: H= food for Humans; A= food for Animals

The local names and usage were documented for 70 species. The plants were divided into seven main categories based on their level of importance in the Smangus tribe's traditional usage and lifestyles. They also refer to Chang (2003) and Huang's

(2003) categorizations which include: food, hunting, household utensils, construction materials, agricultural materials, medicines and toys (table 2).

As for the category of use, plants were used predominantly for food but also for household utensils, building materials, hunting, agricultural materials, medicines and toys, albeit in varying levels of importance. Those plant species identified as useful do not represent the total plant population as recognized by the Smangus village; instead they represent the study's initial findings. It was estimated that there are around 400+ plant types recognized by the tribe, but not all have names associated with them.

2. Practices and strategies for sustainable living

The practices of indigenous peoples to improve and retain their living resources are derived from generations of observation and experimentation, leading to an understanding of complicated ecological principles (Berkes et al., 2000; Fazey et al., 2006). The traditional management of plants in the Smangus region is a good example of how the many facets of TEK are interwoven to provide ecological sustainability. Teqelung (Pinus taiwanensis Hayata) is an original Formosan plant found locally (Hwang, 2000). It is a large tree, up to 35 m in height and 80 cm in diameter, with a straight trunk, horizontal branches and bark fissured into small scales. Its habitat ranges in elevations between 750 to 3500 m in central Taiwan.

The bark contains a lot of resin. Our ancestors used the Teqelung's resin for lighting just as the Han people use kerosene for lighting. If it is about a person's height, the quality of the resin is good. If you take too much of the cortex, the Teqelung will easily die. Thus, we only carve a little bit of its cortex.

—Smangus villager—

According to the Smangus villagers, after harvesting one Tequlung they move on to another, letting the harvested tree continuously produce resin. This is similar to the Plateau people of British Columbia (Turner et al., 2000). They gather the bulbs of the yellow avalanche lily (Erythronium grandiflorum Liliaceae), then leave the harvested area alone to recover for three or four years, moving on to another location in the interim.

However, the Smangus did not discuss selective harvesting in terms of specific rules. When being asked about how and what can be harvested, most participants responded that it depended on which was the best part. In the case of perennials, for example the Teqelung, it was explained that the best part is close to the root. That part was the most desirable portion of the plant because of its rich oil, harvesters tended to collect only that section (about man height) for lamps. In the case of the Lihang (Mallotus japonicus (Thunb.) Muell. -Arg), it was an important plant for the hunting season. When the leaves of the Lihang grow as big as the palm of a hand, it means the hunting and fishing season is coming. Harvesters tend to prune or cut away part of the plant. One example is Pot (Chamaecyparis obtusa Sieb and Zucc), perennials and evergreen trees, whose bark is collected and used in the roofs of hunting architecture. As long as plants maintain meristematic tissues and have the capacity to absorb sufficient nutrients and water, they can reproduce and maintain populations, even allowing for certain harvesting levels (Turner, 2001).

3. Communication and exchange of knowledge

The modes of communicating and exchanging traditional ecological knowledge in aboriginal societies are inherently different from the ways mainstream society passes on knowledge and information (Berkes et al., 2000; Turner et al., 2000). Plant knowledge in the Smangus village has developed through generations of sharing traditions and stories. This is also manifested by the passing down of information from the elders to the young,

which is the third theme in the Turner et al. (2000) framework. This knowledge begins to accumulate from a young age for the Smangus people and increases over time. Most of the villagers explained that they had acquired their plant knowledge through hunting and gathering activities with village elders, parents or grandparents. Children learned how and where to collect plants while at their sides. Therefore knowledge was gained while exploring the landscape and exchanging ecological information throughout their lifetime. However, there have been changes in the transfer of this traditional ecological knowledge. Tourism development in the village has influenced the Smangus' customs, resulting in the loss of this knowledge. There are two factors at play here. First, most of plants are rarely harvested anymore and elders are no longer teaching the children about them, leading to the younger villagers' lack of knowledge. Secondly, the fact that the children are being educated far away from the village is a critical factor in this loss of knowledge. As people are no longer consuming plants, they are gradually losing their knowledge about them.

In addition to these losses, researchers also found there was a gender imbalance concerning the TEK. The plant gathering location was the best place to interview individuals. However, as Iyam (1996) points out, in most indigenous societies the cultural norms grant men greater public access and recognition than women. Thus, any prominent individuals interviewed are often predominantly, if not exclusively, male (Phillips et al., 1994). In the Smangus' Traditional Ecological Knowledge of hunting plants, it also seems to be associated more with men than women, a fact which was substantiated by the respondents who were mainly men. During the interviews, researchers got a lot of responses such as "*I don't know. I didn't know it. I have seen it before... I don't know the function (of plants)... you have to ask those men. This is because woman are forbidden to go hunting with men*" (from the female informants). The women's knowledge appeared scanty; more often than not, the men reminded them of facts about hunting plants. In the words of Brown and Switzer (1991, 5), "*women's use of the environment proves to be sufficiently different from those of men to represent a distinct habitat, in the ecological sense*" (Pfeiffer and Butz, 2005, pp. 242).

4. Worldview from the inside of plants

4.1. Human/nature relationships

4.1.1 A ceremonial prayer for tourists

The Smangus people have a particular affinity with trees and plants, believing in the interconnectedness and integration of all physical and spiritual life. This tradition of human/nature relationship and the strong sense of faith and reverence for the forest illustrate not just the significance of ethno-sociological concepts but, more importantly, the scope of their practical application (Negi, 2010). An example of how elements of the natural world are linked to humans can be seen in a Smangus ceremonial prayer. The chief holds a brief ceremony to pray for everyone's protection before any important meetings or activities. Another example is when a local guide conducts a brief ceremony before taking tourists into traditional territory or along the eco-tourism pedestrian and hunting paths.

Let's pray together (They fill a slice of the bamboo[1] stem with salt). We use salt for the ceremony (Then the chief prays to God in the Tayal language. When the praying is finished, the chief passes the bamboo slice to everybody. Every participant uses his/her fingers to touch the salt a little bit). I hope everybody will be safe.

—The chief of Smangus—

[1] In the ceremony, they frequently use bamboo because it is very important to the people. There are three types of bamboo growing around the Smangus village, both wild and cultivated. It is universally used in the village, such as for construction materials, household utensils, hunting and food.

4.1.2 Spiritual meanings of names

4.1.2.1 Mental healing

Over the millennia the local people have learned how to identify plants for various purposes as they rely on the vegetation for food and medicine and for all other necessities of life. The Smangus people exchange their personal name with a specific tree in order to prevent illness. For example, Kbakeh (Rhus succedanea L) is a local plant known to cause skin allergies. As a preventative measure, if a Smangus native accidentally touches the Kbakeh plant, they stand in front of it and mentally exchange names in order to "release" the plant toxins that cause an allergic reaction. This kind of name-exchange ceremony is done on the ground and is a superficial performance. These indigenous therapeutic measures are also found in Oaxaca, Mexico. Von Der Pahlen and Grinspoon (2002) pointed out four kinds of important plants that are used by indigenous people for medicinal purposes.

4.1.2.2 Naming of children

Names are created and assigned on the basis of obvious and distinctive, though often temporary, morphological features (Dougherty, 1979). The Smangus people will name their children based on positive aspects associated with plant names (table 3). For example, Pusing (Pseudotsuga wilsoniana Hayata) is a name given to a person who is tall, strong and vigorous. This name also implies that a person has the attribute of always behaving according to moral principles that most people believe in, so that person will be respected and trusted. Qesu (Lagerstroemia subcostata Koehne) is a name given to a person who is beautiful and good at dealing with people in such a sensitive way that they are not upset or offended. Riwang (Beilschmiedia erythrophloia Hayata) is a name given to a person who expresses feelings of sadness, empathy, love, etc. Qprung mhway (Chamaecyparis formosensis Matsum) means "mother" and is "*large*" enough to contain and forgive everything. Yaba (Tsuga chinensis (Franch.) Pritz. ex Diels var. formosana (Hayata) Li & Keng) means "*father*". The Yaba tree is not very tall and is easy to climb.

Table 3. Relationship between local plant names and personality characteristics

Local name	Scientific name	Characteristics
Pusing	Pseudotsuga wilsoniana Hayata	integrity, stature, strength, vigor
Qesu	Lagerstroemia subcostata Koehne	beauty, stature, diplomacy
Riwang	Beilschmiedia erythrophloia Hayata	empathy
Ibox	Alnus formosana (Burkill ex Forbes & Hemsl.) Makino	perseverance
(Yaya) Qprung mhway	Chamaecyparis formosensis Matsum	mother, open-minded
Yaba	Tsuga chinensis (Franch.) Pritz. ex Diels var. formosana (Hayata) Li & Keng	father, friendly, amiable

4.2 Plant names related to environmental aspects

As western-trained scientists learn about plant/animal interactions that are recognized and named by indigenous peoples, they can test potential hypotheses to clarify the relative degree of connectivity or exclusivity in such relationships (Nabhan, 2000). In Smangus, the names of many plants are related to elements contained in, or represented by, the natural environment. Plant names often describe physical traits of the plant or refer to other types of animals or vegetation associated with it. The meanings of certain tree names are drawn from an observed relationship between the natural environment and humans, often from a very insightful understanding of natural processes. The Smangus people maintain a traditional relationship with their natural resources, including plants, as they view themselves as members of an integrated natural community.

We have our own ways of naming places and plants. We call this place "Raga" (Liquidambar formosana), because there are many Raga there. The Tayux is a kind of landform that has a gradually sloping crest line. Therefore, we call this place "Tayux raga".

—Smangus villager—

For example, Yaba qprung mhway means a tree that is huge (Chamaecyparis formosensis Matsum) but it also means "*plenty*" since this kind of tree always grows in clusters. Pqowun is the name of a tree (Pinus morrisonicola Hayata) but is also the name of a flying squirrel which eats only Pqowun nuts. Such perceived differences in flora and its connection with a single ecologically variable species is a critical reason that ecological interactions should not simply be looked at within one locality alone or through the lens of just one cultural community (Nabhan, 2000). As Nabhan (2000) says: "*Ethnobiologists should not confine themselves to taxonomic inventories, but should devote more time to eliciting and testing ecological knowledge from folk practitioners*".

DISCUSSION

There is an important opportunity for the people of the Smangus to link tourism development with their TEK. As we have documented above, this aspect of TEK creates an important pathway towards the economic development of unique ecotourism opportunities. How might the TEK be best incorporated into indigenous ecotourism in order to prevent the loss of knowledge that has been passed down from one generation to the next? Furthermore, how might they benefit from the new applications? The Smangus tribe represents an exception to TEK applications in ecotourism activities. For the village, tourism is not something coming from the outside. It is emerging from the groups themselves as a means to survive, as Tuulentie (2006) has shown. It must be viewed as the first step in an ongoing process of involving aboriginal people and incorporating their inherent knowledge into ecotourism assessment and management.

The Smangus' TEK has three interrelated levels and can be drawn by different structural components. Figure 2 shows the three levels of analysis as concentric ellipses. First, based on the Smangus elders, there is their plant TEK which is seldom used in contemporary life. This level of knowledge was the prototype of their TEK and is embedded with material and didactic characteristics. At the second level of analysis, there is a strategy to re-apply and advance TEK, including teaching materials for children and tourists. The third level of analysis is the worldview, which shapes the principle of ecotourism development and is no doubt renewing the application of TEK as well. Moreover, a higher level of TEK means that it becomes more spiritual and communication-based.

Both the Smangus people and scholars (Berkes, 1999; Turner et al., 2000) acknowledge that TEK is contextual, dynamic and continually being revised. "*We did not have any tradition in woodcraft but it doesn't mean that we cannot have it in the future*", a villager involved in the program planning said. In the words of Stevenson (1996, pp. 280), "*aboriginal people possess knowledge and experiences not grounded in traditional lifestyles, spirituality, philosophy, social relations and cultural values*". Furthermore, rather than being forced upon them, the ecotourism development is occurring under the direction of the Smangus tribe. Clear goals were articulated in the ecotourism strategy, including strengthening tribal sovereignty, thriving sustainable ecotourism and transmission of knowledge among both the insiders and outsiders (tourists).

1. The principle of TEK application

This principle relates to the Smangus' beliefs, which control their lives and the development of ecotourism. They have certain obligations to fulfill toward the Gaga (a respectful relationship within the ecological system). Their unique philosophy is illustrated in the following sections.

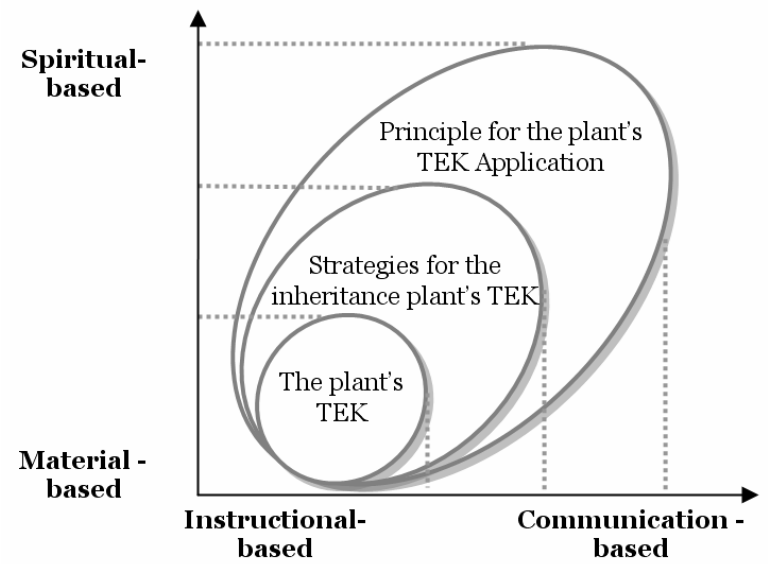

Figure 2. Structural components of the Smangus' plant TEK with its three levels of incorporation into indigenous ecotourism management

1.1. The significance of community consensus

For the Smangus tribe, control was a major component of the ecotourism development project. They proposed how and what was to be developed since funding for the project came primarily from them. Thus, as the project moved forward and the tribe became more excited and involved; its success depended on the participants' enthusiasm. So while control over the pace and scale of what was to be developed rested with the Smangus tribe, they also have the right to choose whether or not these plans could be implemented.

As the ecotourism evolved, there was considerable discussion over who would benefit from it and who would be involved. To avoid conflict and competition, the Smangus developed a collective strategy centered on their traditional communal spirit. With strong leadership, it became apparent that the ecotourism initiative was paying more than economic dividends. Control over the ecotourism development is the focus of building autonomy (Hitchcock, 1993; Colton and Harris, 2007).

1.2. Protection and sustainability

Anderson (1991, pp. 220) discusses how "*geography matters*" when developing tourism activities because of each particular place in the world "*having its own unique mix of political, social, cultural, environmental and economic contexts into which must be woven a comprehensive tourism development strategy*". The Smangus' vision for sustainable ecotourism includes a need for more tourists and additional cultural resources. A clear focus on the involvement of Smangus youth was emphasized to preserve TEK and to instill a sense of pride in the younger generation. Consequently, the elders conduct traditional investigations of their territory and share their knowledge with the youth. Furthermore, the integration of TEK into school curricula and tourism programming is also essential for growth.

In light of environmental pressures, the Smangus believe that there may be negative impacts on their tourism industry and its sustainability. A strong connection to the environment and the need to protect its health in order to have a robust ecotourism was recognized by one interviewee who stated:

We need to protect our landscape, buildings and environment, so the tourists will love getting close to aboriginal natural land. They can enjoy the beauty of the original landscape; this will attract more tourists to come and visit.

—Smangus villager—

1.3. Keeping local knowledge alive

Johnston (2000) indicated that the indigenous people's right to self-determination is central to traditional ecosystem management, which can contribute to ecotourism. The Smangus people see aboriginal ecotourism as a means of providing several benefits, most importantly its ability to preserve and protect knowledge. When developing ecotourism activities, they are essentially gathering ethnobotanical knowledge and, in some cases, reassembling valuable parts of plant wisdom that may have been lost to them. Ecotourism is a means of rebuilding, relearning and reconnecting with traditional ecological knowledge.

From my perspective, the cultural knowledge needs to be practiced at ground level and in daily life. It can't be seen as goods to be put on display. If you do so, the culture merely becomes a memory and is going to disappear. In order to prevent this crisis, our idea is to create a living museum. We must keep the culture alive. We don't want our culture to become a memory.

—Smangus villager—

In addition, interviewees saw preserving their ethnobotanical knowledge and sharing it with tourists as a way of protecting the TEK, an important feature of Smangus ecotourism. Likewise, Colton and Harris (2007) pointed out that tourism development has the potential to preserve, revitalize or even allow some aboriginal people to relearn aspects of their culture. Moreover, involving youth in the tourism development process, where they are exposed to the elders' leadership, is stressed by both researchers (Colton ans Harris, 2007) and the Smangus people.

Taking ownership over dissemination of TEK and being able to tell their own story instead of having someone else tell it on their behalf was also deemed critical by the Smangus. In this regard, the Smangus people developed a collective strategy centered on the revival of traditional religious practices. Based on their communal spirit, *Gaga*, they developed a co-operative model called Tnunan. This system merges the traditional Gaga spirit with modern corporate concepts. All of the tourism facilities are collectively owned by the participants who share in the running of the businesses according to the steering committee's directives. Moreover, Smangus puts the sharing spirit within the interpretation and the actual printed programs that guide the tourists. One interviewee in particular stressed the importance of the sharing spirit, saying:

The sharing spirit is very important to our Atyal group. We want to share our culture and knowledge with the tourists.

—Smangus villager—

2. Strategies for the inheritance of plant TEK

2.1. Imparting knowledge to children

Instead of spending their time in apprenticeship with their elders during hunting, gathering and foraging, both boys and girls are now focusing their time in the schoolroom, learning simple arithmetic, how to read and speak Chinese, and even learning English. This phenomenon reflects the fact that the men and women are no longer looking to the forest to provide them with goods and tools with which to improve their day-to-day lives. Instead, they are focused on learning about hospitality and tourism management, which leads to a decreased knowledge and interest in forest plants. Consequently, there is the

potential to improve the ability of communities and societies to deal with shock and stresses, and better withstand change (Berkes and Turner, 2006). Menzies (2006, pp. 88) noted that TEK can adapt to new environmental, political or economic circumstances and is therefore a tangible practice directly rooted in everyday livelihood activities. Thus the researchers' role is obviously to document knowledge before it is lost.

However, an explicit interest by outside agencies in the preservation and integration of the TEK into the lifestyle being chosen by the Smangus could be an important step in the integration process. Incorporating TEK into school curricula in the form of weaving courses (figures 3 and 4), bilingual storybooks, plant and animal guides, and encouraging the development of cultural centers within the community are several possible strategies that could and should be employed. Such innovative strategies for preserving the TEK are urgently needed because the Smangus people are no longer hidden repositories of traditional knowledge. There is even less room than was previously imagined for complacency in the race to document this knowledge for future generations.

Figure 3. Weaving course with children

Figure 4. Weaving course with adolescents

2.2. Ecotourism as a measure for TEK practice

The Smangus people retain a record of what the resources and land have provided for generations. They are the principle managers of resources who also bear the burden of any negative impacts. Consequently, they must develop unique strategies for adjusting to and accommodating said impacts to continue their direct use of the land and its resources. The tribe intends to ensure an environmental quality such that their traditional pursuits are maintained. Since the vehicle-access road to the outside world was built and the Formosan red cypress trees, known as "*giant trees*", were discovered, indigenous tourism has blossomed and drawn increasing numbers of eco-tourists to the tribe. The tribal people are well aware of the dangers of the erosion of their traditional ecological knowledge. The impact of tourism development and having the children educated far from tribal leaders reduces the TEK's use. In order to preserve their ancient knowledge, they hold activities such as investigating traditional territory and ecotourism programs to educate the younger generations, while still following proper practices and participating alongside tribal ecotourism interpreters.

We went into the forest with tribal elders. They teach me how to make a trap.
—Smangus teenager —

TEK is acknowledged as having a fundamental importance in the management of local resources and in the husbanding of worldwide biodiversity (Turner et al., 2000; Huntington, 2000). Much has been written about the potential benefits of documenting

and applying TEK. Traditional resource management structures can continue to provide effective stewardship for lands and ecosystems which are not yet significantly disrupted by development and all of its related ecological pressures (Wavey, 1993).

Nicholson (1997) discussed different conceptualizations of cultural tourism as they apply to tourism based on the culture of indigenous peoples (Ryan, 2002, pp. 954). Indigenous tourism may be defined as the movement of people desiring cultural stimuli such as study tours, performing arts, cultural tours, travel to festivals, visits to sites and monuments, and folklore that are all associated with indigenous people. Besides, the application of TEK can be used for ecotourism programming and interpretation, in order to enhance the context of eco-tourism or nature-based aboriginal tourism (figures 5 and 6). This combination of interests and activities is ideally suited to the incorporation of TEK into tourism planning and highlighting it as part of the tourist experience (Butler and Menzies, 2007).

Figure 5. Historical interpretation program

Figure 6. Cultural guiding program

CONCLUSION

For the village, tourism is not something coming from the outside. It is emerging from the groups themselves as a means to survive, as discussed by Tuulentie (2006). It should be viewed as the first step in the ongoing process of involving aboriginal people and incorporating their knowledge into ecotourism assessment and management. The Smangus Village acknowledges that TEK is contextual, dynamic and continually being revised. In the words of Stevenson (1996, pp. 280), "*aboriginal people possess knowledge and experiences not grounded in traditional lifestyles, spirituality, philosophy, social relations, and cultural values.*" It also allows the Smangus people to engage in ecotourism development. This is particularly important in the context of tourism planning and development with or by indigenous people (Butler and Menzies, 2007). Recalling Weaver's (2008) assertion that aboriginal ecotourism is frequently used to further political objectives and assert territorial rights, it can be seen that the Smangus do more than this. It can be considered a form of geopolitical resistance, the implicit assertion of territorial rights and their role as ecological stewards. As such, the Smangus may be a model, and perhaps an inspiration, for other colonized peoples seeking to negotiate an ecologically and culturally sustainable future in an era of increasingly aggressive globalization. The Smangus' case suggests a number of perspectives. It is rare to find an ecotourism organization that is community based which is not managed or co-managed by outsiders in Taiwan. As Scheyvens (1999) emphasized, it is important for local communities to have control and share in the benefits of ecotourism initiatives. Ecotourism should promote both conservation and development at the local level; the Smangus are one of those rare examples since it was initiated and managed exclusively by

them. It involves tourism revenue sharing, in the form of scholarships, operational grants for the tribe, and local employment, all of which are designed in accordance with traditional Smangus communalism. Also, it has been suggested that TEK systems and institutions can serve as entry points into sustainable natural resource utilization and management. This could be achieved through the exploration of the local people's cultural practices and integrating useful aspects into modern natural resource management.

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ASPECTS CONCERNING SOME OF THE GEOMORPHOSITES WITH TOURIST VALUE FROM VÂLCEA COUNTY (ROMANIA)

Viorel ILINCA
Geological Institute of Romania, 1 Caransebeş Street, Bucharest, Romania.
e-mail: ilincaviorel@yahoo.com

Laura COMĂNESCU*
University of Bucharest, Faculty of Geography, 1 Nicolae Bălcescu Avenue, Bucharest, Romania.
e-mail: lauracomanescu@yahoo.com

Abstract. The paper is dealing with geomorphosites and tries to evaluate them from a selected area. Based on an assessment formula, we selected geomorphosites from the northern Vâlcea County. The method evaluates the touristic value and takes into account four values: scenic, scientific, cultural and economic. Based on this, we have evaluated almost 30 sites which have a score that ranges between 0.15 and 0.85. Many geomorphosites took high and medium values, but because it is very difficult to reach them or they are not included in touristic paths, the sites are not so much visited. In the end, few geotouristic paths with high density of geomorphosites are lined out.

Key words: geomorphosites, geodiversity, geotourism, cultural geomorphology, geoturism map

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INTRODUCTION

In present days the concept of biodiversity and conservation of biological diversity is a very important issue in the ecological sciences (Primack et al., 2008). As in the last decade the geodiversity concept started to have an important role, papers refer to geodiversity conservation, geotourism, geoparks and geomorphosites, as they are more numerous.

Geodiversity is defined as geological (rocks, minerals, fossils) and geomorphological diversity (relief forms, geomorphic processes) and it also comprises the characteristics of the soil (Gray, 2005). The evaluation of geodiversity takes into account values like intrinsec, cultural, estetic, economic, functional and scientific (Gray, 2004). Geomorphosites can be defined as, "*landform with particular shape and semnificative geomorphic feature, which induces the cultural status*" (Panizza and Piacente, 2003). From this, the cultural geomorphology starts to be outlined as a distinctive discipline of geomorphology, which studies the geomorphic components from an area that gathers landscape features and the interaction with historical, archeological and architectonical sites (Panizza and Piacente, 2003).

* Corresponding author

How do geomorphosites help the tourism development? Many protected areas or national parks appeared due to the valuable species of flora and fauna, but most of the tourists who visit this kind of natural area are interested in landscape, which includes peaks, ridges, bizarre relief, canyons, gorges, caves and others. This is the case of Cozia National Park, which has been declared a protected area especially due to the endemic and rare species of flora, but tourists generally visit geomorphosites as Doabra Snails, Ţurţudanu Peak, Lotrişor Fall, Gardului Fall, Stone Gate, Beţel Falls, taffoni from Doabra and Glodului Valleys (called by the local inhabitans Rock with Holes), Teofil Tower and Olt Gorge.

STUDY AREA

Vâlcea County is located in the central part of Romania (figure 1) and has 5365 km² and it is spread on 110 km length and 70 km wide. Natural landscape, flora and fauna led authorities to declare several protected areas, and consequently today there are two national parks, 29 natural reserves and natural monuments according to the law 5/2000. Besides these, nine sites of community importance, two special conservation areas and three special protected areas (birds protection) where declared in 2007, areas which are part of the Natura 2000 network.

Figure 1. The position of Vâlcea County in Romania

At the level of Vâlcea County, many studies have revealed from one hundred years ago the geologic structure (Mrazec and Murgoci, 1898; Murgoci, 1908; Popescu-Voiteşti, 1915). In present days the major geologic units are relatively clearly delimited and defined with some doubts. Geology and geomorphology vary from north to south.

The eastern sector of the mountains belongs to Danubian Autochthonous generally formed from granite and old sedimentary rocks which were partially metamorphosed during the Mesosoic tectogenesis. The most part consists in crystalline rocks and from tectonic point of view it belongs to Getic Nappe and Supragetic Nappe. The Supragetic Unit is overlapping the Getic Nappe, the contact between them being clearly in Valea lui Stan, where a sedimentary rock package (conglomerates and limestone from Werfenian and Triasic) are caught in the middle and crushed (Lupu et al., 1978). On the surface of

these units a bank of conglomerates, sandstone and breccia from Upper Cretaceous follows (Szasz, 1976).

The Subcarpathians are generally made of soft rocks as conglomerates, sandstone, marls and dacite tuff. From case to case, these layers are folded or contrary, horizontally or monocline. Finally, the Getic Piedmont structure consists in unconsolidated rocks as sand, gravel and clay which in the north part are monocline and as we go south they become horizontal. This distribution of the different kind of rocks from north to south is obviously in the spatial distribution of geomorphosites and its genesis.

The relief has different morphologies directly related with the lithology and geological structure and it was influenced in the geologic past by the changes that have occurred in the climate. For example, at the origin of the Lotru and Latoriţa rivers, during the Pleistocene epoch the glaciers shaped the initial valleys and transformed them into an interesting glacier complex. The landscape consists in glacier cirques and valleys, ridges, pyramidal peaks and steep slopes (Ilinca, 2010). In the karst area as Târnovu Mountain, Găuri Mountain and few sectors from Latoriţei ridge were formed by many types of microrelief endokarst and exokarst. In the Lotrului and Căpăţânii Mountains, on the area where cretacious rocks occur (conglomerates, brecia and sandstone) the relief became interesting, because there are many cliffs which people associated with something from the nature, for example Doabra Snail.

INVENTORING THE GEOMORPHOSITES – A KEY TO DEVELOPMENT OF TOURISM

In the Vâlcea County geomorphosites take the first place in terms of tourists' interest. Our case study is extended especially on the northern part of the Vâlcea County, and includes both mountain and hilly region. We selected many sites from Lotru hydrographic basin, Cozia Mountains and Subcarpathians. The karst area from the Buila-Vânturariţa Ridge was excluded due to geomorphosites' density. A database was created and includes fields with name, exact position, administrative unit, geomorphological unit, type, lithology and rock age and if they are included or not into a protected area.

We count both notorious and almost unknown geomorphological sites and classify them according to the genesis. Many interesting but almost unknown geomorphosites were labeled because of the high importance they may have to the tourism development. Also the distance from the nearest settlement or road is very important when we are dealing with tourists, because this influences the category of people that are capable from physical point of view to reach that target. For example, a geomorphosite located at 5 km distance from the nearest road is very easily reached by a young man while for an old man over 70 it is almost impossible to get to it.

The inventoried sites have different genesis, many of them being formed under lithological or differential erosion (Doabra Snaill, Pyramids from Stăcioiu Valley and Slătioara) and limestone dissolution (Târnovu Stone, Milky Cave, Găuri Cave) all mentioned before in other materials (Niculescu, 1955; Iancu, 1970; Ploaie, 1983). What is interesting is the genesis of "*Trovanţii*" from Costeşti, for which some geologists (Ţicleanu et al., 2003) suggested the paleoseismic origin.

VALUING THE GEOMORPHOSITES (GEOMORPHODIVERSITY)

Many of the papers that are dealing with geodiversity and geomorphodiversity and try to assess their values, are speaking about the same characteristics which must take into account: intrinsic, aesthetic, cultural, economic, scientific and educational value (Gray, 2004). Those values are difficult to weight, because there is not an objective reason to do that (Pralong, 2005).

The aesthetic or scenic value is the most important attribute of the geomorphosites for tourists, as because of them it may or not become a tourist attraction. Therefore, the

geomorphosites must meet some features: rareness, originality, hugeness, imposing or ressembling a common object or being, in our case giant snail or small pyramids.

The scientific value of the site is generally important for a small group of researchers, but it is necessary to evaluate and protect them because they can tell stories about Earth history. In our case bad-lands from Stăncioiului Valley can be a laboratory for students that want to learn about geomorphological processes. Also, Trovanţii from Costeşti can reveal the environment and factors that cause their formation. According to Ţicleanu et al. (2003) the factor that leads to the trovanţi formation is a paleoseismic one, so if we identify this rock eggs and relate them to the geologic formation age, we can reconstruct the paleoseismic events.

Cultural and historical values refer to the historical and archeological discoveries directly related to a particular geomorphosite, but also refer to legend within which the site plays an important role. For example, at the Milky Cave entrance, there were found the oldest ceramic fragments from the Lotrului Valley, which belong to the Neolithic Age (Bardaşu and Simeanu, 1973; Petre-Govora, 1976). So, if the cave is only 22 m length and conserves very small pariental flow, it has a very high importance due to its role in the human history on this area. As regards legends or mythology, the Cozia Peak occupies a top spot, because some historians link this mountain with Dacians' Sacred Mountain, called Kogaion.

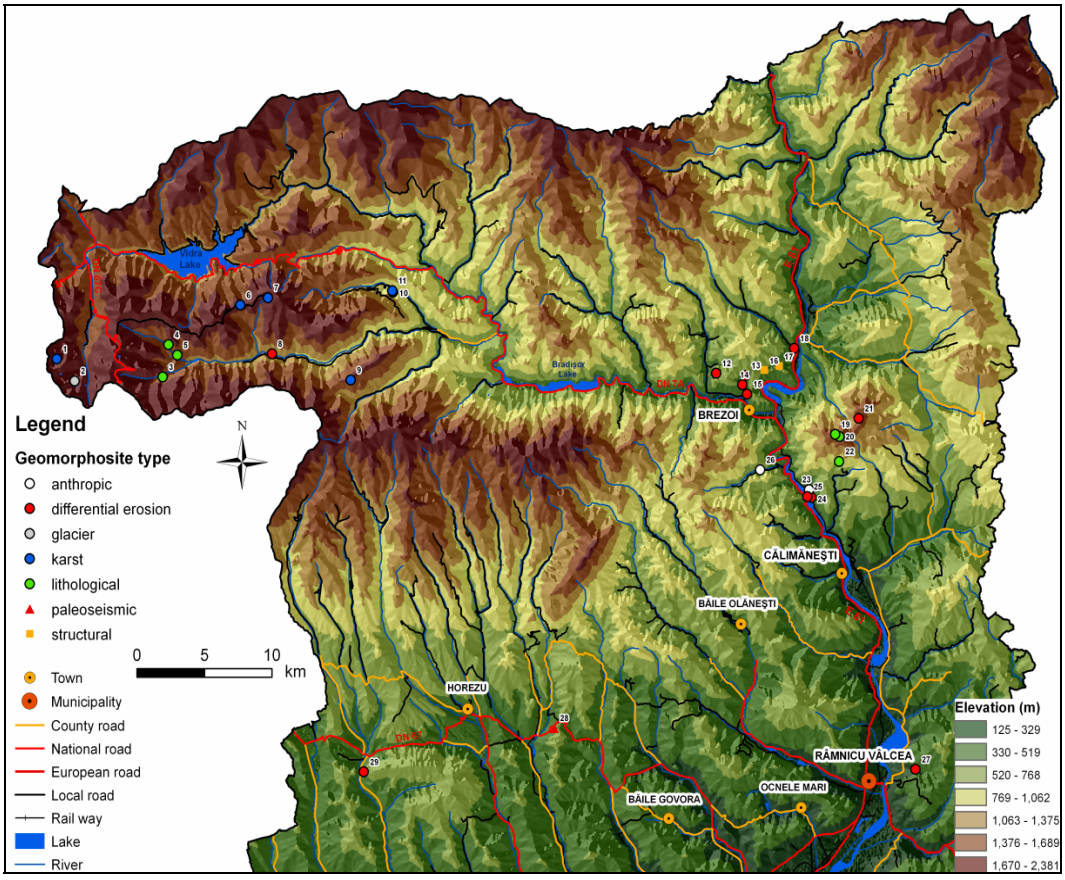

Figure 2. Spatial distribution of the selected geomorphosites related with their genesis.
The anthropic type refers to man made sites, which were carved in the rock. Site number 24 represents in fact a place with two monk cells, carved in a hard and massive sandstone and site number 25 is a waterfall made from economic reason (the water stream was diverted into a tunnel and on the old riverbed people built a road to transport the timber harvesting). The names of geomorphosites are listed in the table 1.

Table 1. The selected geomorphosites from Vâlcea

No.	Geomorphosite name	T.A.U.	Geomorpho-Logical unit	Type	Lithology/age
1.	Găuri Cave	Voineasa	Parâng Mts.	P	Crystalline limestone/Paleozoic
2.	Gâlcescu Cirque	Voineasa	Parâng Mts.	A	Granite/Precambrian
3.	Boroncioaia Fall	Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
4.	The Stone with Holes	Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
5.	Moara Dracilor Fall	Voineasa	Parâng Mts.	P	Granite/Precambrian
6.	Pietrile Peak	Voineasa/ Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
7.	Turcinu Portal	Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
8.	Hanged Water Fall	Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
9.	Târnovu Stone	Malaia	Căpăţânii Mts.	P	Crystalline limestone/Paleozoic
10.	Milky Cave	Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
11.	Milky Cave Portal	Malaia	Latoriţei Mts.	P	Crystalline limestone/Paleozoic
12.	Stone with taffoni (Glod Valley)	Brezoi	Lotrului Mts.	P	Conglomerates, brecia, sandstone/Senonian
13.	Stone with taffoni (Doabra Valley)	Brezoi	Lotrului Mts.	P	Conglomerates, brecia, sandstone/Senonian
14.	Doabra Snails	Brezoi	Lotrului Mts.	A	Conglomerates, brecia, sandstone/Senonian
15.	Ţurţudanu Peak	Brezoi	Lotrului Mts.	P	Conglomerates, brecia/Senonian
16.	Beţel Fall 1	Brezoi	Lotrului Mts.	P	Conglomerates, brecia/Senonian
17.	Beţel Fall 2	Brezoi	Lotrului Mts.	P	Conglomerates, brecia/Senonian
18.	Needles Rock (Călineşti Valley)	Brezoi	Lotrului Mts.	P	Conglomerates, brecia/Senonian
19.	Lotrişorului Ridge	Brezoi	Cozia Mts.	P	Gneiss/ Upper Precambrian
20.	Cozia Peak	Brezoi/ Călimăneşti / Sălătrucel	Cozia Mts.	P	Gneiss/Upper Precambrian
21.	Stone Gate	Brezoi	Cozia Mts.	P	Gneiss/ Upper Precambrian
22.	Gardului Fall	Călimăneşti	Cozia Mts.	P	Gneiss/ Upper Precambrian
23.	Sanctum from Turnu Monastery	Călimăneşti	Cozia Mts.	P	Massif limestones/Senonian
24.	Teofil Tower	Călimăneşi	Cozia Mts.	P	Gneiss/ Upper Precambrian
25.	Traian Emperor Table	Călimăneşi	Cozia Mts.	P	Gneiss/ Upper Precambrian
26.	Lotrişor Fall	Călimăneşti	Căpăţânii Mts.	P	Upper Precambrian
27.	Pyramids from Stăncioiului Valley	Râmnicu Vâlcea	Vâlcea Subcarpathians	P	Sand and gravel/Miocene
28.	"Trovanţii" from Costeşti	Costeşti	Vâlcea Subcarpathians	P	Sand/Pliocene
29.	Pyramids from Slătioara	Slătioara	Vâlcea Subcarpathians	P	Sand and gravel/Miocene

Note: T.A.U. = Territorial Administrative Unit; P = punctual; A = areal.

The social and economic values refer to the benefit of the local community. Foster (1997) remarks that people have attempted to put a financial value on geodiversity. Besides their beauty, geomorphosites have nothing to do with purely economic sector. However, geomorphosites have an economic value because in many parts of the world they are profit-making, due to the tourists which pay a ticket to see a particular and interesting geomorphosite. An interesting example from the world is the platform from Grand Canyon ("*Skywalk*"), which allows tourists to step on more than 20 m and have an overview of the landscape.

To evaluate the importance of geomorphosites from an area, we use the method described by Pralong (2005). The method is used to evaluate the tourist value (V_{tour}) of each geomorphological site according to the following formula:

$$V_{tour} = (V_{sce} + V_{sci} + V_{cult} + V_{eco}) / 4,$$

where:
V_{sce} = scenic or aesthetic value, V_{sci} = scientific value, V_{cult} = cultural and historical value, V_{eco} = social/economic value.

The method described above and others were recently used to evaluate many geomorphosites from Romania (Comănescu et al., 2009; Comănescu and Dobre, 2009). Some of the geomorphosite characteristics are given in the table 1 and the score obtained for each geomorphosite is shown in the table 2.

Table 2. Scoring the geomorphosites

No.	Geomorphosite name	Scenic value	Scientific value	Cultural value	Economic value	Global value
1.	Găuri Cave	0.2	0.4	0	0	0.15
2.	Gâlcescu Cirque	1	1	0.5	0.5	0.75
3.	Boroncioaia Fall	0.75	0.1	0	0	0.2125
4.	Stone with Holes	0.1	0.2	0	0	0.075
5.	Moara Dracilor Fall	0.75	0.1	0	0	0.2125
6.	Pietrile Peak	0.5	0.25	0.25	0.25	0.3125
7.	Turcinu Portal	0.5	0.4	0	0	0.225
8.	Hanged Water Fall	0.75	0.75	0	0	0.375
9.	Târnovu Stone	1	1	0.4	0.4	0.7
10.	Milky Cave	0.3	0.25	1	0	0.3875
11.	Milky Cave Portal	0.3	0.25	1	0	0.3875
12.	Stone with taffoni (Glod Valley)	0.5	0.75	0	0	0.3125
13.	Stone with taffoni (Doabra Valley)	0.6	0.8	0	0	0.35
14.	Doabra Snails	0.8	0.8	0.5	0.25	0.5875
15.	Ţurţudanu Peak	1	0.5	1	0.25	0.6875
16.	Beţel Fall 1	0.7	0.2	0.2	0	0.275
17.	Beţel Fall 2	0.8	0.2	0.2	0	0.3
18.	Needles Rock (Călineşti Valley)	0.6	0.2	0.2	0	0.25
19.	Lotrişorului Ridge	0.6	0.5	0	0	0.275
20.	Cozia Peak	1	0.5	0.75	0.75	0.75
21.	Stone Gate	1	0.8	0.8	0.8	0.85
22.	Gardului Fall	0.8	0.5	0.5	0	0.45
23.	Sanctum from Turnu Monastery	0.75	0.1	1	0	0.4625
24.	Teofil Tower	0.75	0.75	0.75	0	0.5625
25.	Traian Emperor Table	0.5	0.15	0.75	0	0.35
26.	Lotrişor Fall	1	0.25	0.25	0.25	0.4375
27.	Pyramids from Stăncioiului Valley	1	1	0	0	0.5
28.	"Trovanţii" from Costeşti	1	1	0.5	0.5	0.75
29.	Pyramids from Slătioara	0.4	0.6	0	0	0.25

From all these sites the most visited are: Trovanţii from Costeşti, Gâlcescu Cirque, Cozia Peak, Gardului Fall, Sanctum from Turnu Monastery (figure 3) because they are very known from touristic guidebooks but also the difficulty to reach them is not so high. A lot of sites can be easily observed from cars like many sites located along Olt Gorge. In the opposite side, there are many sites that are visited only by the passionate tourists who

have also a good physical condition, a good touristic map but also small, but very interesting sites that benefit of no advertising. We can cite here Doabra Snails, many walls with taffoni and honeycomb and many huge falls (figure 4).

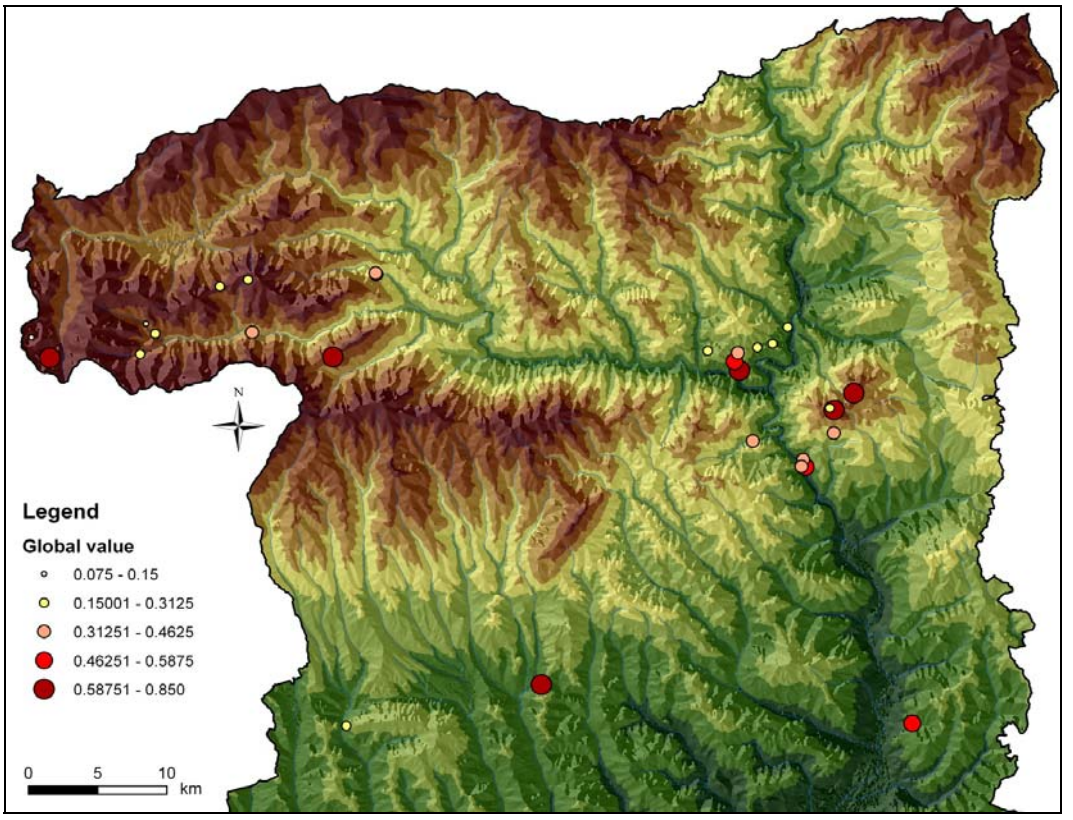

Figure 3. The global index of the selected geomorphosites

Many of the selected sites are integrated into a protected area, and only eight sites fall outside protected areas. Few of them are very fragile and ephemeral shapes that in the case of Pyramids of the Stăcioiului Valley, which is in fact an area with very interesting bad-lands, fored in the two kinds of unconsolidated rock.

Figure 4. Doabra Snails and Stone with taffoni

A similar criteria to evaluate geomorphosites was developed by Reynard et al. (2007) who propose two values sets: scientific and additional (cultural, economic, aesthetic and ecological value). The method is much more comprehensive than others and allows quantifying almost all values associated with geomorphosites and clearly differentiates between scientific value and other values. In the table 3 and 4 there are shown the scores resulting from the application of this method.

Table 3. Geomorphosite assessment according to Reynard et al. (2007) method – scientific value

No.	Geomorphosite name	Scientific value				
		Integrity	Represen-tation	Rarity	Paleo geographical value	Total
1.	Găuri Cave	1	0.75	1	0.5	0.81
2.	Gâlcescu Cirque	1	1	0.75	0.75	0.88
3.	Boroncioaia Fall	1	0.5	0.75	0.1	0.59
4.	Stone with Holes	1	0.25	0.1	0.25	0.4
5.	Moara Dracilor Fall	1	0.6	0.5	0.1	0.55
6.	Pietrile Peak	1	0.4	0.2	0.1	0.43
7.	Turcinu Portal	1	0.5	0.5	0.2	0.55
8.	Hanged Water Fall	1	0.5	0.5	0.2	0.55
9.	Târnovu Stone	1	0.8	0.6	0.2	0.65
10.	Milky Cave	1	0.5	0.2	0.5	0.55
11.	Milky Cave Portal	1	0.5	0.5	0.5	0.63
12.	Stone with taffoni (Glod Valley)	1	0.8	1	0.7	0.88
13.	Stone with taffoni (Doabra Valley)	1	0.8	1	0.7	0.88
14.	Doabra Snails	1	1	1	0.8	0.95
15.	Ţurţudanu Peak	1	0.7	0.5	0.8	0.75
16.	Beţel Fall 1	1	0.5	0.25	0.1	0.46
17.	Beţel Fall 2	1	0.5	0.25	0.1	0.46
18.	Needles Rock (Călineşti Valley)	1	0.5	0.25	0.25	0.5
19.	Lotrişorului Ridge	1	0.4	0.25	0.5	0.54
20.	Cozia Peak	1	0.6	0.1	0.75	0.61
21.	Stone Gate	1	1	1	0.75	0.94
22.	Gardului Fall	1	0.7	0.25	0.25	0.55
23.	Sanctum from Turnu Monastery	1	0.8	0.75	0	0.64
24.	Teofil Tower	1	0.3	0.1	0.25	0.41
25.	Traian Emperor Table	1	0.3	0.1	0.2	0.4
26.	Lotrişor Fall	1	0.1	0	0	0.28
27.	Pyramids from Stăncioiului Valley	1	1	1	0.5	0.88
28.	"Trovanţii" from Costeşti	1	1	1	0.75	0.94
29.	Pyramids from Slătioara	1	0.5	0.75	0.5	0.69

Scientific value is ranging between 0.28 and 0.94. For "*integrity*" all geomorphosites receive a maximum score because the most part of them is integrated into a protected area or because that specific site is in a good state of preservation due to the isolation or heavy accessibility. "*Representation*" and "*rarity*" scores greatly vary due to the nature of the sites. For example a cliff with many taffoni took high score because this kind of forms is only a few in the surface of county and relatively rare in the country. Although the Lotrişor Fall is visited annually by many tourists, the site has a very low score at this sub-criterion, because it is a man-made waterfall.

In terms of additional value the "*aesthetic value*" is by far the highest rated sub-criteria, generally for most geomorphosites. The other sub-criteria have very low scores. The Sanctum from Turnu Monastery is the only one site which was scored because it is the single site with religious importance.

a b

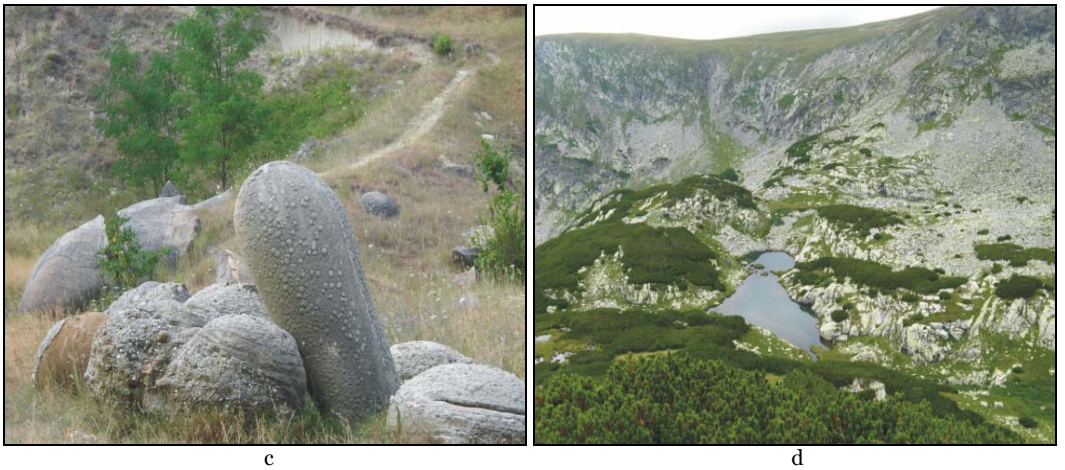

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Figure 5.
a) Țurțudanu Peak – the Brezoi town icon; b) Pyramids from Stăncioiului Valley;
c) Trovanții" from Costești; d) the upper level from the Gâlcescu cirque;
e) Moara Dracilor Waterfall; f) Stone Gate; g) Hanged Water Fall.

Tabel 4. Additional value of the geomorphosite

No.	Geomorphosite name	EV	AV	Cultural value				
				R	H	AL	GH	Ec
1.	Găuri Cave	0	0.5	0	0	0	0.5	0
2.	Gâlcescu Cirque	1	1	0	0	0	1	0.5
3.	Boroncioaia Fall	0	1	0	0	0	0	0.2
4.	Stone with Holes	0	0.2	0	0	0	0	0
5.	Moara Dracilor Fall	0	1	0	0	0	0	0.25
6.	Pietrile Peak	0.5	0.75	0	0.25	0	0	0.25
7.	Turcinu Portal	0	0.5	0	0	0	0	0
8.	Hanged Water Fall	0	1	0	0	0	0	0.5
9.	Târnovu Stone	1	1	0	0	0	0	0.25
10.	Milky Cave	0.5	0.75	0	1	0	1	0
11.	Milky Cave Portal	0	0.75	0	1	0	1	0
12.	Stone with taffoni (Glod Valley)	0	1	0	0.25	0	0	0
13.	Stone with taffoni (Doabra Valley)	0	1	0	0.25	0	0	0
14.	Doabra Snails	1	1	0	0.25	1	0	0.25
15.	Ţurţudanu Peak	1	1	0	0.25	1	0.5	0.25
16.	Beţel Fall 1	0	1	0	0	0	0	0
17.	Beţel Fall 2	0	1	0	0	0	0	0
18.	Needles Rock (Călineşti Valley)	0.5	1	0	0	0	0	0
19.	Lotrişorului Ridge	0.5	0.8	0	0	0	0	0
20.	Cozia Peak	1	0.8	0	0	1	0	0.75
21.	Stone Gate	0	1	0	0	0	0	0.5
22.	Gardului Fall	0	1	0	0	0	0	0.75
23.	Sanctum from Turnu Monastery	0	1	1	1	0.25	0	1
24.	Teofil Tower	0.1	0.75	0	1	0	0	0.5
25.	Traian Emperor Table	0	0.2	0	1	1	0	0.2
26.	Lotrişor Fall	0	1	0	0.25	0	0	0.5
27.	Pyramids from Stăncioiului Valley	0	1	0	0	0	1	0.25
28.	"Trovanţii" from Costeşti	0	1	0	0	0	1	0.75
29.	Pyramids from Slătioara	0	0.75	0	0	0	0.25	0.1

Note: EV = Ecological value; AE = Aesthetic value; R = Religious; H = Historical; Artistic literature = AL; GH = Geohistorical; Ec = Economic.

CONCLUSIONS

Geomorphosites have a huge impact on tourist perception. Even if they do not have the same status as biodiversity, the geodiversity components have an important role to the tourism development. Therefore, it is very important to know all interesting geomorphosites, map and include them in the tourist routes. Thematic geotouristic paths based on geomorphosites can be created where high density exists. One thematic path can be created nearly to the Brezoi town, which can include Doabra Snails – Stone with taffoni from Dobra Valley and Stone with taffoni from Glod Valley. A variant of this route can link these geomorphosites with those from Beţele and Călineşti Valley. Two similar paths, part of them are marked tourist route, can be developed in the upper valley of the Lotru as in the upper valley of the Latoriţa. This generally includes traces of glacial landscape, karst and many waterfalls.

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SOME EXEMPLES OF NATURAL HAZARDS AFFECTING GEOSITES AND TOURIST ACTIVITIES

Dorina Camelia ILIEŞ[*]
University of Oradea, Department of Geography, Tourism and Territorial Planning - CSAT, 1 University St., 410087, Oradea, Romania, e-mail: iliesdorina@yahoo.com

Olivier DEHOORNE
Université des Antilles et de la Guyane – CEREGMIA, Campus de Schoelcher, B.P. 7209, Martinique, France, e-mail: dehoorneo@gmail.com

Alexandru ILIEŞ
University of Oradea, Department of Geography, Tourism and Territorial Planning – TSAC, 1 University St., 410087, Oradea, Romania / University of Gdansk, Department of Geography and Regional Development, 4 Bazynskiego st., 80-952 Gdansk, Poland, e-mail: ilies@uoradea.ro

Abstract: Tourist activity and tourist destinations can be affected by natural disasters: e.g. volcanic eruptions, seismic events, landslides, avalanches for mountain tourist destination, high waves and intense precipitations, hurricanes for costal areas etc which can substantially modify the geomorphologic landscape of a certain region. The physiological and behaviorist studies are required in order to understand the "*fear of risk*" for „*no-escape*" natural disasters destinations and how it influences the choice of a tourism destination. It may be also noticed the possible positive effect of natural hazards on heritage, can unearth old archeological remains which had been undiscovered.

Key words: natural hazards, heritage, tourist destinations, negative and effects and positive effect

* * * * * *

Natural hazards e.g. volcanic eruptions, seismic events, landslides, avalanches in the high mountain regions, high waves and intense precipitations, hurricanes for coastal areas etc. can affect tourist activities and tourist destinations and also can substantially modify the landscape of a certain region. The paper will present some examples of natural hayards affect geosites and tourist activities and tourist destinations in negative and pozitive way (Ilieş, 2010).

Seismic activity can engender the destruction of material goods, sometimes affecting cultural, historical or archeological sites. For example, the "*Colossus of Rhodes*" (Greece) the impressive statue of the Greek God of the Sun, Helios, classical antiquity period built, towering for more than 56 years over the harbor entrance; apparently, the statue was destroyed as a consequence of an earthquake in 225 B.C.

Concerning the remains of the *ancient city of Callatis* (6th century B.C.) the

[*] Corresponding author

researches conducted recently has found evidence that the ancient stronghold and its harbor stretch over 2 miles at sea[1] are most probably found on the sea bed of the Black Sea, as the city sunk near Mangalia, Romania. The remains of the fortress should corresponds (Badea, 2010) to the subsidence process characterized by values of 0.3 – 0.4 m/century, cummulated for the almost 15 centuries, takind into account that "*the faults - especially the main ones and those that structurally delimitate the Southern Dobroudja Tableland - will always be reactivated, defining this tableland as a horst, in relation with the neighbouring units from the north towards the south*" (Badea, 2010, pp. 7) and confirms the hypothesis of the disappearance of the settlement as a consequence of the *neotectonic process and seismic activity*.

In 1953, in the area surrounding Mount Ruapehu (the oldest national park of New Zealand) after the *volcanic eruption*, *a lahar* destroyed a railway bridge and derailed a train at Tangiwai, causing the death of over 150 people. Recently, a ski field was opened near the cone of Ruapehu volcano (in 1987, the tourist capacity of the field was of approx. 20 000 skiers/hour and reached 40000 skiers/hour in 2004). In September 1995 and August 1996, the volcano threw out ash on a radius of 250 km and on the 23rd September 1995, a "*lahar crossed the ski slop*", only meters away from the ski-lift installation which was "*stopped for a short period of time…right before the event*"[2]. These events had a negative impact by: decreasing the number of tourists, losses registered by airline companies, damages/destruction of the infrastructure etc.

By introducing a great amount of energy into the slope system, earthquakes can *trigger landslides*, *collapses, tumbling rocks* etc. which can substantially modify the geomorphologic landscape of a certain region. Such was the case in the *Lavini di Marco landslide, in Italy* (fig.1 a, b) described by *Dante Alighieri* in his *Divine Comedy* as follows: (in translation) "*Over the edge, an enormous rock slide led down through a desolate mountainous terrain that was appalling to see. It resembled the lifeless slope of stone that tumbles down to the left bank of the River Adige, all of the way to Trent, the result of some massive earthquake*."[3]

Figure 1a and 1b. Landslides from Lavini di Marco, Italy
(foto: D. Castaldini)

In what concerns coastal areas (Snoussi et al. 2009, Teixeira, 2006) we can offer as an example the tourist resort Villafranche sur Mer, on the French Riviera (France), included on UNESCO's list of Mediterranean architectural heritage. The commune was founded in the XIIIth century by Charles II, Duke of Anjou and is notable due to its unique tourist sites such as the frescoes of Saint Peter's Chapel which were restored by Jean

[1] *http://www.romanialibera.ro/a170497/orasul-antic-de-sub-marea-neagra.html*
[2] *http://en.wikipedia.org/wiki/Mount_Ruapehu*
[3] *Inferno, 12, 6*

Cocteau (Panizza, 2005, Panizza and Piacente, 2005, Panizza and Piacente, 2008). The *geomorphologic hazards of this coastal area are related to submarine erosion as well as to significant landslides which affect the inhabited areas* and can generate risks. Other hazards are related to *high waves and intense precipitations* which can generate floods. On 25 and 26th August 2002, apart of the resort's citadel was destroyed. The number of tourists visiting this area is large and the preventive measures which were taken have decreased their impact on the environment. A preservation project of naval archeology is also being implemented. The commune's restoration project is designed according to environmental and traditional elements. In the coastal area of Portofino National Park (Italy) Brandolini et al., 2006 analyzed the types of natural processes, the rock substrate, the meteorological conditions etc, which can affect tourists and this tourist destination. Other than these elements which concern the "*infrastructure*", tourist vulnerability (tourist influx, existing infrastructure etc.) and the types of visitors (gender, level of education, physical training, equipment) are also being studied. *Geomorphologic hazards and the tourist vulnerability are common to highly tourist populated bays*, the promontories of which are susceptible to *slope instability phenomena*. Thus, the fragmentation of *rock masses can lead to collapses and slopes can endanger climbers* as failure layers can appear. These, along with tourist vulnerability (lack of adequate equipment, narrow tourist routes, lack of proper signalization) can lead to numerous accidents. The geomorphologic dynamic of the area is characterized by *physical features and processes* influenced by *gravitation, water flow in the slopes and by the activity of the sea*. The mentioned authors have drawn up the map of geomorphologic risk for the area of tourist routes in coastal Portofino Natural Coastal Park (figure 2).

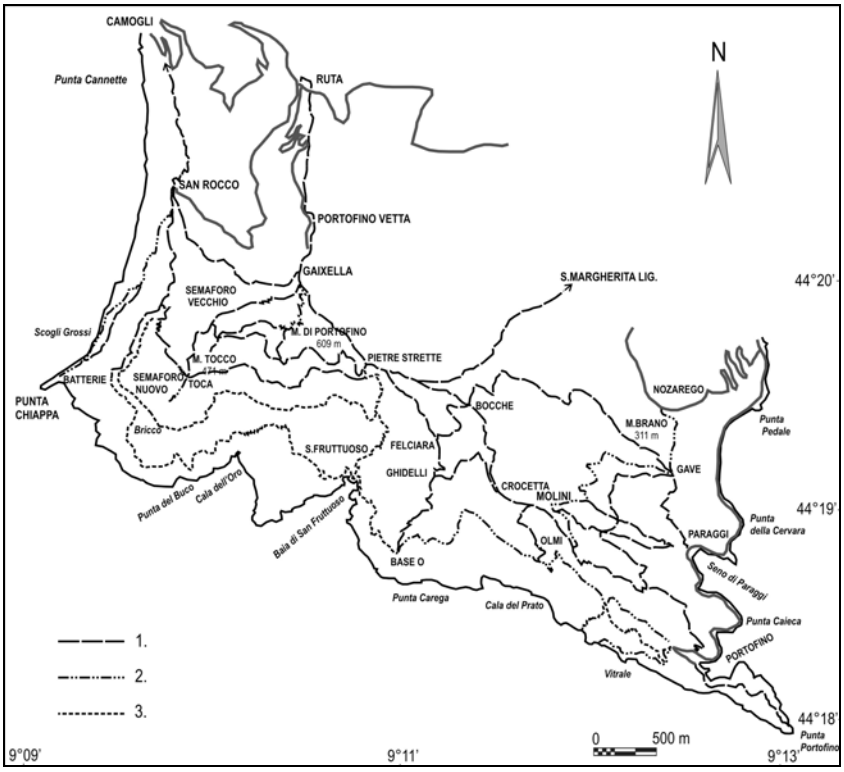

Figure 2. The map of geomorphologic risk for the Portofino (Italy) coastal National Park routes: 1. Area presenting a minim risk; 2.Area of medium risk; 3.Area presenting a high risk.
(Source: Brandolini et al., 2006, 569)

In Martinique, hurricanes „*Dean*" (figure 3) and „*Ivan*" (figure 4) destroyed the beach and the berm due to the force of the waves they engendered in 2008.

The natural hazards for *high altitude areas* (e.g.: Switzerland) is most useful as it highlights the slopes which present a higher *risk of avalanches, ice accumulation, collapses*, *floods* caused by glacial lakes overflows, ice melting, ice avalanches, glacier melting, combinations and variations of these as well as chain-events corresponding to these phenomena (Eitzinger and Wiedemann, 2007). Examples: *floods caused by the melting of ice* (a volume of over 3 m^3, speeds reaching more than 40.000 mc/s on distances of 1200 km); *torrent activity* etc. Also in high altitude mountain areas, glacier-related hazards and permafrost can damage the tourist infrastructure due to floods etc. (Kaab et al., 2008). All of these represent an important data source which can be used in territorial planning and tourist administration.

Figure 3. The consequences of „Dean" hurricane in Martinique, France (foto: O. Dehoorne, 2008)

Figure 4. The consequences of „Ivan" hurricane in Martinique, France (foto: O. Dehoorne, 2008)

Several „*no-escape*" natural disasters destinations (Huan et al., 2004) can be pointed out. One is the powerful earthquake, 7.6 on the Richter scale intensity, witch affected Taiwan (a fashionable tourism destination) in year 1999 (was so called "*the earthquake of the century*") and grave damaged local tourism. Thus, physiological and behaviorist studies are required in order to understand the "*fear of risk*" and how it influences the choice of a tourism destination perceived as bearing the risk of a "*no-escape*" natural disaster.

For exemple in high altitude mountain areas, the modifications of the volume of ice determine major changes of the landscape. The geosites created by glaciers (ex: moraines, ice tongues etc.) suffer a rapid degradation due to natural processes and to the impact of some tourist activities. The peri-glacial and pro-glacial areas are characterized by phenomena of instability: landslides, collapses etc. The intensification of the phenomena involving material dislocation can also increase the difficulty of following touristic routes. The morphological changes which may occur demand the preservation of pre-established itineraries. These are to be modified only if they become impassable or if they no longer correspond to a certain type of activity.

The limits of *Marlet Glacier of Val Solda* (Alto Adige, Italy) (Pelfini and Bozzoni, 2008), are a useful example in this paper case, as they are permanently undergoing volumetric transformations of the glacier, which determines modifications of the tourist routes. Geomorphological sites of this type can suffer degradation processes (as is the case of blade-like moraines which can be negatively impacted by tourism). „*Debris flow*" and „*mud flow*" processes which affect moraines have hindered access to the glacier, consequently modifying the tourist classification of the itinerary from tourists` route to

alpine itinerary. Snow avalanches affect tourism (snowboarders, skiers) but also public transportation corridors (e.g.: western Canada) (Stethem et al., 2004). Therefore, there is a need of anticipating avalanches, of studying the relationship between forests and avalanches as well as the impact of climatic changes over the forming of avalanches etc. The mapping of areas which are susceptible to avalanches also proves useful, providing the risk map of the massif.

Mara and Vlad, 2008, 184, noticed also the *positive effect* of natural hazards on patrimony, as these can unearth old archeological remains which had been undiscovered as they had been buried under thick deposits of sediments, as is the case of *Scythia Minor* (Dobrogea, Romania). *Exogenous factors, erosion, corrosion and hydro-meteorological* natural hazards (floods and droughts) can contribute to the unearthing of important historical and archeological vestiges. Thus, in 2003, the low water level of the Danube allowed archeologists to conduct investigations in the southern area of a Byzantine fortress which was normally submerged. While 1973 research had discovered in this location wood remains which probably belonged to a ship repair dock, the 2003 drought revealed the in river bed, in situ, the wooden foundation of a structure belonging to the city's fortification walls (figure 4) which was covered by a slate of limestone shaped as bricks, manually handcrafted and originating from a nearby quarry. The technique used for its manufacturing is extraordinary, the above mentioned authors finding it unique for Byzantine constructions on instable and flooded terrain.

CONCLUSIONS

The paper surprise some examples of natural disasters can affect the heritage, tourist activity and tourist destinations. Seismic activity can engender the destruction of material goods, sometimes affecting cultural, historical or archeological sites. Alpine tourist destinations which specialize in skiing can be affected by storms, avalanches etc. The geomorphologic hazards of this coastal area are related to submarine erosion as well as to significant landslides which affect the inhabited areas and can generate risks. These events had a negative impact by: decreasing the number of tourists, losses registered by airline companies, damages/destruction of the infrastructure etc. But it is also noticed the possible positive effect of natural hazards on heritage, which can unearth old archeological remains which had been undiscovered. All of these represent an important data source which can be used in territorial planning and tourist administration

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TOURIST ASPECTS OF ASSESSING LANDSCAPE CHANGE

Réka Kata BODNÁR*
University of Debrecen, Faculty of Science and Technology, Department of Landscape Protection and Environmental Geography, H-4032 Debrecen, Egyetem tér 1. Hungary, e-mail: fyp444@gmail.com

Abstract: Main aim of this paper is to reduce the subjectivity of assessing landscapes by studies of exact, however, rarely used methods. In this way, we also would like to call attention to landscape destruction. The first example shows that 3D digital elevation models (DEM) created by geoinformatic methods can reveal visually the grade of landscape alteration. The other method is based on the well known GIS softwares with the difference that a horizontal image is the starting base. The principle and technical background of photo analysis is the same, only the point of view is different corresponding to the demands of the end users (e.g. tourism). Practical advantage of these methods occurs not only in tourism but in landscape historical, landscape aesthetic analyses, landscape planning and land-use or in seasonal habitat studies of vegetation.

Key words: GIS, 3 dimensional digital elevation model, landscape changing, landscape reconstruction, landscape indicators, landscape aesthetics, landscape marketing, Balaton Uplands

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SETTING THE PROBLEM

Several authors have stated during touristic geographical studies that landscape or to be more precise "*healthy*" landscape view has an ever more decisive role for tourists in choosing their destination area (Kerényi, 1995, 2003; Csemez, 1996, Konkoly-Gyúró, 2003, 2008; Csorba and Bodnár, 2007; Bodnár, 2008). This is in close correlation with that more-and-more people wish to go out in Nature to enjoy the beautiful harmonic landscape in our stressful life in our rapid world (Csíkszentmihályi, 1998; Michalkó, 2005, 2010).

But what landscape can be regarded as healthy and how was its state changed in the last decades? How can we decide that a landscape is more valuable and thus is worthier to be preserved and presented to visitors than the other, etc? Questions like these were raised by landscape researchers long ago. Numerous methods and ideas have been worked out to determine the indicators and parameters for the specific characteristics of a landscape and their changes in time, etc. (Mezősi, 1985; Lóczy, 2002; Kerényi, 2003, 2007; Csorba, 2003, 2008, Mezősi and Fejes, 2004).

The question of originality of a landscape – due to their continuously changing character – can be defined very difficultly including examinations that can be described hardly by quantitative methods or parameters. A certain scientific "incomprehensibility"

* Corresponding author

is always especially true for landscape aesthetic studies. Every scientist faces with the problem of subjectivity-exactness when focuses on aesthetics.

This is why it is natural to try to analyse the landscape from as many aspects as possible by a wide range of methods of different scientific fields in order to approach reality as a synthesis of the results. In this paper landscape view is modelled by geoinformatic research methods and results of the two studies are assessed from the aspect of touristic applicability.

In the case of the first group of investigations, our primary aim was to present the landscape alteration of the Tapolca Basin – as the result of the decades long basalt mining – by geoinformatic methods. The landscape reconstruction performed during this work may prove to be suitable to draw attention to the significant landscape altering effect of the "*wounds*" in the landscape as the results of basalt mining. Such problem-orientation may have exponential effects on drawing attention to the problem in the case of tourists visiting the area as they can directly observe in situ the negative effects of landscape destruction.

Special sense is experienced in a landscape having such unique view as the Tapolca Basin (Futó, 2003) and its buttes rising over the plains as guard towers. Unique beauty of this landscape alone motivates visitors, however, if scientific information is also presented to them, their attention to the values of our landscape heritage and to the importance of landscape (view) protection can be raised much more effectively.

As a result of the numerous studies regarding landscape analysis, most effective procedures are well-known by a wide range of researchers together with the difficulties of applying landscape analysing methods (Kerényi and Csorba, 1993; Bárány-Kevei and Botos, 2001; Drexler et al. 2003; Csorba et al. 2004). A common characteristic of these works is the point of view of research as in most cases scientists see the landscape to be studied from above as the mapper, considering for example natural vegetation or land-use, land cover (see: CORINE).

Furthermore the problem of the vertical and horizontal research aspects is faced frequently during studying the relationship between landscape and tourism (figure 1). In other words, maps may not be the best investigation perspectives in every case as although visitors use maps they view the landscape in situ in horizontal – like greeting cards and not maps – aspect in its own reality and landscapes impress visitors in this horizontal aspect (view points, scenic routes) as well (figure 2).

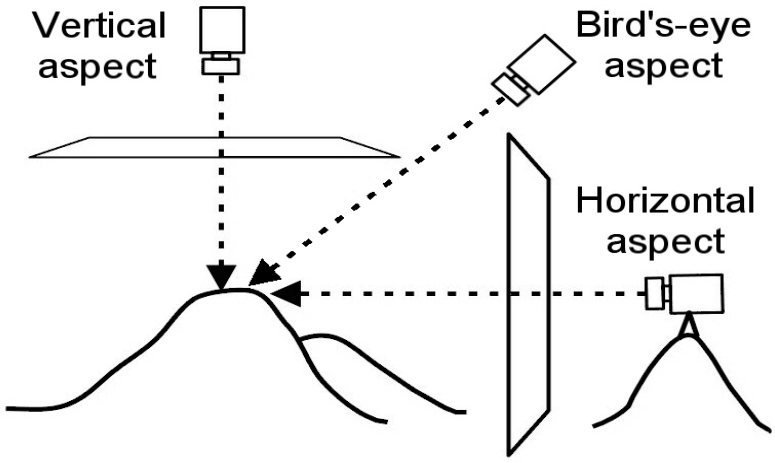

Figure 1. Problem of vertical and horizontal aspects in landscape research
(Drawing: Molnár, L. Sz.)

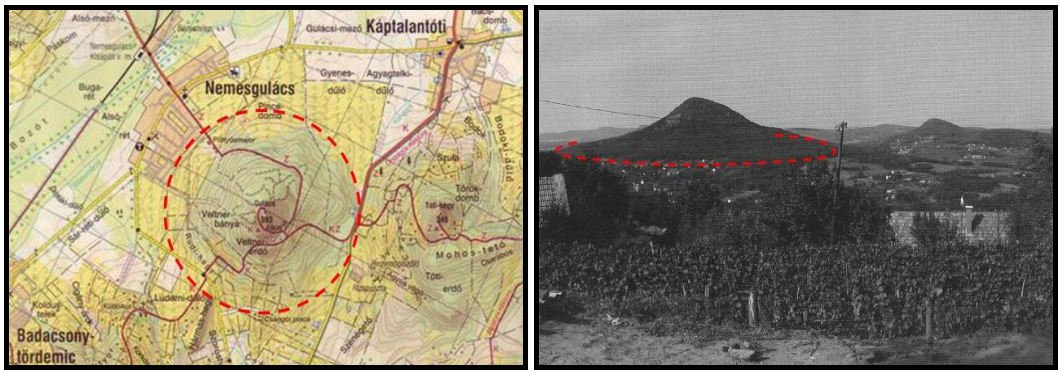

Figure 2. Same and still different: the Gulács on the tourist map with the scale of 1: 40 000 and in a traditional photo. Note: The dashed red line indicates the same area from different points of view. (Source: Cartographia Ltd. 2005; Molnár, L. 2007)

Based on the above the question is raised, how it is possible to analyse landscapes attracting visitors from touristic aspect but with scientific quality. Second group of investigations try to answer this.

LANDSCAPE VIEW RECONSTRUCTIONS IN THE TAPOLCA BASIN

In this chapter we present examples for the visualization of the extent of landscape alteration by 3D digital elevation models prepared by geoinformatic methods. The base of the analysis, the so called *"original landscape"* (to which the comparison is made) prepared by these methods may prove valuable for local governments and other authorities when they prepare or overview their landscape plans in order to make the landscape similar to the original conditions for example in the course of reconstruction works.

The studied Tapolca Basin received its unique relief conditions and landscape view from its special geological development, i.e. its buttes. Most significant geological changes in the area of the Balaton Uplands were brought about in the Pannonian period. From several explosion centres first tuff and clasts were deposited then basalt flooded the loose sedimentary rocks covering the surface at that time (Martonné, 2007).

Probably the two most beautiful examples of the appearance of basalts are the abandoned quarries of the Hegyestű and the Haláp Hill elevating on the northern border of the Tapolca Basin small landscape. The most important difference between the two explosion centres is that the Hegyestű is a "*vertical section*" of the basalt vent while the Haláp exposes a rather "*horizontal*" series that can be traced down to the bottom thanks to mining (Borsy et al., 1986).

In the Haláp Hill traces of smaller quarries can be dated back to Roman ages, however, particular data on basalt mining are found from as late as the early 20th century. Produced and cut basalt stone blocks were used primarily for road covering. In this time period numerous roads in Budapest were built of basalt mined here (Reichert, 1929).

Production became most intense and thus landscape deterioration most dramatic in the middle third of the 20th century (Jugovics, 1955). In the 1960′s and 1970′s basalt quarries were closed one after the other in the surrounding hills (e.g. Badacsony, Gulács), however, the basalt of the Haláp – due to its excellent quality – rocks were transported to the building works of the airport terminal Ferihegy II in the 1980s as well (Klespitz, 2007, Kónya, 2007). Even this kind of information can prove to be interesting for interested visitors if for example in "*Did you know that…*" style illustrated by photos the famous buildings and roads that were built of the Haláp basalt are presented (Kónya and Bodnár, 2008).

One of the most striking consequences of basalt mining is that a significant part of

the Haláp is practically vanished by today (figure 4). The amount of the excavated material (0.14 km^3) estimated on the basis of relief models exceeds half of the amount of stones used for building the pyramid of Cheops (0.25 km^3).

This strong landscape degradation resulted in a landscape conflict unsolved even today thus the task of landscape planning is urgent. This of course does not mean that the original landscape would be returned and the former landscape part would operate again as the excavated material of the quarry cannot be replaced (Csorba, 2006). And this is not necessary as the exposed geological features, strata and structures have a significant scientific-educational role functioning as an open geological textbook. It can be also stated that they increase the reputation of the landscape increasing its value (Csorba, 2006).

A method reconstructing the basalt butte of the Haláp

The image of the degraded landscape of the Haláp gave the idea for the research presented below. The base is presented by a series of contour maps prepared at different times because the image is determined primarily by the relief reconstructed by the contours and because the 3D elevation models produced by the ArcMap software based on maps prepared at different times become comparable (figures 3 and 4).

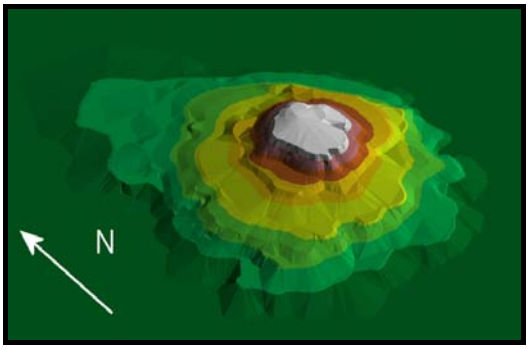

Figure 3. 3D DEM of the Haláp prepared on the basis of the Third Military Survey (1880-1881)
(Drawing: Molnár, L. Sz.)

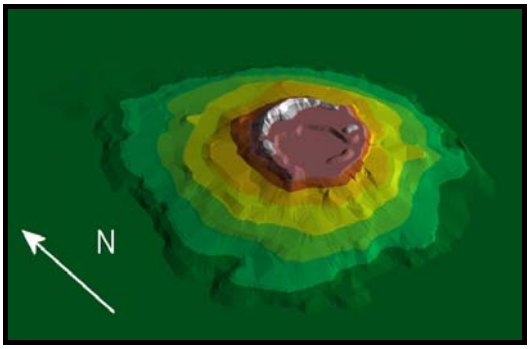

Figure 4. 3D DEM of the Haláp prepared on the basis of the 1:10000 topographic maps (1962-68)
(Drawing: Molnár, L. Sz.)

The applied raster maps were fitted into a common projection system (EOV) thus their orientation and scale characteristics are the same. The DEM reflecting earlier times (figure 3) is based on the map sections of the Third Military Survey (MS III henceforward) on the Tapolca Basin with the scale of 1:28,800 (Arcanum Ltd. 2007). Levelling base of MS III was the middle water level of the Adriatic Sea (173.8385 metres lower than the Levelling Base Point at Nadap). 10 m contour lines are shown on the maps, however, at places – where sloping is small – half (5 m) and quarter (2.5 m) contours are also shown.

The DEM showing the current state (figure 4) is based on the 1:10,000 scale topographic map sections for the same area (Cartographia Vállalat 1974). Their levelling base was the middle water level of the Baltic Sea (173.1638 metres lower than the Levelling Base Point at Nadap). We will come back to the problem of different base points later. Their vertical resolution is 1 m, however, corresponding to the sloping conditions half (0.5 m) and quarter (2.5 m) contours are also shown (Stegena, 1983).

The above explain the problem that the vertical resolution of the two map series is different – 10 m and 1 m. In order to achieve better view comparison similar – or almost similar – representation characteristics were applied, however, considering only view and not quantity. In this way the following solution was applied.

Contour lines of maps containing less contour and data – MS III – were not

possible to densify in the course of digitizing. Adding a new contour line in between to known ones so that it would run according to the relief is not possible as we were not able to determine the route of extra contour lines in relation to the relief.

As a result the data of the 1:10,000 maps had to be reduced so that only the 10 m contour lines were regarded (or where gentle slopes required the 5 m and 2.5 m ones as well). This method produced a secondary result besides similar representation characters as less data in the case of the 1:10,000 maps made their digitizing faster.

The following conclusions were draw considering the differences of the mapping elevation base levels mentioned before. It is a fact that the elevation base points were different and thus the similarity of the DEMs may not be complete as contour lines do not run at the same places overlapping each other but with a small difference. However, they have to be orientated parallel to each other as they are situated in the same plane of reference (almost horizontal) independent from the elevation base levels.

Comparison of the levelling base points reveals that the difference stays below the common vertical resolution (10 m) of the maps. Difference between the Adriatic and the Baltic base levels is less than 10 % of the vertical resolution, 0.6747 m (the Baltic level is higher). In this investigation only relative elevation values are important as the relative elevation values of the maps on the same relief element group (Tapolca Basin) cannot differ. Thus contour lines were digitized according to this. Based on the vectorized contour lines digital elevation models were generated from both vector sets creating TIN (Triangular Irregular Network) models.

In the "*raw*" DEMs (containing only contour lines) every "*disturbing*" element (e.g. vegetation, land-use) was neglected in order to depict the landscape deteriorating effect of mining as impressively as possible. Relief forms and their change were in the focus of representation. 3D models in figures 3 and 4 were prepared from similar coordinates, similar height with similar direction and view angles.

Reconstructing the landscape of the Tapolca Basin prior to draining

Of course not only the change in relief can be studied by the method presented above. For example, in the case of the Balaton the reconstruction of the different water level states – e.g. according to the abrasion platforms 120 and 130 m a.s.l. of our research area by digital elevation models could be interesting and representative (figures 5 and 6). This depicts and makes the state of the Balaton area prior to the drainings and the process of landscape transformation more understandable for visitors without deeper geographical knowledge.

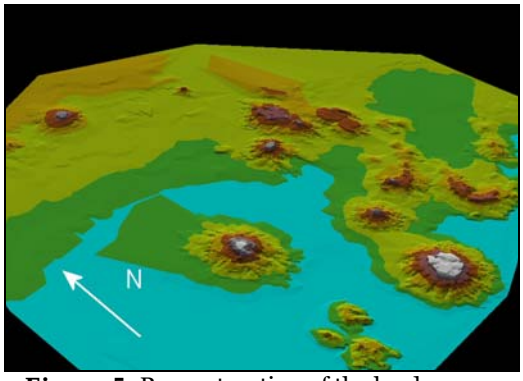

Figure 5. Reconstruction of the landscape prior to the water regulations based on the 120 m elevated shores
(Drawing: Molnár, L. Sz.)

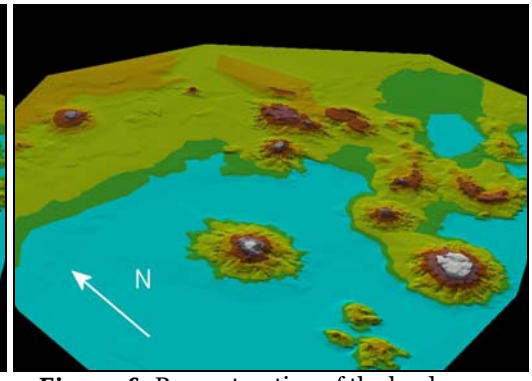

Figure 6. Reconstruction of the landscape prior to the water regulations based on the 130 m elevated shores
(Drawing: Molnár, L. Sz.)

For example it can be seen in figure 6 that considering water level at 130 m the Szent György hill and the tuff cones of the Szigliget hills elevate from the water of the Balaton like islands while the Badacsony forms a peninsula resembling today's Tihany peninsula. The landscape reconstruction also clears that most of the Tapolca Basin was under water when water levels reached 120 m and 130 m in this way the draining works and their landscape transforming effects can be understood easier by the visitors.

The method not only enables the representation and comparison of former and current landscape conditions but models forecasting future conditions based on the appropriate surface processes and trends and they can be compared to the present conditions as well. Furthermore, raw DEMs are also suitable for analysing and depicting other surface conditions (e.g. vegetation cover, land-use) in relation to relief.

Utilization of results in tourism

The landscape view reconstruction made by the above method enables to view a former state of the landscape, i.e. we can take a journey back in time. This new perspective may make the landscape more attractive for visitors by highlighting the destination. Presentation of the landscape images as the results of the study may take place for example in the visitor centre of the Balaton Uplands National Park Directorate in the form of an interactive exhibition.

Such an innovative exhibition that is not widespread in Hungary has additional not insignificant functions apart from contributing to the substantial relaxation of visitors by new and memorable adventures. Developing environmental consciousness is one of the major challenges nowadays and it is an essential interest of today's society. Increasing knowledge of our environment – including an image of the landscape 100 years ago – contributes to the development of the so called landscape empathy that may increase the aptitude and responsibility for the health of their environment and thus the landscape.

Nevertheless increasing knowledge of the history of the landscape together with the preserving of the traditional land-use, landscape structure and the unique and valuable landscape view concur absolutely with the targets set by the Balaton Uplands National Park Directorate as well. Using the landscape view images in tourism is not insignificant at all in a popular destination like this but developing landscape empathy we can contribute to the effective increasing of environmental consciousness of the entire society.

HORIZONTAL ASPECTS OF LANDSCAPE ANALYSIS

In the second group of our investigation the applied computer evaluation method – considering its operation principle – is based on GIS softwares widely used among geographers like the CORINE land cover database, for example, with the difference that in our case the starting base is not a satellite image or an orthophoto but a traditional photo or a horizontal image about the given landscape. The principles of photo analysis are the same only the viewpoint is different according to the requirements of the different end users (i.e. tourism).

Operation of traditional GIS softwares (e.g. ArcView, **T**errain **A**nalysis **S**ystem, IDRISI) is based on vector and raster analysis (Detrekői and Szabó, 1995; Kertész, 1997; Lóki, 1998) that – as in the case of every analysing software – has its problematic fields. One of them is the definition of so called learning area (Detrekői and Szabó, 1995; Kertész, 1997; Lóki, 1998) where human factor as competence and experience, skill in this process plays a significant role.

Applied method

In the course of our research the TAS software was applied as it is clearly suitable for performing the required tasks and it is available for free. The three phases of the analysis are presented in the following with the help of figures 7-9.

Figure 7. Original photo of the author,
i.e. first phase of the method

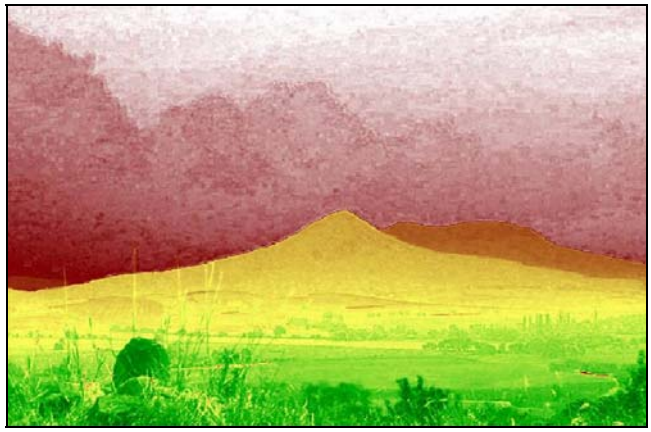

Figure 8. The image following dissection into RGB channels,
removal of channel Blue and recolouring
(Drawing: Molnár, L. Sz.)

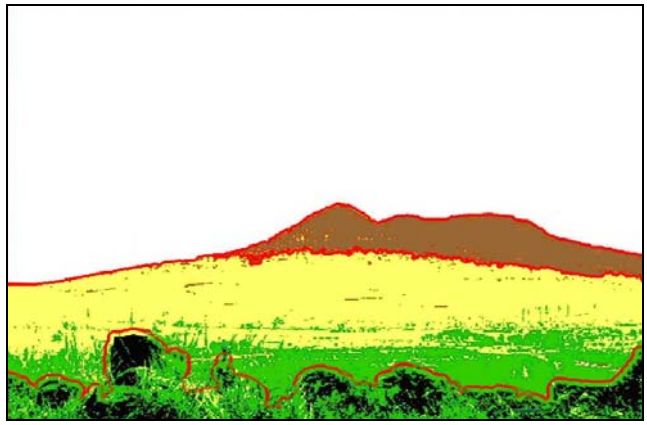

Figure 9. Groupped pixels and the definition of the foreground,
middle ground and background
(Drawing: Molnár, L. Sz.)

In the course of photo analysis as a first step the original image (figure 7) is dissected into RGB channels. The obtained so called false colour images show the intensity of the colour range (Red, Green, Blue) of the image regarded as the starting state. In most cases the photos record objects and view elements located in different distances that can be considered as objects situated in different depths. This is reflected in the "*haziness*", "*opacity*" of more distant parts caused by the larger distances. In order to avoid this, channel Blue is removed from the original image (arithmetic operation) and it is recoloured by the contrast palette (figure 8).

Pixels of the obtained image are classified into groups of small number of elements (4-12 pieces) making the content of the image strongly simplified, however, it will still retain its original ratios becoming in this way comparable and interpretable (figure 9).

Figure 9 holds extra information regarding the "*foreground - middle ground - background*". As the three parts of the two dimensional image express dimensionality are highlighted by the simplified and grouped pixels significant subjectivity is experienced (i.e. decisions made by the analyser) in the course of such image dissections and analyses. This can be significantly reduced by this computer method as spatial boundaries are always drawn according to the same rules assuming that the same pixel characteristics are applied when grouping them.

Applicability and major fields of usage

The procedure can be applied for traditional black-and-white photos / brown prints and digital photos as well and also for scanned (originally paper based) or digitally recorded images when the images to be compared were taken from the same (or at least fairly similar) viewpoints.

Applicability of the method is limited by the quality of the data. As a simplified principle we can state that the image of higher resolution has to be simplified to the least detailed one in order to make them comparable. Weather conditions (saturation, direction of sunlight, cloud cover, etc.) at the time of taking the photos may influence the quality of the photos, however, most of these effects can be eliminated by appropriate filters.

Considering all, fields of application are wide ranging. Most interesting among them, regarding tourism, are the landscape historical researches – where studies focus on the change of landscape through time (Karancsi, 2004, 2006; Karancsi and Kiss, 2006) as the history of a given tourist destination can be cognized best via the changing process of the given landscape. According to these studies both the grade and direction of the change can be determined by analysing the ratio of the landscape forming elements.

Figure 10. Change in built-up areas at the spa and wellness hotel in Egerszalók
(Source: http://commons.wikimedia.org)

The *"before-after-and-why"* type computer comparison image analyses can give the degree of change in percentage as well that increases the exactness of the strongly

subjective landscape aesthetic studies by determining parameters. Figures 10-12 present the method via a particular example. Based on this, in the case of Egerszalók famous for its calcareous tuff hill and called as the "*Hungarian Pamukkale*" the analysis of the original landscape and the visual plan of the new hotel by the above method would (have) enable(d) us to calculate the increase of built-up area and the grade and direction of change in the landscape prior to the investment.

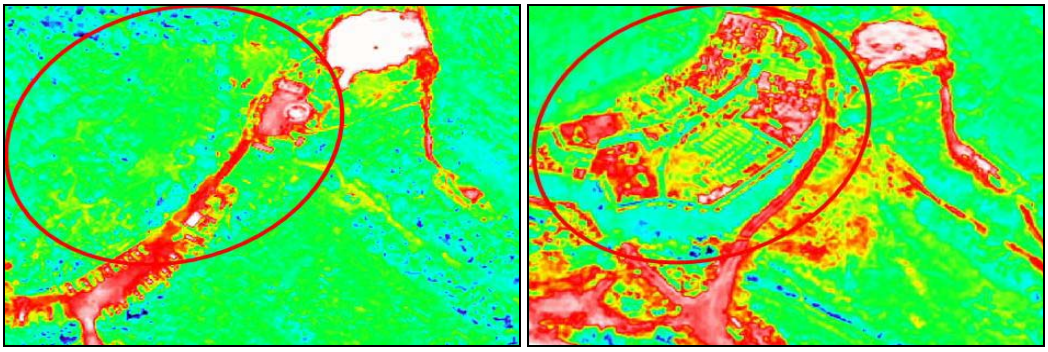

Figure 11. Middle state during photo analysis: false colour image following dissection into RGB channels without channel Blue
(Drawing: Molnár, L. Sz.)

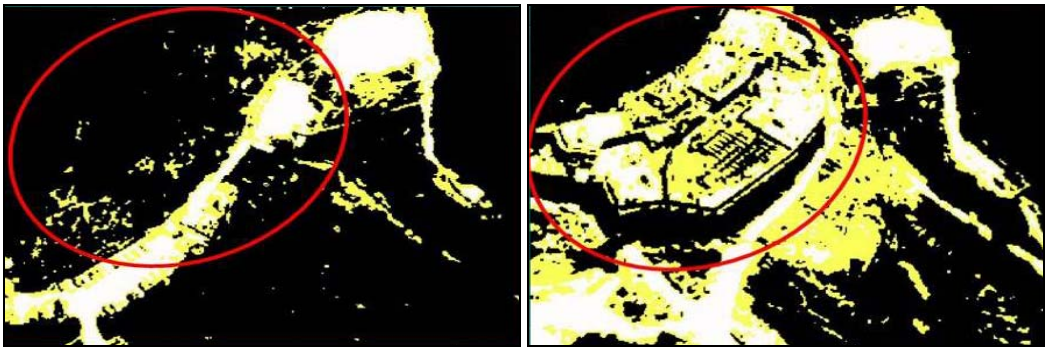

Figure 12. With pixels grouped into categories drastic landscape (view) change can be determined in percentage as well
(Drawing: Molnár, L. Sz.)

Based on the data of Table 1 our calculation determined that the thermal hotel in Egerszalók caused a decrease in the area of the intact vegetation until then by 24.59 %. In total the difference between the two analysed images was 49.18 % following the building of the hotel, i.e. almost 50 % of the study area was affected by changes of some kind.

Table 1. Grade of change in the studied groups based on their area ratio

Prior to investment	Following investment	Change
Intact vegetation: 81.81 %	Intact vegetation: 57.22 %	-24.59 %
Disturbed vegetation: 9.10 %	Disturbed vegetation: 25.34 %	16.24 %
Built-up area: 9.09 %	Built-up area: 17.44 %	8.35 %

To the question what belongs to the study groups (as "*intact vegetation", disturbed vegetation', "built-in area*") in figure 12 the following answer can be given. The original almost intact vegetation is marked by black colour the decrease of which was greatest as the building process was performed. Yellow colour indicates vegetation disturbed prior to

our investigation, its area increased during the building process. White colour indicates vegetation free, built-up areas.

The parameters obtained in this way can be very useful for landscape planners and for decision makers as well because with the help of visual plans it can be decided in the phase of obtaining permits whether the planned investment meets the benchmarks of the building plans or not. Considering a particular tourist case, for example, how much the planned hotel – seeing from a given distance – will hide of the viewing angle or the landscape when it is constructed and whether it threats the landscape too much or not. Maybe if building in a given landscape was regulated (and the regulations enforced) landscape destructing investments like the one in Egerszalók could be avoided in the future.

Practical use of the method is taken not only in the fields mentioned above but, for example, in the study of the seasonal change aspects of vegetation as well as this procedure is much cheaper than, for example, to take aerial photos / satellite images in every season or to buy numerous aerial photos of the area. Other possibility is to study the tendencies in the changing of agricultural land-use and the series of possibilities is long.

Finally we would like to emphasize the difference the dissecting into RGB channels with the help of the false colours can make in a photo depicting a tourist destination (figures 13 and 14) attracting the eye and making visitors to think. The images show two UNESCO World Heritage Sites in different representation aiming primarily to attract attention with the help of the technical equipment available today.

Novelty of these images and their unusual colours suitable to attract the attention of those watching them focusing their attention and thoughts on the places depicted in the images. Calling attention like that can bring new and fashionable colours, literally, to the marketing of tourist destinations that we fully recommend to travel agencies for example (Bodnár and Molnár, 2010).

Figure 13. The Belém tower on the shores of Tajo river
(Source: whc.unesco.org)

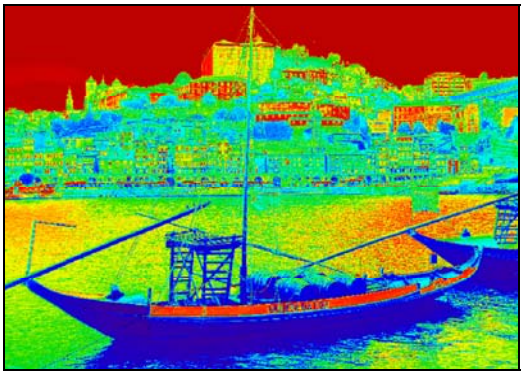

Figure 14. Vista of Porto, false colour version
(Source: whc.unesco.org)

CONCLUSIONS

General aim of the presented studies was that contributing to the reduction of landscape subjectivity with analyses using geoinformatic methods from a new perspective, we call attention to landscape change and in certain cases landscape deterioration by methods that can be regarded as exact but rarely used for this kind of purposes. Main aim of the procedure presented in chapter 1 was to depict the landscape transformation as the result of decades long basalt mining at the basalt butte of the Haláp in the northern margin of the Tapolca Basin, Balaton Uplands. This investigation could be suitable to draw attention to the landscape transforming effect of (basalt) mining in a wider context as well. Such problem orientation may affect tourists visiting the area more

effectively as visitors can face the consequences and negative effects of landscape deterioration in situ experiencing the sentimental side of the problem.

In a popular destination like the Balaton Uplands the touristic application of landscape images obtained via the presented procedures is not insignificant in order to contribute to the effective increase of the environmental consciousness of our entire society by developing landscape empathy. Simultaneously, landscape view and landscape character protection become emphasized increasingly in landscape research.

According to the results presented in chapter 2 any side view image or photo can be analysed by the traditional GIS softwares just like a map or any other vertical view data source (e.g. aerial photo or satellite image). The presented method is based on the well known GIS softwares with the difference that in our case the starting base is not a satellite image or an orthophoto but a traditional photo or a horizontal image about the given landscape. The principles of photo analysis are the same only the viewpoint is different according to the requirements of the different end users (i.e. tourism).

Practical advantage of these methods occurs not only in tourism but in landscape historical, landscape aesthetic analyses, landscape planning and land-use or in seasonal habitat studies of vegetation.

Furthermore, tourism marketing can also take advantage of the false colour photo technology that was a partial result of the research with the help of which the interest and attention of visitors can be focused on the destination to be advertised.

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SUCCESSIVE CONVERSIONS OF BUCHAREST HERITAGE BUILDINGS AND BUILDINGS ELIGIBLE FOR PATRIMONY INCLUSION AND TOURISM ENTREPRENEURSHIP

Andreea-Loreta CERCLEUX*
University of Bucharest, The Interdisciplinary Centre for Advanced Researches on Territorial Dynamics (CICADIT), 4-12 Regina Elisabeta, Bucharest, Romania, e-mail: loretacepoiu@yahoo.com

Florentina-Cristina MERCIU
University of Bucharest, The Interdisciplinary Centre for Advanced Researches on Territorial Dynamics (CICADIT), 4-12 Regina Elisabeta, Bucharest, Romania, e-mail: krysten1009@yahoo.com

George-Laurenţiu MERCIU
University of Bucharest, Faculty of Geography, 1 Nicolae Bălcescu, Bucharest, Romania, e-mail: merciugeorge@yahoo.co.uk

Abstract: The analysis of the conversion of Bucharest's ancient inns and hotels captures the idea of conservation and perpetuation of local values that had a direct impact on the socio-economic evolution of the area. The elements of the Bucharest architectural heritage and those that should be included in that heritage are the foundation of the capital city's history, a city of contrasts and contradictions, architecturally and functionally speaking. Most of these elements are buildings erected in the late 19th century and early 20th century, with various architectural influences, with French and English influences playing an important part.

Key words: inns, hotels, conversion, tourism entrepreneurship, heritage, Bucharest

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INTRODUCTION

In the last few years a new approach to urban planning is evaluating the culture-led regeneration processes (Affortunato et al., 2010). The issues of cities development trajectories and culture-led local regeneration have become more and more present within the urban studies (Miles and Paddison, 2005 quoted by Affortunato et al., 2010).

The study conducted focuses on analyzing Bucharest's ancient buildings with unquestionable identity value, heritage buildings or buildings eligible for addition to the heritage that played a significant part in the evolution in time and space of tourist activities in a capital city influenced by strong socio-economic changes. An analysis from the point of view of entrepreneurs as profit- motivated suppliers of goods on the market (Pongratz, 2008) and that of the concept that entrepreneurs are actually initiators of projects who permanently seek new avenues for development (Coster, 2003, pp. 8), in connection with the idea that the power of creating the new is superior (Ilieş et al., 2008,

* Corresponding author

pp. 148) allows for a description of forms of tourist entrepreneurship in Bucharest typical of the various periods of time.

Entrepreneurship can be described as a state of mind or a course of action typical of the entrepreneur that allows him to launch an idea and then further act on it. Starting off from an article of the 1964 Venice Charter[1], stating that any monument is inseparable from the history it has witnessed and from the place where it is located, but also from the fact that there is now under way a current of urban reorganization, brought about by the successive stages of development and rejuvenation (Gaspar et al., 1998, pp. 1), and transferring these concepts to Bucharest facts of life, one could say that one path towards urban renovation or reorganization consists in the functional reconversion of buildings. This is not only a conversion of the city image (Monclús, 2000, pp. 1), but also an analysis of the evolution of a sector of the economy of the capital city, which saw successive adaptations typical of the various periods of socio-economic transformation. The study considers the development of tourist activities in Bucharest from the early forms of accommodation facilities through to the luxury hotels nowadays, emphasizing the transformations of the buildings' functionalities in the long run, rather than their mere analysis in terms of quantity and quality.

METHODOLOGY

The methods used included both traditional methods (archive fact-finding, field research or a quantitative approach), and modern computer-assisted methods, i.e. 3D geometric cartographic rendering using ArcGIS Desktop 10 and AutoCad Map software. This cartographic rendering allowed for the capture of changes at various moments in time, by means of the use of Bucharest city topo-cadastral plans issued in 1911 and 1975.

BUCHAREST INNS – ARCHAIC FORMS OF HOTELS

Inns were an economic requirement, but at the same time they were items loaded with history and the picturesque (Zamani, 2007, pp. 31), whose general classification comprises four categories (Potra, 1985, pp. 25): princes' inns, convent and church inns, landowners' inns and merchants' inns. During times of trouble, inns were places of shelter for the locals, or merely their wealth, protection against raiders.

The origin of Bucharest inns lies in the mid-17th century; the sources of information on the first inn in the capital city mention various names, locations and years; only two will be mentioned here: a) the Inn of Manole the moneychanger and his wife Maria, located close to the Sf. Gheorghe church garden, sometime before 1669 (Potra, 1985, pp. 28; Zamani, 2007, pp. 39; Mucenic, 2004, pp. 13); b) the Șerban-Vodă Cantacuzino Inn, opened in 1666 (Ionescu-Gion, 1899, pp. 482). As dating the first inn in Bucharest is an impossible task, it is almost as impossible to ascertain the exact number of inns and, at later on, the number of hotels open for business in the city.

The increase in trade in the latter half of the 17th century favored the emergence of inns as commodity warehouses and places accommodating foreign merchants (Florescu, 1935, pp. 126), and their later evolution indicates a significant multiplication: there were 20 inns by the latter half of the 18th century, and their number rose to 32 by the end of the century (Florescu, 1935, pp. 149); later on, a large part of these inns lent their names to future boroughs in central Bucharest.

Although most of the inns have vanished by now, their presence should be mentioned, because their importance was outstanding, as an archaic form of the tourist accommodation facilities currently found in manifold forms.

[1] International Charter for the Conservation and Restoration of Monuments and Sites, passed by ICOMOS (International Council on Monuments and Sites)

ASPECTS CONCERNING THE EVOLUTION OF HOTELS IN BUCHAREST

The first hotels go back to 1814-1818 (Hotel Brenner) and 1841 (Hotel Hugues, established by Frenchman Donat Hugues). In 1844, in his book titled *La Roumanie*, Frenchman Jean A. Vaillant considered that there were around 20 inns and 20 hotels in Bucharest. Inns, increasingly few in numbers, are modernized, and their look changes as shops and displays are open on the outer side, instead of exclusively the inner side, as it had been the custom up to that time (Giurescu, 1979, pp. 265).

By the mid-1860 several modern hotels had been built, such as the Hôtel de France, Hotel zur Stadt Wien, Hôtel de Londres and Hotel St. Petersburg, a fact that emphasizes the onset of the process to modernize accommodation facilities, directly influenced by heavy incoming foreign-traveler traffic. In 1858, Italian Giovani Fieschi opened the Hotel Fieschi, one of the first buildings in Bucharest to be more than two floors high (Parusi, 2007, pp. 262).

Among Bucharest hotels extant by that time, an 1879 Traveler's Guide mentioned: Grand Hôtel du Boulevard, Brofft, Union, Métropole, Manu, Orient, Saint Petersburg, Oteteleşanu, Hôtel de Pesth, all of them located on the Victoriei Way; Concordia on Smârdan street; Victoria on Şelari street; Dacia, Gabroveni, Patria, Simion, Moldo-Român, Transilvaniei, de Bulgarie, Neubauer, Avram, d'Athènes (Parusi, 2007, pp. 346).

By the beginning of 20th century, the city of Bucharest underwent a large-scale and steady process of Westernization, which reflected both the adoption and adaptation of the French model, which led to the city's acknowledgement in Europe as Little Paris (Cepoiu, 2003, pp. 15). Instances of inns and hotels bearing French names are numerous, and French influence also encompassed their architecture.

By 1934, there were in Bucharest 7 luxury hotels (Bulevard, Grand Hotel, Splendid, Athenée Palace, Stănescu and Union), 19 first-class hotels and 19 second-class hotels (Parusi, 2007, pp. 563). Construction of the Hotel Lido was completed in 1930, and the entire complex underwent large-scale renovation in 1957. Hotel Ambasador was opened in 1939, but ten years later its destination was changed. Part of it would be restored to use as a hotel in 1953, and all of it in 1958. In the wake of the 1977 earthquake, it was consolidated and refurbished (Parusi, 2007, pp. 599).

The Bulevard, Continental, Capitol and Capşa hotels were reopened from 1970 onwards.

By the mid-1970s, there were close to 40 hotels in Bucharest. Hotel Capitol opened in 1976 in the wake of large-scale work to renovate the former Hotel Luvru, which had functioned on the locations starting 1882, with a café added to it in 1936. The Hotel Intercontinental opened in 1971, built on the locations of several restaurants (Doina, Zori de zi) and the old state circus, demolished in the late 1960s. In 1977, the Hotel Dorobanţi entered service; it underwent large-scale modernization starting 2000. The three-year works ended with the conversion into a luxury hotel, taken over by the Howard Johnson hotel chain.

During 1981-1988, the plans to systematize Bucharest involved the demolition of more than 40,000 buildings, homes, administration offices, arts and culture monuments, monasteries and churches, all assets of inestimable value. The Hôtel de France was among the hotels demolished. In 1984, construction of the Lebăda hotel complex began with the restoration of the buildings of the ancient hospital built by Grigore II Ghica in 1735. The Sfântul Pantelimon church, built on the locations of the former hospital, was demolished in 1986 (Parusi, 2007, pp. 760).

Post-1990, the number of hotels rose, with the famous hotels of inter-war Bucharest adding to the new accommodation facilities. After undergoing large-scale consolidation and renovation work, they were modified to comply with the new extant standards. The list of historical monuments, updated in 2010[2], comprises an important number of hotels, as well

[2] Decree no. 2361, July 12, 2010

as inns, past and present. Among them, mention should be made of the former Hotel Negoiu (first half of the 20th century), Hotel Athenée Palace (1914), Grand Hôtel du Boulevard (1867), Hotel Ambasador (1936-1937), Hotel Patria (20th century), Hotel Continental (late 19th century and the former half of 20th century), Hotel Palace (1940), Manuc's Inn (1808) and the "*Hanul cu Tei street*" architectural complex (late 19th century).

THE MARK OF WELL-KNOWN PUBLIC HOUSES ON THE BUCHAREST'S URBAN LANDSCAPE

The earliest surviving document mentioning a café in Bucharest goes back to 1667, and it mentioned the café of Hamie the Turk (Giurescu, 1979, pp. 235). Although there was a visible Turkish influence in the emergence of cafés in Bucharest, the Western influence played an increasingly important part starting the latter half of the 19th century. There was a sizeable number of cafés by that time: Capşa, La Brenner, Strobel, Scheiber, Bristol, Macca, Bruzzessi, Fialkovsky, Oteteleşanu, Brioll, Fieschi etc.

The Kübler café opened in 1868, at the ground floor of the Imperial hotel, and a fashionable spot at the turn of the 20th Century. It was dismantled in 1935, when the hotel was demolished.

The Capşa café, inaugurated in the late 19th century, was one of the most popular and best-known cafés of the time, and, although it was closed down a few decades later, its history was bound to the evolution of the Casa Capşa. In 1866, brothers Constantin and Grigore Capşa inaugurate the restaurant and the hotel on the upper floor of the building, and the "*La doi fraţi*" confectionery was then inaugurated in 1868. In 1874, Grigore Capşa lay the foundations of the Casa Capşa and the café opened in 1891. Modernized in 1906, it was converted into a soldiers' casino late during the First World War. The café reopened in 1918, but it failed to recapture its previous success. In 1921 it became a public company, and in 1936 it was closed down. Casa Capşa closed down in 1950, and the only surviving parts were a brasserie on the Victoriei Way and a restaurant on Edgar Quinet street, and the hotel rooms were rented to foreign companies. Renovated starting 1977, the brasserie and the restaurant reopened in 1979, and they were refurbished in the post-1989 period (Parusi, 2007, pp. 303-304).

Another very important asset for the late 19th-century tourist industry, but not only that, was the Caru cu Bere beerhall. Transylvania-born Nicolae, Victor and Ignat Mircea opened the Caru cu Bere beerhall in 1879; the current building goes back to 1888. The beerhall was reputed for the quality of its services, especially in the inter-war years (Parusi, 2007, pp. 346), and in the post-1989 years it regained its place among Bucharest's foremost restaurants.

Other beerhalls rose to fame during the early 20th century, after part of them were furbished in the latter half of the 19th century on the locations of old inns (for instance, the beerhall established in 1878 inside the Zlătari inn). The most popular were: the Gambrinus beerhall (opened in 1901 by I.L. Caragiale next to the former National Theater square), the Jubileului beerhall (opened in 1906), the beerhall on the ground floor of the Hotel Athenée Palace (opened 1939) or the Bavaria beerhall, opened by the Luther Brewery in 1941 on the ground floor and basement of the former Hotel Britania (demolished in the former half of the 20th century, its locations served for the later construction of the well-known Dunărea block of flats).

FUNCTIONAL CONVERSIONS OF BUCHAREST BUILDINGS, IN CONNECTION WITH THE EVOLUTION OF HOTELS

By analyzing the evolution of the emergence of Bucharest hotels and the locations where they were established, there were identified four categories of functional conversions of historical buildings that contributed to the development of modern tourist accommodation facilities.

Inns that survived the passing of time and nowadays have varying contributions to the tourist industry

In this category, mention should be made of two instances that illustrate the history of the emergence and the endurance of accommodation facilities. The first instance is the Hanul cu Tei, established by Hagi Tudorache, one of the capital city's important wholesalers, in 1780 (Potra, 1985, pp. 52); the locations now host a huge art gallery and souvenir shops. The inn was restored in 1972, with the initial digging starting in 1968. The second instance is Manuc's Inn, built by Armenian merchant Manuc Mirzaian during 1804-1808 (Diaconescu, Grigoruţă, pp. 309) and still currently offering lodging. The inn has a genuine historical importance: here was signed the Peace Treaty of Bucharest, in May 1812, which meant the separation of Bessarabia from Moldavia; the inn was leased in 1827 and it was sold in 1842, after sustaining damage during the 1838 earthquake; in 1859 it was leased once more, and in 1862 it was bought by Lambru Vasilescu who would go on to modernize it and inaugurate the Hotel Dacia on the premises (in 1874). Later on, it reacquired the name of inn and was restored between 1967 and 1972 (Potra, 1985, pp. 155; Giurescu, 1979, pp. 263).

Inns converted into hotels

A large part of the ancient 17th and 18th century inns were converted into hotels starting the latter half of the 18th century. Unfortunately, most of them vanished as a result of repeated fires, their plain structures that could not match the landscape of modern structures, as well as due to the absence of consolidation work.

On the locations of the Gherasim inn, mentioned in various documents around 1887, construction began on the Hotel Athenée Palace in 1912. Inaugurated in 1914, the hotel was financed by a French company that had built the Hotel Palace and the Casino in Sinaia; the Athenée Palace was the first building in the capital to use reinforced concrete. After sustaining damage during the Second World War, the hotel underwent a radical renovation and modernization in 1966, increasing its accommodation capacity (Parusi, 2007, pp. 479). In 1939, a beerhall opened at the ground floor of the hotel, and in 1947 the hotel was nationalized. In 1996, the hotel was relaunched, in the wake of significant investments and nowadays it is part of the Hilton hotel chain.

The Damaris inn (named after treasurer Ion Damaris) served as a inn in the former half of the 19th century, and as a hotel from 1855 onwards. Demolished in 1882, its locations were used for the construction of the Hôtel de France, a hotel that bore several names in time, as a result of successive renovations: Grand Hotel, Grand Hotel Lafayette and, starting 1948, Hotel Victoria. Damaged by the 1977 earthquake, it was demolished one year later. Currently, a bank's headquarters are located on the locations, one of the first modern buildings to be erected in post-1989 Bucharest.

The Trăsnea inn was built in the 1820s and demolished in 1897; it was also known as the Orient Inn. On its locations, the Hotel Splendid was built in 1898, destroyed by air raids in 1944 (Potra, 1985, pp. 137; Parusi, 2007, pp. 412). Currently, the Hotel Radisson Blu, the former Hotel Bucureşti, stands on the locations.

One exception is Manuc's inn, which was converted into Hotel Dacia in 1874 and then resumed its old name. The building preserved its lodging function up to the present time, as it encompasses a hotel and a restaurant.

Other inns were converted, partially or completely, into hotels, as well, but they vanished for various causes, most of the times fires: for instance, the Roşu Inn, built in 1800 on the grounds of the Old Palace (Potra, 1985, pp. 134-136) was converted into a hotel in 1846, after undergoing significant repair works.

Hotels converted into students' dormitories

In this category, mention should be made of two instances. Hotel Union was inaugurated in 1867 and then rebuilt, on the same spot, in 1925. Still standing, the

building was used as a students' dormitory during the 1957-1958 academic year.

The Gabroveni inn is first mentioned in 1739; it was one of the first large inns in Bucharest. In 1877 it was converted into a hotel and by 1900 it was known as Hotel Gabroveni-Universal (Potra, 1985, pp. 149). It is one of the few inns to still preserve its name (Ionescu-Gion, 1899, pp. 492). Later on, it was converted into a students' dormitory.

Inns and hotels that hosted various enterprises at some point in time

The Golescu inn was opened in 1814, and, as documents of that time indicate, was known as one of the seven large inns in Bucharest at that time. Its premises used to host H. Steinberg's antiques shop during 1870-1882, until the inn was demolished (Potra, 1985, pp. 126, Parusi, 2007, pp. 161).

The Bossel inn also opened in the former half of the 19th century. In 1839, Saxon upholsterer Fr. Bossel bought the northern part of the Ghica estate houses on the Mogoşoaia Bridge, renovated them and added new rooms, opening the inn that would bear his name. A ballroom and theater were opened on the premises. In 1846, C.A. Rosetti opens a store to handle book businesses. The building was demolished in 1913.

The Zlătari inn, built early in the 19th century and demolished in 1903, after sustaining repeated damage, hosted a hostel in 1852.

In 1883, Leon Alcalay, the man who had set up one of the best-known book trading companies in Bucharest in 1864, opened a store that comprised a bookshop, an antiques shop and an office-supply shop on the ground floor of the Hotel Herdan (later turned into Hotel Bulevard), whose construction had begun in 1867. One of Romania's important book dealers, Alcalay set up a publishing company of his own, which would go on and publish the "Everyman's Book Library" collection (Parusi, 2007, pp. 285).

By 1885, the Hotel Fieschi, opened in 1858, hosted the "*Human rights*" social research center.

The Majestic hotel temporarily hosted the activity of the former National Theater, after the theater building was wrecked by air raids in 1944.

By 1867, the premises of the Hotel Manu, mentioned for the first time in a document in 1860 and located close to the Trăsnea inn, hosted a sharpshooting and a gymnastics school.

By 1848, in addition to other operations, Manuc's Inn also had an office handling the translation of documents from any language (Giurescu, 1979, pp. 263). In 1913, the Dacia hall was converted into wholesale stores, after previously serving as the premises of numerous political meetings (Berindei and Bonifaciu, 1980, pp. 142).

FUNCTIONAL CONVERSIONS OF BUILDINGS ALONG THE VICTORIEI WAY AND THE IMPACT ON ACCOMMODATION FACILITIES

The present Victoriei Way is the past Mogoşoaia Bridge, built during the reign of Constantin Brâncoveanu (in 1692), a road paved with oak logs laid perpendicular to the direction of the road. The road used to link the city of Brâncoveanu's time, on the Dâmboviţa riverside, and the Brâncoveanu estate to the northwest of the city (Giurescu, 1979, pp. 77). In the 18th and 19th centuries, the Mogoşoaia Bridge went on to become the main thoroughfare of Bucharest, with the nobility's estates laid along it, some of them later converted into state institutions' offices, others into residences, and yet others into luxury hotels that are still representative for the city's tourist industry. The Mogoşoaia Bridge was renamed into Victoriei Way in 1878. By the beginning of the 20th century, the Victoriei Way remained the core of finance-banking and merchant activities in the most important city in the country.

Initially with a twofold function (large estates of the nobility and stores), the Mogoşoaia Bridge will grow integrated into the trade circuit of the old city commercial

center, because its south-north direction placed it at the limit of some of the most important routes going west-east (Mucenic, 2004, pp. 24).

The comparative analysis conducted, encompassing 1911-2011 and the area alongside the Victoriei Way, offers valuable information on the transformations the most important thoroughfare of the capital city underwent in the past century. In this respect, Bucharest's detailed topographical 1911 plans were consulted; these are some of the best-drawn plans of the city, as they render an accurate image of the city, with all of its specific urban features. It is much more detailed when compared to previous plans (those of 1894 and 1899), and tends to be rather a topo-zoning plan, as, in addition to lisating all houses, with their owners' names, and all public buildings, street names and tram routes, it also comprises contour maps and a whole set of landmark heights.

Evolution in the past century revealed five categories of hotels (figure 1).

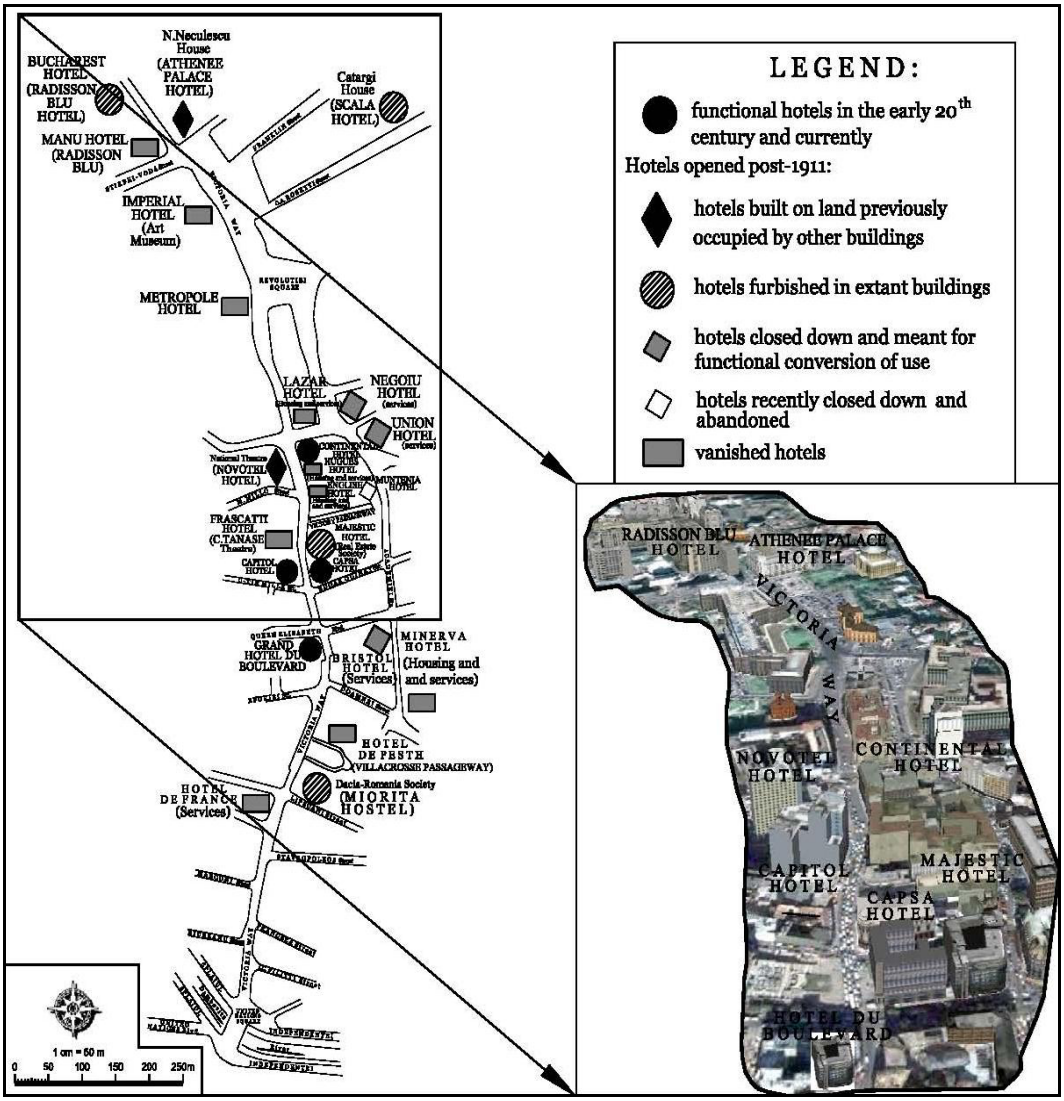

Figure 1. Functional conversion of historical buildings along the Victoriei Way (comparative analysis: 1911 and 2011), Authors' elaboration on ArcGIS 10 & AutoCadMap (Source: topo-cadastral plans (1911, 1975), Google Earth)

Hotels in use early in the 20th century and still in use nowadays

Among accommodation facilities that have been in use for one century already there are four well-known hotels: Bulevard, Capitol, Capşa and Continental.

The Hotel Bulevard, whose building was inaugurated in 1867 under the name of Hotel Herdan, is the oldest hotel in Bucharest nowadays. Construction was completed in 1871, and two years later it was renamed into Grand Hôtel du Boulevard; at that time, it was the biggest hotel in Bucharest. After nationalization in 1949, it stopped being used as a hotel until after the earthquake in 1977, when it regained its initial destination (Hotel Bulevard). Nowadays, the Hotel Bulevard is closed down because of the consolidation and modernization works under way.

The Hotel Capitol is the former Hotel Luvru, whose construction was initially conducted in 1882, and then in 1905 and 1910. The hotel hosted the Agricola General Insurance Public Limited Company (as mentioned in the 1911 plans). The fire of that same year destroyed the 1909 documents establishing the Romanian Writers' Society, which was headquartered there. In the 1930s, the hotel hosted the well-known Café Royal on the ground floor. The Hotel Capitol was inaugurated on the premises in 1976.

The Hotel Capşa was inaugurated in 1866 by brothers Constantin and Grigore Capşa (later on, the confectionery and café were also opened). Converted into a soldiers' casino late during the First World War (a fate similar to that of the Hotel Capitol, converted into an army barracks), it was damaged by the aerial bombing of 1944 and later on dropped out of the spotlights until the 1970s, exactly like the hotel across the street.

The Hotel Continental (built on the locations of the Grand Hotel Broft) entered service in 1884. The Luncheon bar opened in 1900 was one of the first bars in Bucharest. The Continental Hotel was closed down several times during the communist regime and underwent important restoration works twice: in the 1970s and in 2007-2009. Its rejuvenation occurred in the wake of the latest renovation, which preceded its reopening in 2009. Several shops were set up on the ground floor, reminding one, to a certain extent, of the shops that used to do business there early in the 20th Century.

Hotels opened post-1911

There are two sub-categories identified here:

Hotels built on land previously occupied by other buildings

The former National Theater in Bucharest, inaugurated in 1852, was replaced, more than one century and a half later, by the current Novotel hotel, opened in 2006. The interesting thing is that on the locations of the former National Theater there used to stand the Filaret Inn, dedicated to the Metropolitan Church in 1794. In 1813 it was converted into a hospital and then into a children's institute (in 1835), and in 1847 it was demolished to make room for the construction of the National Theater (Potra, 1985, pp. 84). The theater unfolded its activity on the locations until 1944, when the building was destroyed by aerial bombing.

Hotel Athenée Palace, built in 1912-1914 (on the locations previously occupied by Nicolae Neculescu's house), underwent two major phases of renovation and modernization work, in the 1960s and in the 1990s, with the initial architecture undergoing certain modifications. Like a large part of the hotels in Bucharest, it is currently part of an international hotel chain (Hilton).

Hotels furbished in extant buildings

The Hotel Mioriţa, recently converted into Hostel Mioriţa, works out of a building included on the list of heritage buildings (a Dacia-România Society asset by 1911).

The building where Hotel Majestic is currently located was built in 1920. In the 1950s the hotel was decommissioned and converted into an annex of the Odeon Theater. The first steps to consolidate and renovate the building were taken in 1970, when the building regained its initial destination as a hotel. From 1990 on, it underwent a process of heavy transformation, including the addition of a new hotel wing, which eventually led

to its rising to a place of prominence among luxury hotels in Bucharest (currently, it has been taken over by the Ramada Hotel chain).

Hotel Radisson Blu is the descendant of the former inn and hotel Orient, the Hotel Splendid and eventually the Hotel Bucureşti.

The Bucureşti International Hotel was built in 1980, as the biggest hotel complex of the time, on the place of a block of flats that collapsed during the 1977 earthquake, whose ground floor hosted the famous Nestor confectionery (renamed into Republica upon nationalized), favored by the artistic community. The Radisson Blu Hotel is currently the biggest five-stars hotel in Romania.

Hotels closed down and meant for functional conversion of use

This category includes three hotels that serve as positive examples of sustainable conversion of buildings. The Hotel Bristol, built in 1894 on the Cosma and Max Anell estates, with a well-known café whose regulars were the businesspeople of the early 20th century, currently hosts several public institutions, and public houses on the ground floor.

The Hotel Regal, demolished in the 1930s in order to make room for the Hotel Stănescu (later renamed into Negoiu) was one of the luxury hotels in Bucharest's midtown section. Included on the list of heritage buildings, it currently hosts various institutions and companies working in the services sector – mainly banking, insurance, and copy-editing.

The Hotel Union was built in 1925, and the current building goes back to the restoration work done in the 1970s. Early in the 20th century, the ancient building used to host the Bucharest Cyclists' Club. Nowadays, the hotel was converted into the Union International Center where diplomatic activities and various other services (banking and legal, among others) unfold.

Hotels recently closed down and abandoned

This is the state of the former Hotel Muntenia, closed down since 2006. Apparently converted from the former Hotel Paris, the Hotel Muntenia currently is in an advanced state of deterioration, although the building has an outstanding architectural style and a high potential for inclusion in the patrimony.

Vanished hotels

The category of vanished hotels is numerically the most important, as it consists in 10 hotels.

Hôtel de France was built on the locations of a former hotel (the Damaris hotel) in 1882 and it serves as a negative instance of urban intervention. Its disappearance in 1977 meant a fracture in the architecture of the area, as the current glass-covered building fails to integrate in the style of the CEC headquarters and the Victoria store.

The Hôtel de Pesth was replaced on the premises by the building now circumscribed by the Macca-Villacrosse covered passageway (Zamani, 2007, pp. 109), an architectural complex mentioned by Fr. Damé in 1906.

The Hotel Minerva is included in the 1911 topographical plans, and its history is bound to that of the Minerva Printing House which used to work in the vicinity.

The Frascatti Hotel was furbished in 1875 inside the former premises of the Hotel Oteteleşanu. Demolished in 1935, its premises were used for the construction of the Constantin Tănase Revue Theater.

The Hotel English emerged late in the 19th century. Nowadays, it is a residential building and there are several public houses on the ground floor; the hotel is bisected by the English Passageway.

The Hotel Hugues was the second hotel in Bucharest, inaugurated in 1841 in the plaza where the future National Theater was to be built. In 1884, a chocolate shop and the Riegler confectionery opened inside the hotel. Surviving the passing of time and multiple

architectural modifications – mainly negative ones – the hotel lost its importance in the time after the Second World War; the building is now used for residential purposes, and there are stores on the ground floor.

The Hotel Lazăr was built in the former half of the 19th century on the Vanic estate (as mentioned on the 1911 plans). A mention in an 1873 document points out that the first Congress of the Press was held inside the hotel. The hotel also hosted the well-known grocery store of Dragomir Niculescu. In the 1930s it was demolished and a high-rise was built on the locations (known as the Romarta block).

The Hotel Métropole (a former inn), mentioned as being located on Gh. Asan's estate in 1911, was later on demolished in order to widen the Royal Palace Plaza.

The Hotel Imperial, with its well-known Kübler café, was demolished in 1935, and its locations served to expand the Royal Palace gardens, and later on the right wing of the Palace.

The Hotel Manu, mentioned in a document in 1860, opened close to the future Hotel Orient. The locations of the Manu and Orient hotels were later on used to build the Hotel Splendid. Early in the 20th century, the hotel was also known as High Life (Zamani, 2007, pp. 109).

PROMOTION OF SUCCESSFUL INSTANCES OF TOURISM ENTREPRENEURSHIP AND RESCUING HISTORICAL BUILDINGS

The two instances of successful ventures, with distinct contributions to the conduct of tourist activity in the capital city (an accommodation facility and a public house), were selected with the very view of reinforcing the idea that the meaning of a historical building, part of the heritage or eligible for inclusion in it, is not limited to the past alone, but that the building can very well be (re)introduced into the current urban landscape, thus contributing to perpetuating the identity of a certain space.

Cafepedia

The Cafepedia café is located on 2 Arthur Verona Street, inside a (neo) classical villa (figure 2). The qualitative renovation of the villa by a team of architects and constructors brought into focus the outstanding architecture of the building. Cafepedia is a chain of cafés whose business history goes back a significant length of time (the first café was opened in 1640 in the Piazza San Marco). The long tradition of catering to the public explains the choice of special locations. This led to the preference for locating the café inside a particularly beautiful building, and the restoration of the villa that hosts the café indicates the sense of respecting the beautiful. The building where the café was opened has a past, as it was built in the early 19th century, and was known as the Mitilineu house.

Figure 2. Conversion of an ancient building into a café

Figure 3. Historical building converted into a hotel

The Scala Hotel

The building that hosts the Scala Hotel has an unsuspected history. It was built in the interwar period in the neo-Romanian style, using the plans of architect Gh. Simotta on a tract of land bought by the Catargi family.

The building impresses the viewer thanks to its well-defined dimensions and the elegance of architectural decoration, enhanced by the steps taken to renovate the building. The Romanian architecture features (Brâncovenesc-style loggia) and the elegance of the building cause it to stand apart in the urbanized and everyday landscape of Bucharest as an item that was put to best use by means of a successful conversion. The conversion allowed turning the ancient building into a tourist accommodation facility, which meant achieving a perfect blending of actions to restore and to capitalize on a building of historical and architectural importance (figure 3). The image of the hotel preserved the particular features of the building, drawing from its age and elegance. The hotel rooms were furbished in the same style as the building construction, and thus became spaces with an archaic tint and a distinguished air, typical of the Confort Boutique concept, each of the rooms being individually furbished with classical furniture. The image of the hotel was shaped along these features that allow the hotel to stand apart in Bucharest's range of accommodation facilities.

CONCLUSIONS

Nowadays, rather than carrying on with a certain local architectural *savoir-faire*, as it happens in European capitals, owners have a different approach to capitalizing on ancient Bucharest buildings: successive sales, cheap renovation work, closures, demolitions, with investors' preference for new constructions frequently predominating. As a result, accepting, rediscovering, rehabilitating and reusing the ancient buildings and urban spaces become indispensable steps to preserve the history of the city of Bucharest. As part of these steps, tourist services might serve as a possible course to follow, with a view to removing from anonymity certain buildings with special attributes.

Encouraging protection of the patrimony might be achieved by the following steps: the increasingly active participation of authorities, lawmakers and business ventures, coordinated with the replacement of a permissive legislation by a stricter and exact one concerning cultural heritage; the necessity for programs meant to educate the population in the spirit of appreciation of the assets and their identification with the past history of the place (significant importance might lie in the promotion of successful instances of tourism entrepreneurship, such as the Cafepedia café and the Scala hotel); publicizing the idea that the heritage buildings are essential for the development and affirmation of a place, as buildings are important in term of their intrinsic value, and their content.

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TOURISM IN PESCARA (ITALY): COMPETITIVENESS AND ATTRACTIVITY

Giacomo CAVUTA*

University "*G. d'Annunzio*" of Chieti-Pescara, Faculty of Economics, Department of Economics, 42 Viale Pindaro, 65127, Pescara, Italy, e-mail: cavuta@unich.it

Abstract: Pescara is a "*young*" city, that perhaps still participate, in part, to the underdevelopment of southern Italy, but since a few years this urban center represents the coupling to the Adriatic development model, creating a weld with the "*third Italy*". This is the position and the interpretative key of the reasons for the growth of Pescara, a rural and military village that, without renouncing to the contributions of the traditional sectors, opened itself with enthusiasm to the industry, the market and the first forms of tourism; the city broke down the ancient fortifications and was projected towards the river - which became the port - and the pine forest, to reach the beach and the woods for the new recreational needs; this new urban center began to integrate its production with Castellammare. Shortly, Pescara built, during the end of the last century, the foundations for the conquest of the urban hegemony, in terms of population and services, along the middle Adriatic sea, beyond the Abruzzo administrative boundaries. So we can see a situation that evolves all the time with problems and imbalances, with increasing force and with the ability to mobilize all available resources and opportunities, if we watch this from a more detached point of view in order to insert the city dynamics at the mouth of the Pescara river in the regional and national level and if we adopt an appropriate method of comparison. Pescara, certainly, has many aspects of evolution in this direction: from industrial and commercial city became an interregional and international metropolitan node - thanks to new relationships with the opposite side of the Adriatic -, increasing its value in the tourism market. Pescara is not currently a tourism attraction of "*pleasure*" for foreigners, but it is an important business center for them. However It maintains importance, for the hinterland inhabitants, as summer resort destination for a touring day. In fact it is the only center in the region which is equipped with the facilities of a modern business city, but combined, and "*sweetened*" by the pleasures of a holiday destination (weather, events, nightlife, waterfront restaurants, etc.). It's the place where all the tourist routes, to discover the region, start or end.

Key words: Pescara, tourism, urban growth, accessibility

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INTRODUCTION

Pescara was officially founded in 1927 by the merger of Castellammare Adriatico (in the province of Teramo with about 16,000 inhabitants) and Pescara (in the province of Chieti with about 10,000 inhabitants). Hardly hit in the years of the second World War,

* Corresponding author

then the city suffers a massive and messy population and size growth that leads it to become the largest in the Abruzzo region.

Forming a conurbation between its territory (actually small), the coastline and the low valley of Pescara, it links, indeed, the centers of Francavilla al Mare and Montesilvano and industrial areas and settlements of Spoltore valley, San Giovanni Teatino, Chieti and beyond.

Its birth and its growth does not match the typical model of Italian and European cities: the city of ancient foundation, enclosed in the walls, which starts to go out along the main roads, to expand rapidly in all directions: the original core, fortified after the demolition of walls, is only belatedly recovered as a historic center while the city expands with a linear shape along the coastal rail, generating multiple "*centers*" (commercial, administrative), exploding in the area with sub-centers, suburbs and peripheries.

The dominant center of Pescara, born in 1927, was Castellammare Adriatico (the choice of the name Pescara can be considered for this a tribute to its most famous citizen, Gabriele d'Annunzio, "*poet*" of the regime, and perhaps a recognition to the more solid fascist faith of Pescara citizens) located in the northern part of the mouth of the river, whose original core – as, indeed, throughout the Middle Adriatic coast – was located in the hills.

The Bourbon drainage of the "*agro in piano*" (1815-1853) had begun to shift the interests on the coast, marked by the great mansions of the landowners; the arrival of the railroad brought the formation of a real urban settlement, starting from crossroads between the Adriatic road and the road that linked the new station to the sea[1].

Southerly and near the river, there was the D'Annunzio Pescara, a small and not very dynamic center that resisted to the destruction of the Bourbon fortress, strongly supported after the national unification. Demolitions were already initiated by the Austrian troops, to continue the construction of the railroad and to force the acquisition of free zones near the municipality, which instead had to pay the "*Reign*"; the only remaining military building is the "*Bourbon prison*", now a museum (Avarello, 2000, pp. 752).

Almost not born yet, the new Pescara suffered heavy Allied bombing, and was mined by the retreating Germans, in both cases the rubbles impeded the movements of troops along the Adriatic. Abandoned by the people, who were displaced over the hills and in the countries of origin, at the end of the war the city was a ghostly rubble, especially in the more central areas[2].

THE URBAN GROWTH

However, the population and housing recovery was exceptionally rapid, so quick that the curve of population had no inflections and the people number rears up from 1951. A vigorous process of conurbation started, the first signs occurred since the first after-war of this century, and they were recognized at the administrative level with the formation, on both the banks of the river, of a single municipality. But they were different growth patterns of the two original cards: Castellammare Adriatico, in the north, was developing in an imploding manner on lines that were parallel to the rail and it favored the service sector for families; Pescara, in the south, expanded mainly for successive rings around the ruins of the old Bourbon fortress, and its economy was based on the tertiary for enterprises, mainly for the wholesale trade, and on the manufacturing industries whose production facilities were grouped near the railway station and the initial part of the Tiburtina highway.

[1] Today Corso Umberto. The station was located here "temporarily" - waiting for the railway bridge and the continuation of the line to the south - on areas "given" for the purpose by the Muzii family. It's said that to take this opportunity to damage Pescara, was built in just 100 days. Over 15 years lasted the construction of the new "passing" station (further back than the old) completed in the mid-80s of the twentieth century.

[2] The report of the reconstruction plan says it was destroyed for 69%, even if, as always, in case of natural disasters or war, the damages were overstated in order to support the request for financial aids.

Figure 1. Castellammare station (1916)
(Collection: R. D'Amario)

Figure 2. Pescara station (1920)
(Collection: R. D'Amario)

Figure 3. Pescara bus station
(Collection: R. D'Amario)

Figure 4. "Marina di Pescara" tourist harbour
(Source: F. De Nicola)

Figure 5. Via delle Caserme. Former Bourbon prison, actually Museo delle Genti di Abruzzo
(Source: Freegiampi)

Figure 6. Aerial view of "Marina di Pescara" tourist harbor and the littoral
(Source: A. Di Loreto)

Pescara is essentially a sea city with the shape of a "*strip*", the coast is further densified in the central areas and along the Adriatic (without changing the viability), even if we can not overlook the connections with the valley and the hills, now densely built and inhabited. The Adriatic ring-road jumps largely the residential areas, and it is expected that it will expand even more in the hinterland, without distinguishing between the valley and the hills; this expansion was favored also by the recession of the station of about 500 m on the axis of the existing railway line that is the basis of the enlargement of the city center.

A strong population growth is recorded, in parallel, in the municipalities adjacent to Pescara (Montesilvano stands on all, now firmly in the fifth place in Abruzzo for population size) and some municipalities in the outer crown which, for their nature, can rightly be regarded as secondary population thickening centers within the Pescara conurbation (Landini and Massimi, 2000, pp. 738-739). We must note three things. The first is the increasing concentration of population in the urban area of Pescara censuses until 1971. The second aspect is the decrease in growth rhythms from the census of 1971, and then the decrease of the total population in the urban core, this can be interpreted as a result of several factors at the local level (residential decentralization for the high cost of the land and the progressive saturation) and at the regional level (strong industrial growth in Val di Sangro in the province of Chieti: formidable economic and population growth in the valleys and hills of Teramo). The third peculiarity is the fact that in addition to the core of the conurbation, centers of aggregation developed in the suburban areas, remaining subordinate to the main center, but growing on the functional plan.

The post-war reconstruction marks for Pescara a remarkable growth, promoted by the persistence of traditional industrial activities (food, bricks and mechanical) and the expansion of tourism and commercial services sector, especially wholesale. However, the strong urbanization shoked the port area, inadequate to meet the needs of joint fishing and commercial activities. The latter especially penalized by the inability to accommodate the boats in the channel port.

The mix between residential and manufacturing plants becomes at the beginning an attractive feature (short trips from home to work) and then repulsive (noise and air pollution) for the new tertiary middle class: it's emblematic the relocation, around the sixties, of the cement factory from the port to the present site that nowadays has become a central area too.

TOURIST RESOURCES AND ACCESSIBILITY

Pescara isn't very attractive for the external tourists, however it is an important affair center. It is a very important destination for the inhabitants of the hinterland who want to do a tour during the summer. In fact it is the only center in the region equipped with the facilities of a modern business city, but combined, and "*sweetened*" by the pleasures of a holiday destination (weather, events, nightlife, waterfront restaurants, etc). It's the place where all the tourist routes, to discover the region, start or end. It's a modern and cultural center (made famous by the figures of d'Annunzio, Flaiano, Cascella) which offers artistic and cultural events of great attraction, thanks to the presence of some museums (the birthplace of Gabriele D'Annunzio, the most visited, the Museum Basilio Cascella, the Museum of Modern Art Vittoria Colonna, the Museum of Genti d'Abruzzo, the Museum Villa Urania-Antiche Majoliche di Castelli) and of important theaters and musical institutions.

In spite of this, the city is considered a destination of a mid-level tourism with the limitations of an incomplete knowledge of the territory and of attractive landscapes for the great mass of Italian and foreign tourists: these ones, in particular, after they have remained in the city or in neighboring towns thanks to the case, they tend to come back, this for the acceptance of residents, the nice climate and, largely, thanks the "beauty" of the city too.

One of the important junctures of the Italian roads, Pescara is in fact the connection terminal between the south-central Adriatic way and the Tyrrhenian way. The motorway link is really good along the Adriatic side (Bari-Bologna) and along the Tyrrhenian one (Roma-Napoli). The rail links, however, are just discrete, and only in the north direction, with the presence of only four links to and from Milan: the Eurostar Frecciabianca. The easy accessibility from Rome increased a substantial local tourism and

the rise of "*second homes*"; the same conditions have facilitated and promoted tours and short theme stays (cultural, gastronomic, religious) with large basins of metropolitan demand (as well as Rome, Naples and Bari), supporting, at least, a partial insertion of Abruzzo in broader "*packages*" of national and international tourism.

Figure 7. D'Annunzio home museum
(Source: E. Taglieri)

Figure 8. D'Annunzio Theatre and the beach
(Source: A. Di Loreto)

Figure 9. Pescara: bathing establishments on the seashore
(Source: A. Di Loreto)

The accessibility by sea is also an important hub thanks to the tourist port Marina di Pescara, that is considered one of the best and most equipped in the Adriatic in terms of services and as source of attraction from the touristic and economic point of view, with a significant increase of workplaces in specific fields and industries. The regional tourist ports, in addition to absorbing the demand from the local coastal boating, play an important role in the whole system of yachtsmen in the lower middle Adriatic, whose potentials are obvious: easy access from the Roman demand basin, the proximity of the Croatian, Albanian and Greek coasts, that makes easy crossing the sea for a middle boat owner, the presence of islands (Tremiti) that can also be reached from a boat excursionist. The connections with Croatia and Tremiti accentuate the role of Pescara, thanks to other Abruzzo and Molise slipways (Ortona, Vasto, Termoli, despite seasonal and not positive annual discontinuity) as "*Adriatic outlet*" for the entire central Italian area.

Even the air accessibility is under strong improvement, even if are persisting, in this case, some difficulties and discontinuities: Abruzzo Airport, included in the urban area of Pescara, has greatly increased its activities, especially since the low cost

company Ryanair has enabled numerous scheduled and charter links, which brought a passenger traffic of around 400,000 units in 2008 (quintupled in a decade). The airport facilities, even if they have been enhanced, however, require a further strengthening, as necessary, prerequisite for an attack strategy of the region against the foreign tourism markets.

TOURIST ACCOMMODATION CAPACITY AND TOURIST FLOWS

The Pescara hotel accommodation capacity focuses heavily on the coastal section of the metropolitan area (Pescara, Montesilvano). The hotels, structures with a single management located in one or more buildings or parts of them, assure accommodation and/or any other services. In addition to hotels in the strict sense, there are still some guest houses in the urban area of limited size and quality, offering low-priced family-style hospitality. In the urban area of Pescara, hotels are open during all the year, even if the tourism remains mostly linked to the sea. However the cultural and, specially, business tourism substitutes the seasonal tourism. Definitely significant, especially in recent years, the frequency of conference events, sports events, exhibitions and cultural events of national and international level in the urban area and surrounding towns, which act as a sounding board not only for tourists in the strict sense, increasing the overall competitiveness and attractiveness of the territory.

Looking at the period 2003-2008, the number of hotels in the province of Pescara is almost constant, with a slight growth variation. These minor deviations did not contribute substantially to alter the distribution of beds, resulting in a number of just under 9,000 (table 1).

Table 1. Accommodation capacity in the province of Pescara - hotels
(Source: ISTAT)

Year	Operating	Rooms	Beds
2003	101	4,227	8,873
2004	103	4,246	8,951
2005	104	4,258	8,969
2006	105	4,253	8,966
2007	102	4,198	8,905
2008	102	4,180	8,846

Considering the size, we can see that in 2008 hotels of small size (less than 25 rooms), most of them belonging to the lower categories (1 and 2 stars), continue the negative trend of recent years: in total they are 51 with 797 rooms, for 1,570 beds; those of medium size (between 25 and 99 rooms), yet in sufficient number to meet the needs of the traditional tourism demand for the province (mostly beach holidays for families), are also declining (42 enterprises with 1,984 rooms for a total of 4,079 beds). We must highlight, then, the weak presence of large exercises (100 rooms and over), only 9 with 1,399 rooms for 3,197 beds: we can configure, with this, an offer poorly adapted to the changing needs of demand, which increasingly changes in favor of high quality hotels, with a higher comfort in facilities of adequate size.

In terms of management, the conduction of the majority of the hotels is individual, and in many cases of small-scale, counting the smaller size of the companies; much less present, as mentioned above, the presence of larger hotels with the resulting quality and quantity of services offered, because these structures are often part of national or multinational companies (in the case study, we report the presence of three sister hotels in Pescara belonging to Best Western chain).

From the qualitative point of view, the urban area includes hotels ranging from 5 stars to 1 star (table 2), explainable by the coexistence of the business and beach tourism, segments characterized by different types of tourists with significantly different needs.

Table 2. Number of hotels by category - Province of Pescara
(Source: ISTAT)

Category	2003			2005			2008		
	Operating	Rooms	Beds	Operating	Rooms	Beds	Operating	Rooms	Beds
☆☆☆☆☆	1	34	68	1	34	68	2	106	212
☆☆☆☆	14	1,187	2,405	15	1,258	2,532	19	1,296	2,603
☆☆☆	55	2,536	5,510	54	2,469	5,427	55	2,400	5,309
☆☆	17	290	543	18	296	558	14	229	426
☆	14	180	347	16	201	384	12	149	296

Table 3. Accommodation capacity by type of accommodation, tourist area and type of resort – Province of Pescara
(Source: ISTAT)

Tourist area		Pescara	Montesilvano	Caramanico Terme	other municipalities PE
Type of resort		Marine resorts	Marine resorts	Termal resorts	n. a. c. municipalities
2008					
Camping and holiday villages	Num.				1
	Beds				117
Housing for rent	Num.	2	4	13	14
	Beds	30	49	117	131
Accommodation in farms and country-house	Num.	1	-	5	82
	Beds	20	-	65	1,099
Youth hostels	Num.	-	-	1	5
	Beds	-	-	25	146
Bed & breakfast	Num.	13	23	2	49
	Beds	81	145	8	275
Total	**Num.**	**16**	**27**	**21**	**153**
	Beds	**131**	**194**	**215**	**1,809**
2005					
Camping and holiday villages	Num.				1
	Beds				117
Housing for rent	Num.	1	1	8	3
	Beds	19	20	98	30
Accommodation in farms and country-house	Num.			5	42
	Beds			66	542
Youth hostels	Num.				2
	Beds				50
Bed & Breakfast	Num.	4	16	1	16
	Beds	21	105	6	91
Total	**Num.**	**5**	**17**	**14**	**64**
	Beds	**40**	**125**	**170**	**830**
2003					
Camping and holiday villages	Num.				
	Beds				
Housing for rent	Num.	1	2	8	1
	Beds	19	70	91	7
Accommodation in farms and country-house	Num.			4	35
	Beds			56	433
Youth hostels	Num.				
	Beds				
Bed & Breakfast	Num.	2	4	1	11
	Beds	8	20	6	67
Total	**Num.**	**3**	**6**	**13**	**47**
	Beds	**27**	**90**	**153**	**507**

From 2003 to 2008, the 5-star accommodation has seen the opening of a second structure, which has effectively tripled the number of rooms and beds; there was also an increase for the 4-star category, increased from 14 hotels in 2003 to 19 hotels in 2008

(about 200 beds more); the number of 3-star hotels was virtually unchanged, but with a slight reduction of accommodation capacity (about 130 rooms and 200 beds less), explained by the large number of renovations carried out in recent years to improve the accommodation and the quality of family-run hotels. In line with recent trends in the demand/offer ratio, there is a decrease of the lower hotel categories (2 and 1 stars).

In the urban and metropolitan territory non-hotel or complementary accommodation units are variously distributed (hostels, campsites and resorts, rental accommodations, agri-tourism accommodations, country houses, bed and breakfast), whose type is however largely incomplete (table 3). In recent years there has still been a substantial increase in non-hotel structures, especially B & B in the coastal urban area and accommodations in farms in rural areas, mainly thanks to the provincial plan for their incentives (training courses and sensitization) and the realization of the trademark of quality, for the development of the sector. If we look to rental accommodations, it is notoriously undersized because the official figures, of about fifteen years, detect only the exercises of this kind entered in the register of companies at the Chambers of Commerce: for real, in urban area (where in addition to the tourist users we can find University Students) and in inland areas, the phenomenon is much more widespread and consistent.

The total number of complementary structures was 69 (with 777 beds) in 2003. In the next two years we see the significant growth of the category B&B, particularly in Montesilvano, while still weak is the growing of agro-tourism accommodations and of country-houses in the inland areas, where we can record, however, the entrance of the categories "*youth-hostels*" and "*camping and tourist villages*". To notice how the second of these categories is absent in the coastal zone for the presence of hotels and tourism resorts and, then, for the congestion of urban areas. So, the number of complementary accommodation facilities in 2005 rose to 100 with 1,165 beds.

A further significant increase in accommodation facilities occurred in the following years, thanks, mainly, to the contribution of the farm in the inland areas and to B & B in the coastal urban area: so in 2008 we have a growth of the accommodation capacity with 217 non-hotel facilities for a total of 2,349 beds.

Considering now the tourist flows during the same period 2003-2008, there has been, at provincial level, a modest increase in the number of arrivals of Italian tourists (about 22,500 more, equal to 8.5 %) and even more modest – more than that discontinuous decline in 2005 – in the number of admissions (about 15,300 more), the latter due exclusively to the contribution of additional accommodations (+39,500), while the overnight stays in hotels are continuing to fall (table 4, 5, 6): the whole is globally in line with the general trends associated to the economic fluctuations and the length of tourist stays.

Table 4. Arrivals and overnight stays in hotel facilities for customer residence and tourist destination
(Source: ISTAT)

Tourist area			Caramanico Terme	Montesilvano	Pescara	Other municipalities PE	TOTAL
2003	Italians	Arrivals	12,772	103,095	91,025	59,276	**266,168**
		Presences	87,336	490,278	188,438	121,333	**887,385**
	Foreigners	Arrivals	811	9,333	23,336	6,809	**40,289**
		Presences	3,507	47,825	82,337	19,955	**153,624**
2005	Italians	Arrivals	14,078	115,897	100,389	48,230	**278,594**
		Presences	88,773	483,332	197,236	102,109	**871,450**
	Foreigners	Arrivals	1,020	9,032	23,579	6,323	**39,954**
		Presenze	4,191	43,215	70,527	15,322	**133,255**
2008	Italians	Arrivals	13,293	118,310	99,514	48,569	**279,686**
		Presences	81,099	493,747	177,726	110,570	**863,142**
	Foreigners	Arrivals	999	11,530	25,036	6,205	**43,770**
		Presences	3,255	46,843	82,886	18,949	**151,933**

Table 5. Arrivals and overnight stays in non-hotel facilities for customer residence and tourist destination
(Source: ISTAT)

Tourist area			Caramanico Terme	Montesilvano	Pescara	other municipalities PE	TOTAL
2003	Italians	Arrivals	710	15	11	1,590	**2,326**
		Presences	4,575	19	26	5,702	**10,322**
	Foreigners	Arrivals	27	2	24	485	**538**
		Presences	104	2	58	2,153	**2,317**
2005	Italians	Arrivals	601	104	122	1,950	**2,777**
		Presences	4,640	524	284	7,137	**12,585**
	Foreigners	Arrivals	31	11	11	1,232	**1,285**
		Presenze	174	41	35	8,919	**9,169**
2008	Italians	Arrivals	961	510	1,971	7,942	**11,384**
		Presences	3,956	2,248	8,605	35,033	**49,842**
	Foreigners	Arrivals	114	112	394	2,177	**2,797**
		Presences	399	888	1,706	22,034	**25,027**

Table 6. Arrivals and overnight stays in hotel and non-hotel facilities for customer residence and tourist destination
(Source: ISTAT)

Tourist area			Caramanico Terme	Montesilvano	Pescara	other municipalities PE	TOTAL
2003	Italians	Arrivals	13,482	103,110	91,036	60,866	**268,494**
		Presences	91,911	490,297	188,464	127,035	**897,707**
	Foreigners	Arrivals	838	9,335	23,360	7,294	**40,827**
		Presences	3,611	47,827	82,395	22,108	**155,941**
2005	Italians	Arrivals	14,679	116,001	100,511	50,180	**281,371**
		Presences	93,413	483,856	197,520	109,246	**884,035**
	Foreigners	Arrivals	1,051	9,043	23,590	7,555	**41,239**
		Presenze	4,365	43,256	70,562	24,241	**142,424**
2008	Italians	Arrivals	14,254	118,820	101,485	56,511	**291,070**
		Presences	85,055	495,995	186,331	145,603	**912,984**
	Foreigners	Arrivals	1,113	11,642	25,430	8,382	**46,567**
		Presences	3,654	47,731	84,592	40,983	**176,960**

Also on the front of the foreign tourists, arrivals and overnight stays record similar changes, with some more fluctuations and, however, very low absolute values, which denote the much lower incidence of the foreign component on the regional tourist movement against the national tourist movement.

The exception is only the city of Pescara, where the incidence stands at 20 % of arrivals and 30 % of overnight stays, compared with the respective values of 13.5 % and 15 % for the whole area of the province.

Equally obvious is the concentration of the flows in the urban area, where the average stay, higher in Montesilvano (average of 4.2 nights, against 2.1 in Pescara), denotes the duality of the type of offer and, consequently, of demand. The increased length of stays, which is closely linked to the spa, is recorded in Caramanico, with an index of average permanence of 5.9.

Comparing, therefore, the urban area of Pescara to Montesilvano, administratively separated but included in the metropolitan area, the fundamental differences lie in the tourism features: Pescara has a strong competitivity for the urban and cultural tourism – we must mention the Jazz Festival, the summer theater season at the Teatro d'Annunzio, the international festival dedicated to Ennio Flaiano and the presence of numerous awards related to this and other leading figures in the history of art as the family of painters and sculptors Cascella – which also explains the great attraction for foreign visitors; Montesilvano is famous for the image of the seaside tourism, which, however,

operators gradually have been able to support with the congress tourism, with multi-seasonal feature, to raise the utilization rates of the major hotels.

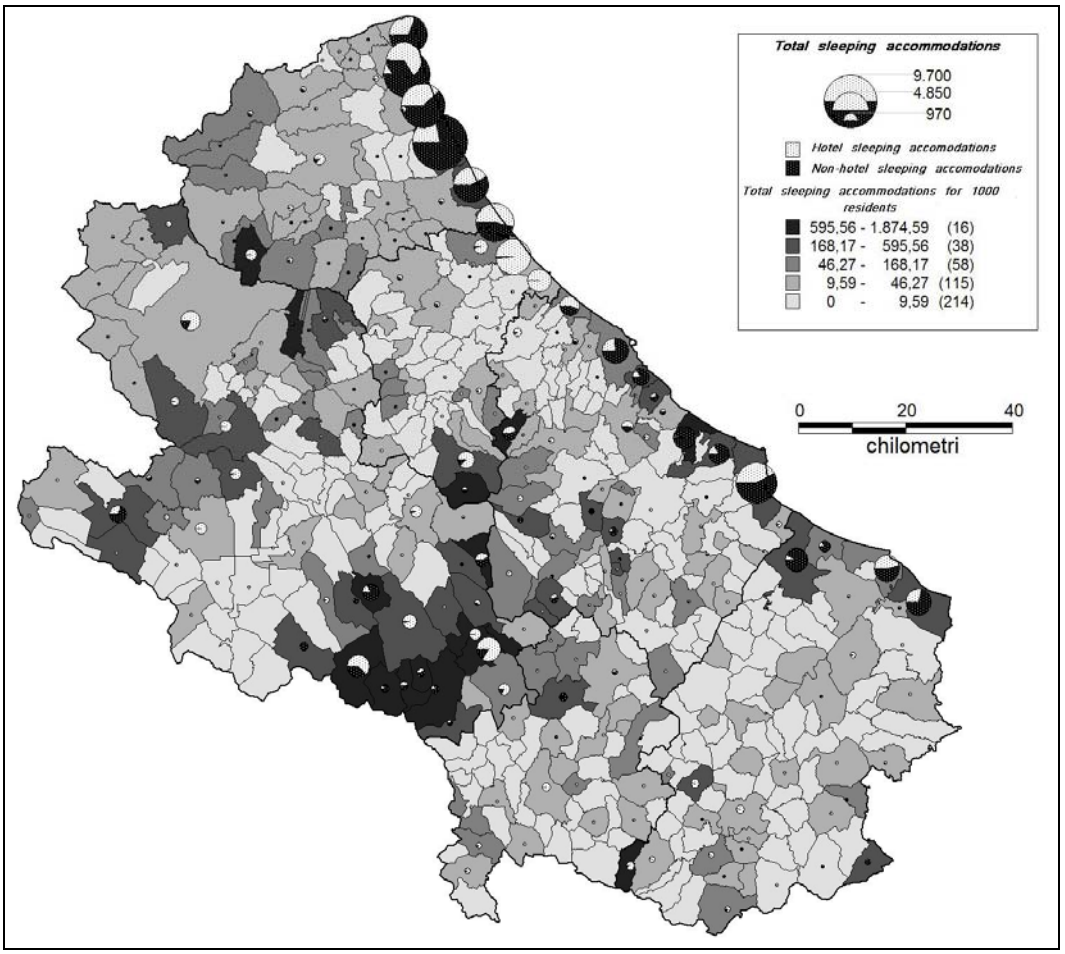

Figure 10. Abruzzo Region – total accommodation capacity by municipality
(Source: ISTAT)

Figure 11. The bridge and the channel port
(Source: E. Taglieri)

Figure 12. The bridge. On the back the "Marina di Pescara" tourist harbour
(Source: G. Cavuta)

Analyzing separately the performance of the non-hotel facilities (table 5), even if there are low absolute values, it is possible to speak of exponential growth for the increases from 2003 to 2008: the total arrivals in the province of Pescara record a significant +400 % in the period, going from 2,864 in 2003 to 14,181 in 2008 and presences of 500 %, from 12,639 in 2003 to 74,869 in 2008. Especially important was the dissemination of B&B structures in the territory, with peaks of high quality that collect the benefit of both foreign and domestic customers.

CONCLUSIONS

Pescara is a "*young*" city, perhaps even participant, in part, to the underdevelopment of southern Italy, but it represents the Adriatic development model, which creates a weld with the "*Third Italy*". A flexible and diffusive model, that needs a stronger centrality, well anchored in the area and provided with adequate services to perform metropolitan functions.

In the logic of the "*glocal*" economy (global/local), moreover, the cities don't represent anymore large construction sites and large factories, converters of peasants into workers, but network nodes, material and immaterial. To assume this role the cities must be capable to compete: the competition is necessarily on the quality of human capital, environmental capital and city capital, or the quality of settlements, that exert a great attraction on the tourism.

Pescara certainly has experienced an evolution in this direction: from industrial and commercial city, it's changing into a metropolitan node of inter-regional importance and – thanks to new relationships with the opposite side of the Adriatic – of international importance, increasing its value in the tourism market. The image that the city has obtained, thanks to important steps of urban renewal, tends to generate a more positive perception of both visitors and residents.

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THE ECONOMIC IMPACTS OF CONFERENCE TOURISM IN SIÓFOK, THE "CAPITAL" OF LAKE BALATON

Zoltán HORVÁTH*
University of Pécs, Departement of Economic and Regional Studies, 80 Rákóczi, H-7622, Pécs, Hungary
e-mail: horvathzoltan@freemail.hu

Abstract: The human desire to meet and exchange ideas, the basis of conventions and meetings, is as old as humankind. Yet it was only in the second part of twentieth century that a rapidly developing tourist field came to life: conference tourism. It is seen as a high-yield area of the tourism industry and an important generator of tourism expenditure, foreign exchange earnings, investment and employment. Because of it, a more and more significant number of destinations consider the developing of conference tourism as a highly important field when they elaborate their tourism policy. Lake Balaton, after Budapest, is the second most important tourist destination of Hungary, its "*capital*" is Siófok. This study – which is based on interviews with hotel and touristic experts and entrepreneurs of Siófok and a questionnaire survey among 200 Siófok citizens – is examining the economic impacts of conference tourism in the town and seeking the answer of how they are considered by those concerned in this business.

Key words: Lake Balaton region, Siófok, conference tourism, economic impacts

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INTRODUCTION

The economic impacts of conference tourism in Siófok, the "*capital*" of Lake Balaton

Tourism is the main economic activity around the Lake Balaton and its effects are clearly experienced in some ways by entrepreneurs as well as the citizens living in this region. Siófok is one of the most well known holiday resorts on the shore, it is a town with a harbour on the southern shore of the lake. The town has 23.500 citizens in 2010, it was built around the Sió channel and is a lively and busy holiday resort whose population in summer turns five times as much as it is in winter.

Conference tourism is really important in the tourism of the town because its preferred months are May – June and September – October, so it is suitable to complement summer tourism. This has got a clearly visible effect on the economy since hotels and boarding houses where conferences are held order raw materials from suppliers, employ as many employees as in summer, pay more taxes to the central and local government and the incomes of the towns restaurants, shops, boutiques and other suppliers rise.

* Corresponding author

There were two aims of the research. On the one hand, I wished to summarize and synthesize the academic findings that are concerned with the economic effects of conference tourism. On the other hand, due to the first synthesis, to examine and analyze the economic effects of conference tourism in Siófok, one of the settlements of Lake Balaton region, one of Hungary's most important touristic destinations.

The findings of the research may contribute to providing a theoretical basis for the further development of tourism in the settlement as well as provide a basis for further studies concerning its influence. It can be established that in case these studies are conducted in time, there is a possibility for the permanent monitoring and influencing the effects. In this manner, positive effects may be strengthened and negative ones may be weakened.

METHODS OF THE RESEARCH

During the research applying the triangulation principle (Babbie, 2003) many methods have been applied in order to be able to analyse and evaluate the effects of tourism in the area on the largest possible basis. There were primary and secondary methods of research among the used ones. The *secondary research* included elaborating the special literature concerned with the economic effects of tourism and the perceptions of those involved in this industry. In the course of *primary research* the following methods have been used:

- last quarter of 2009 interviews have been conducted with 14 tourist and hotel experts who either work in hotels where conferences take place or co-operate with such hotels;
- January 2010 the opinion of local citizens have also been collected. 200 inhabitants of Siófok have been given a questionnaire which was intended to examine how local residents feel about the economic effects of conference tourism in the town (citizens who took part in this research were parents of learners attending the Krúdy Gyula Secondary Technical and Vocational School – the school where I work as a teacher);
- last quarter of 2010 further interviews have been conducted with 23 local service providers and suppliers in order to examine whether they are in connection with conference venues or guests arriving for conferences, and to find out if conference tourism has a visible effect on their business activity.

THE ECONOMIC IMPACTS OF CONFERENCE TOURISM

The mass involved in tourism and its concentration in space and time has an obvious effect on the economic, environmental, natural and social factors of the receiving destinations as well as on people involved in tourism (Böröcz, 1996).

An analysis of impacts may be completed for many reasons. Analysing the environmental impacts is usually made obligatory by law in case of touristic investments. Economic impacts are usually important for central and local governments and the private sector. Analysing social effects is needed by the academic world or local communities. The aim of analysing the effects is to reduce the number of sudden changes, to moderate the negative effects of any unavoidable or unwanted change, or to make it possible to plan what to do or how to compensate in case of an unavoidable negative effect.

Subsequent effect analysis makes for those involved obvious what exactly has happened, what trends are working (therefore, provides the necessary knowledge to intervene) and, on the other hand, the findings can be a starting point for other areas in planning their development and analyzing the future effects of them.

"*The economic impacts of tourism can be defined as the changes that occur in the structures and the features of the economy in the sender and receiver destinations, due to the development of tourism*" (Puczkó and Rátz, 2005, pp. 60). Tourism is a sector of the national economy which, as a contrast with other sectors, provides a wider profitability for those involved in this industry. In case it is managed properly, the service

supplier as well as the budget gets a profit which, if returned in the economy, induces a rise in labour demand and profit. "*Conference tourism, compared with further fields of tourism, brings higher profit so the previously described effect is even stronger*" (Michalkó, 1999, pp. 136). According to Cameron (2009, pp.123), "*the economic effects of congresses and trade fairs are so intense that they are rather a means of economy development than part of tourism*".

"*A large part of the effects of conference tourism are thanks to the spending of tourists*" (Dávid, 2004-2005, pp. 270). "*The spending of conference tourists is the highest if compared with other fields of tourism*" (Schreiber, 2004, pp. 136). It does not only include the amount of money that is spent on taking part on the sessions but the whole cost of the journey. Guests spend, for instance, on travelling, accommodation, food. They also buy in local shops, so the incomes that are realized around the environment of conferences must also be considered when examining the effects (Goschmann, 2000, pp. 184).

Conference tourists do spend more money in Hungary also than an average tourist. That is because they typically stay in top rated hotels. According to ex-chairman of Hungarian Hotel Association Ákos Niklai (Bihari, 2004), "*guests arriving in order to take part in conferences spend three or four times more money in the receiving countries than other guests. In Hungary, this proportion is even higher: their spending can be as high as six-eight times more than that of an average tourist's*".

Prestige consumption and purchasing services of the highest quality have a positive effect on the profitability of enterprises, too (Callan and Hoyes, 2000). Guests taking part on sessions usually have full board and typically take part on various programmes before and after conferences.

Local economic impacts of conference tourism can be summarized on the basis of Swarbrooke and Horner's (2001, pp. 76) chart (figure 1). The positive economic impacts of conference tourism are that it brings income for enterprises of the destination as well as for local and central governments, creates jobs, has a multiplier effect on local economy, stimulates inward investment and injects foreign currency in the area. Its negative impacts are that there is a need for public funding or subsidies, the money that has been spent here could have been spent on different fields (e.g. education, health care or developing the image of the city) and the risk of congestion, traffic jams and air pollution if there are too many guests arriving for a conference.

One of the most important functions of conference tourism can be seen in the field of human resource management. It creates new jobs and this way it helps decrease the unemployment rate, which brings savings and income for the central government (Michalkó, 2007). Professions related to tourism are definitely difficult to define as these jobs not only include employees of hotels and restaurants but also jobs of the tertiary sector on which tourism has a direct or indirect impact (Puczkó and Rátz, 2005). In Hungary in 2004 – taking the multiplier effects in consideration – one in eight jobs was created through tourism. An estimated data of KSH (State Statistics Bureau of Hungary) shows that the number of employees was 398,000, which means 8.3 per cent of all employees in the country (Oláh, 2006, pp. 26).

As a conclusion it can be stated that the positive effects of conference tourism outnumber the negative ones in receiving areas. However, we must also admit that the situation is not as bright as it seems at first glance because:

- The largest part of spending of conference tourists usually goes to owners of hotels and transport companies. These enterprises are not typically owned by local individuals so the income leaves the destination.
- Local taxpayers who are not in touch with conference tourism (they are not suppliers of a hotel or do not work in a hotel) do not get a share of incomes from conference tourism. However, their taxes may be used to build a convention centre.
- Conference tourists do not always pay for the total cost of a session. That is

because a conference or a meeting is often held in a public building, so organizers of the conference do not charge anything for being there. On the other hand, incomes from conference tourism can be used for public projects, e.g. public works-programs or developing the image of a city.

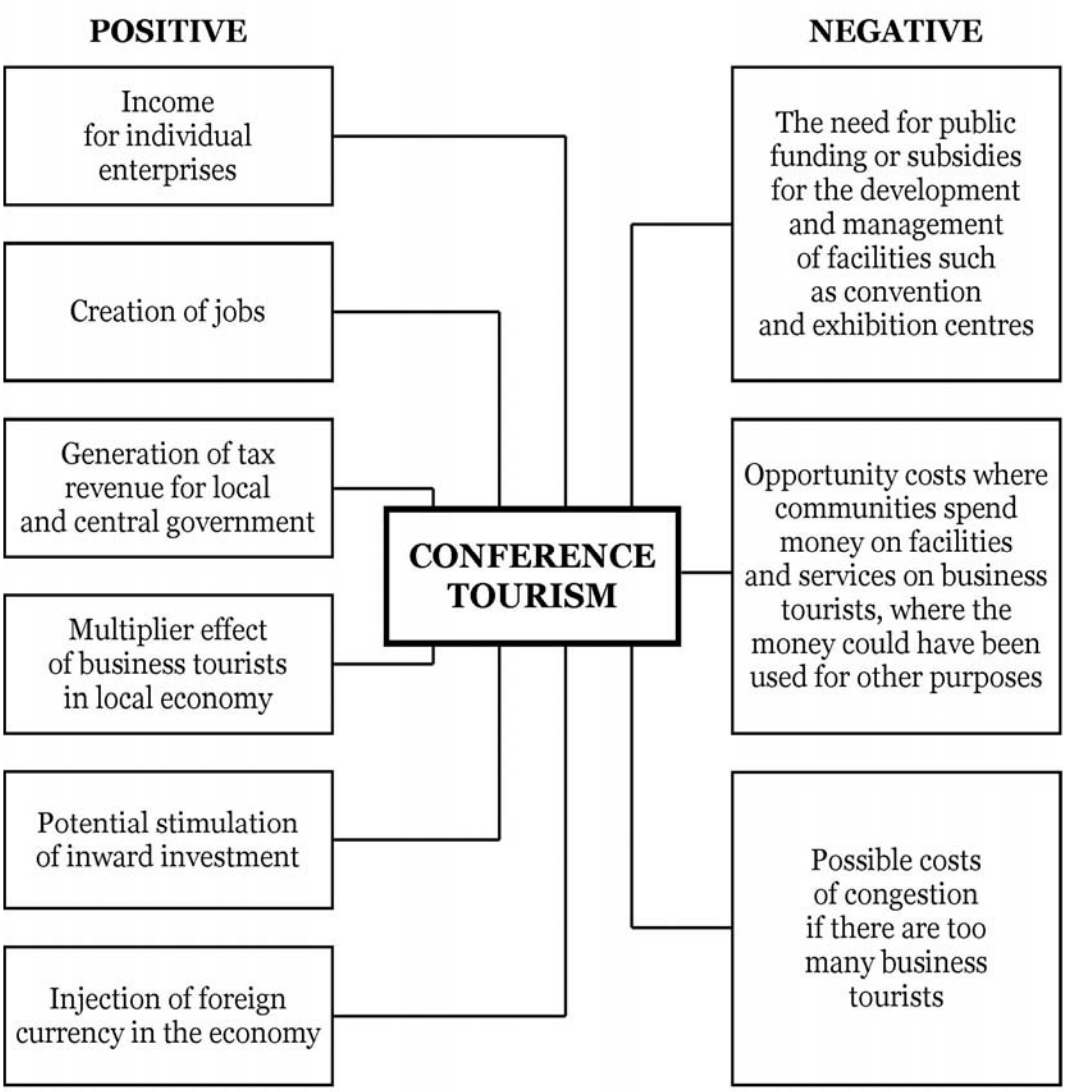

Figure 1. Local economic impacts of conference tourism
(Source: Swarbrooke and Horner, 2001, 76)

THE ECONOMIC IMPACTS OF CONFERENCE TOURISM IN SIÓFOK

Siófok has been a settlement in the region that is the most popular among conference tourists for many years (table 1). In my opinion, the position of each settlement in the table is owing to the fact that the settlements in the first part of the chart are easy and fast to reach by train and on roads. They are situated quite close to the capital city and the best venues for conferences and hotels have been built here. Much money has been invested in these settlements recently for building public parks, pavements, promenades, making the settlements more attractive for organizers of the meetings.

Table 1. Settlements in Lake Balaton region with the highest number of conference guests, 2006-2009
(Source: State Statistics Bureau of Hungary, 2010)

	Settlement	2006	Settlement	2007	Settlement	2008	Settlement	2009
1.	**Siófok**	**41540**	**Siófok**	**47618**	**Siófok**	**49740**	**Siófok**	**32608**
2.	Tihany	15167	Balatonfüred	17920	Balatonfüred	17031	Zánka	12620
3.	Balatonfüred	14501	Tihany	15072	Tihany	15145	Balatonfüred	8807
4.	Balatonalmádi	11205	Balaton almádi	13002	Tapolca	8807	Tihany	7171
5.	Balatonkenese	10847	Balatonkenese	11999	Zalakaros	8004	Balatonvilágos	5283
6.	Balatonszemes	6966	Tapolca	9490	Balatonkenese	7602	Zalakaros	5200
7.	Zalakaros	5082	Balatonszárszó	6065	Balatonalmádi	7354	Balatonföldvár	4904
8.	Balatonvilágos	4784	Zalakaros	5430	Balatonföldvár	6719	Balatonkenese	4880
9.	Balatonszárszó	4660	Balatonszemes	4235	Balatonszárszó	5300	Tapolca	4069
10.	Hévíz	4644	Balatonföldvár	3887	Balatonvilágos	5019	Hévíz	2843
11.	Tapolca	4366	Balatonvilágos	3807	Hévíz	3813	Keszthely	2726
12.	Balatonföldvár	4355	Hévíz	3356	Keszthely	2188	Balatonszemes	2650
13.	Keszthely	2705	Keszthely	2594	Balatonszemes	2185	Balatonőszöd	2503
14.	Balatonboglár	2581	Balatonboglár	1725	Balatonőszöd	2208	Zamárdi	2470
15.	Alsópáhok	1192	Alsópáhok	1446	Balatonboglár	1602	Balatonalmádi	2460

Economic impacts of tourism in receiving areas can be given a numerical value in four fields (Tribe, 1999):

- income effect: contribution to employees' and entrepreneurs' incomes and the income of local and central governments;
- effect on creating new jobs;
- effect on investment and development;
- effect on the country's financial statement (it is important when examining the international congress tourism but it does not seem to affect the case of conference tourism of Siófok, since only 1.1 per cent of international congresses in Hungary have been held in Siófok in 2009, according to Hungarian Congress Bureau).

Income effect

During spending of conference tourists enterprises (hotels, restaurants, shops, etc.) get revenue. From this amount of money they buy products and services and pay their own and their employees' salaries and expenses. Their suppliers, as well as suppliers of their suppliers use this money to buy products and services and pay their own and their employees' salaries and expenses as well. All the enterprises also pay taxes to the local and the central government.

After analyzing the interviews with employees of Siófok companies and entrepreneurs, it can be stated that development of conference tourism does not have the same effect on every enterprise. These sessions typically enlarge the revenue of wholesalers who supply conference venues with food and beverages. Such examples are Dreher, Coca-Cola, Sió-Eckes. Local greengrocers, fruit and vegetable sellers are not in business connection with conference venues but bakery products are usually ordered from local bakeries. A favourite evening program of conferences is a wine-tasting event which enlarges the revenue of local wineries (St. Kristóf, Konyári, Illés wineries). Photographers are usually invited to conferences, but services of a printing office are only rarely used (e.g. printing some business cards). Since not everybody arrives at the conference by car, taxi drivers earn more income by driving guests to conference venues from the railway or bus station. Thanks to the fact that congress guests like going out after the session is over for the day, the revenue of cafés and restaurants that are close to conference venues also mount up. On the other hand, conferences do not have a profit-growing effect on health and fitness centres, hairdressers and beauty salons since conference hotels all have these services.

Conference tourism also has a significant effect on incomes of local and central governments. It plays a direct role on the amount of collected taxes like industry and trade taxes or tourist tax, paid by guests after the number of nights spent in a particular settlement. An indirect effect is the tax incomes of the local governments and the subsidies given by the central government. Until 2010, each one Forint tourist tax paid by guests was completed by two Forints subsidy from the central government. Since 1 January 2010, this subsidy has been reduced and now it is only one Forint. This reduction may cause a loss of 1-1.5 billion Forints for local governments. "*This reduction has a double negative effect: it not only endangers the stability of the town's budget and its obligatory duties but also sets back the competitiveness of the whole region*" (Balázs, 2010, pp. 8). Incomes from tourist tax show the importance of tourism in a settlement and its proportion in the town's budget shows the development of tourist infrastructure of a settlement. The income from tourist tax in settlements around Lake Balaton has increased by 16 per cent between 2006 and 2009 (table 2).

Table 2. The amount of tourist tax in settlements in the Balaton region recommended for holding conferences by the Hungarian Congress Bureau, 2006 – 2009
(Source: State Statistics Bureau of Hungary, 2010)

	Tourist tax (thousand Forints)	
Settlement	**2006**	**2009**
Balatonfüred	93189	130358
Balatonvilágos	20118	9462
Balatonkenese	10190	12546
Balatonalmádi	22321	22400
Tihany	34355	31178
Hévíz	219235	227865
Keszthely	34107	28249
Zalakaros	78139	99842
Balatonmáriafürdő	2796	2365
Tapolca	18737	3592
Alsópáhok	18194	25533
Alsóörs	2842	14544
Balatonfenyves	1744	2026
Siófok	84909	142514
Altogether	***640876***	***752477***

On 14 settlements, however, where the Hungarian Congress Bureau recommends holding conferences, the income has increased by 17.4 per cent. The largest increase has been in Alsópáhok (411%), in Siófok (67.8%) and in Balatonfüred (39.9%) in the past four years.

Statistical data clearly show that it is more than likely that conference tourism in Lake Balaton region has contributed to the fact that the amount of collected touristic tax has increased more steeply in settlements where conferences have been held than in settlements where they were not. Since Siófok is, after Budapest, the second in the league of towns receiving conference guests, it is obvious that conference tourism has played a crucial role in its increased tourist tax income.

Effect on creating new jobs

Tourism in creating new jobs plays a crucial role because it is a sector where lots of people are employed. It offers services that are grounded in personal contacts and the growth in quality usually induces employing more employees, e.g. in high standard hotels. It must be noted, however, that certain types of tourism need more employees. Such examples are spa tourism and conference tourism. Other kinds of tourism such as cycling or eco-tourism need far less employees.

One of the most significant characteristics of tourism around Lake Balaton is its seasonality. This is a kind of "*phenomenon*" around the lake which means that employers employ their colleagues only for a limited period of time. Since everybody is interested in a job that lasts for the whole year, it is extremely difficult to find reliable employees for some months or such a short period of time. This problem goes hand in hand with a special feature of services that they cannot be stored. Therefore, tourist ventures and employers have to realize the whole year's profit in the high season. Incomes of off-season periods are often enough only for covering the costs. More and more young and educated hotel and catering experts choose to work abroad in hope of higher wages and better working conditions.

The number of employees employed in accommodation and catering industry in 2008 was 157.200 people. Their number increased by 8400 people between 2004 and 2008. While 2.87 per cent of all Hungarian employees worked in this sector in 2000, the figure increased to 4.1 percent by 2008. Statistics indicate that tourism plays a more and more important role in employment in Hungary (State Statistics Bureau of Hungary, 2009).

Table 3. Number of accommodation employees in Lake Balaton region, July 2001 and July 2009
(Source: State Statistics Bureau of Hungary, Veszprém County Direction, 2010)

July 2001				**July 2009**			
Settlement	**Number**	**Settlement**	**Number**	**Settlement**	**Number**	**Settlement**	**Number**
Alsóörs	25	Hévíz	1,581	Alsóörs	43	Hévíz	1,427
Alsópáhok	112	Keszthely	370	Alsópáhok	151	Keszthely	242
Badacsonytomaj	74	Balatonkeresztúr	24	Badacsonytomaj	53	Köveskál	11
Badacsonytörd.	35	Paloznak	24	Bad.tördemic	33	Révfülöp	70
Balatonakali	34	Révfülöp	60	Balatonakali	16	Siófok	965
Balatonalmádi	129	Siófok	1,260	Balatonalmádi	234	Szántód	30
Balatonberény	92	Szántód	82	Balatonberény	2	Szigliget	5
Balatonboglár	137	Tihany	501	Balatonboglár	46	Tihany	268
Balatonfenyves	26	Vonyarcvashegy	39	Balatonfenyves	47	Vony.vashegy	48
Balatonföldvár	306	Zamárdi	118	Balatonföldvár	232	Zamárdi	113
Balatonfüred	803	Zánka	53	Balatonfüred	645	Zánka	122
Balatongyörök	108	Lengyeltóti	59	Balatongyörök	82	Lengyeltóti	18
Balatonkenese	53	Nagyvázsony	12	Balatonkenese	197	Zalacsány	32
Balatonlelle	194	Pécsely	21	Balatonlelle	235	Tapolca	143
Balatonmáriaf.	40	Tapolca	45	Bal.máriafürdő	38	Zalakaros	463
Balatonőszöd	123	Zalakaros	287	Balatonőszöd	160	Csopak	25
Balatonszárszó	32	Csopak	94	Balatonszárszó	64	Fonyód	107
Balatonszemes	109	Fonyód	161	Balatonszemes	168	Gyenesdiás	49
Balatonszepezd	16	Gyenesdiás	24	Balatonszepezd	15		
Balatonvilágos	239	Further settlements	113	Balatonvilágos	101	Further settlements	143
Cserszegtomaj	136	**Altogether**	**7,751**	Cserszegtomaj	89	**Altogether**	**6,932**

Table 3 shows the number of employees employed in accommodation industry in Lake Balaton region, by settlements, in July 2001 and July 2009. It is clearly seen that the number of employees shows a decrease of 11.8 per cent in this period. This is due to the 20.4 per cent fall of number of nights spent in the region (In 2001 the number of nights spent in the region was 5,014,272, which dropped to 4,164,978 by 2009 (State Statistics Bureau of Hungary, Veszprém County Direction, 2010).

In spite of this, some settlements – Alsóörs, Alsópáhok, Balatonalmádi, Balatonfenyves, Balatonkenese, Balatonszemes, Zalakaros, Tapolca – can boast about a growth in the number of employees. These settlements have enjoyed building and development of hotels which made the hotels able to be open all year long. Since these are

usually high-standard hotels, as a result they could raise the number of employees. This fact is partly due to conference tourism because these settlements have an important role in conference tourism around the lake.

The number of employees in the region has only declined in settlements where the most typical form of tourism is holiday tourism. In Siófok and Balatonfüred, investment in conference tourism could not compensate the significant fall in the number of holiday-makers. This is the reason why the number of employees could not yet grow (in Siófok, for instance, the number of employees has fallen by 30 per cent). In the past, these settlements used to be the flagships of holiday tourism around the lake. After the change in demand, however, a large number of camping sites and one- and two-star hotels have closed down or has been welcoming far less number of guests than in the past. This has obviously led to the significant decrease of employees in the sector. Newly built or reconstructed hotels could employ some of these sacked employees but, of course, not all of them. One reason for it is that the number of low-quality hotels and camping sites that have closed down was significantly higher than the number of newly built, top-quality hotels. Also, employees of four-star hotels must suit higher requirements like their professional or foreign language skills.

Having examined the seasonality of employing employees in hotels in settlements of Lake Balaton region, it can be said that the most balanced data comes from Hévíz, Zalakaros and Tapolca, which is because of spa tourism that is typical in these settlements. In Siófok, Balatonfüred, Zánka, Tihany, Alsópáhok, Balatonalmádi, Balatonkenese and Balatonszemes, however, hotels can run well utilized not only in the high season but in out-of-season periods, too. This latter fact is partly due to wellness and conference tourism. In other settlements hotels are only able to employ workers for a relatively short period of time.

Effect on investment and development

The 2008 amount of investment in hotel and catering industry in Hungary was 58.4 billion Forints. This means a 10.9 per cent growth to the 2007 data while the whole national economy suffered a decline of 3 per cent (State Statistics Bureau of Hungary, 2009).

The effect on investment and development in Lake Balaton region can be seen in the fact that reconstructed 3 or 4 stars hotels are suitable to house meetings and conferences. This means that top-quality hotels in the region tend to count not only on holiday tourists but on business tourists as well. There are seven Siófok hotels on the list of recommended hotels by the Hungarian Congress Bureau and only these hotels welcome conference guests since the city does not have a conference centre. In 2010 Hotel Balaton, a newly reconstructed hotel opened its gates. Hotel Európa and Hotel Lidó are awaiting reconstruction and these hotels will also be able to welcome some meetings.

The most typical economic impacts mentioned by Siófok hotel and tourist experts

The experts who agreed to answer the questions in the interview have mentioned the amount of money spent per tourist, the increase of incomes of the local governments and local residents, whole-year employment, the increase of profits of local enterprises and suppliers and the increasing number of sold tourist products as the most important economic effects of conference tourism in Siófok. They also think that conference guests who are satisfied and happy with the services of the hotel and the town are likely to return later, this time during their holidays with their family members.

More experts emphasized that conference tourism contributes to the positive image of the town as these sessions and meetings are often a news item in the media. Typical guests of these conferences are often well-off people working in a high position who have an important role in opinion-shaping.

Judgement of Siófok residents about conference tourism and hotel development connected to conference tourism

"*The most important factor of tourism is the local residents. Without them tourism can not be operated and is impossible to work if local residents do not benefit from it*" (Lengyel, 1995, 51). Therefore, local residents mean much more than merely being people who are possible sources of employment. Residents mean a layer of society that – with its characteristics and features – has a clear effect on the success of a development project. Local residents can get involved with conference tourism and tourists through their own jobs, being private suppliers or an average man of the street. Guests may have a different effect on life of local residents. Their attitudes or behaviour may play a crucial role in forming this effect.

The age division of residents taking part in the questionnaire survey was the following (figure 2):

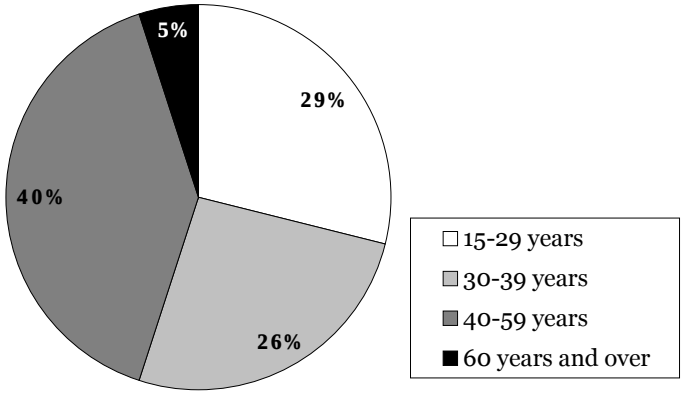

Figure 2. The age division of residents taking part in the questionnaire survey
(Source: Own work)

24.5 per cent of those who have filled in the questionnaire work in tourism or study to be an expert of tourism, the rest of them do not. 61 per cent of them have been living in Siófok for more than ten years. These people can really observe the development of conference tourism in the town since it started growing around the year 2000. But those who have been living in Siófok for less than ten years may also give useful pieces of information as they may have moved to the settlement because of tourism.

51 per cent of the people involved in this research are happy about the presence of conference tourism in Siófok, for 45.5 per cent it is indifferent and only 3.5 per cent is not happy about it. 77.5 per cent of them do not have a personal contact with conference tourists, they merely see them walking in the town. 16 per cent of them have a business or official connection with them, 4.5 per cent regularly talks with them. It must be noted that the presence of conference tourists may also have an effect on life of those who merely see them.

Two third of the respondents feel a difference between themselves and conference tourists (28.5 per cent stated that this difference is significant, 39 per cent feels that they are only a slightly different). 49 per cent said that the difference can be seen in different financial status, 28 per cent mentioned lifestyle and leisure time activities while 23 per cent said that the difference is in their behaviour.

76.5 per cent of the population stated that the nationality of participants of conferences does not matter. Some, however, named countries where they would happily greet visitors from. These countries were Britain, France, Germany, Austria and Italy.

The presence of conference tourists does not bother 86.5 per cent. Some who stated it does bother them may live not far away from conference hotels because they typically mentioned traffic and parking problems. Unfortunately, there are some parking and

traffic problems since hotels do not have parking lots that are large enough for cars of participants of a conference attended by hundreds of participants. That is the reason why they sometimes park in the street.

Only 66.5 per cent of local residents stated that the effects of conference tourism can also be seen in off-season periods. This means that a number of Siófok citizens do not feel the presence of conference tourists in the town, they do not meet them is shops, restaurants or in the street. The reason for it may be that some participants spend all their time in the hotel and do not go out in the town.

43.5 per cent of the population answered that conference tourism has a major positive effect on the image of Siófok. 43 per cent feels that it has a minor positive effect on it and 2.5 stated that it has a kind of negative effect on it. This means that the majority of people think that media reports on conferences have a positive influence on people's perceptions of the image of Siófok.

28 per cent of local residents think that the number of conference tourists in Siófok needs a significant increasing. 47 per cent feels the need of a moderate increase, 22 per cent stated that the number of them is exactly what is important. Only a 3 per cent minority feels that a deteriorating of their number would be useful (figure 3). As a conclusion, it can be stated that the vast majority of residents support the further development of conference tourism.

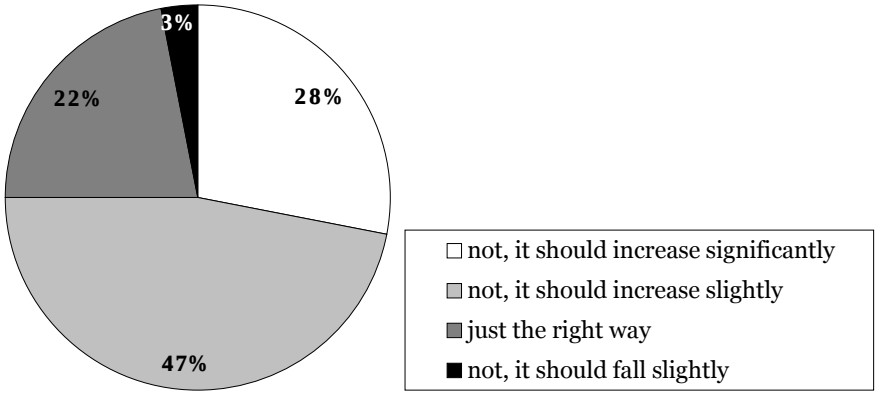

Figure 3. The opinion of local residents about the number of conference tourists
(Source: Own work)

Effects of conference tourism on the factors examined

Local residents had to give their opinions about 15 factors in the questionnaire. They had to express their opinions on how these factors are influenced by the conference tourism. They had to rate the factors with numbers. Grade 5 means a significant positive effect, Grade 4 means a moderate positive effect, Grade 3 symbolizes a neutral effect, Grade 2 shows a moderate negative effect and Grade 1 means a significant negative effect.

Table 4 shows the economic effects of conference tourism on these factors. Answers of Siófok residents clearly show that they feel and sense both positive and negative effects of conference tourism. Marks "+", "-" and "0" indicate the summarized positive, negative and neutral effect on the given factor.

It is easy to see that residents see the most positive effect on employment possibilities (3.90), the tax incomes of the settlement (3.88) and the quality of restaurants. In many cases they stated that there is no real effect on a certain factor, examples are cultural services, sport and shopping facilities. According to the survey, the most negative effects are on the increase of prices of products and services (2.95), deterioration of traffic conditions (2.96) and the growth of overcrowding (3.24).

Table 4. Effects of development of conference tourism on some factors in Siófok, according to the opinions of Siófok residents
(Source: Due to own research)

	Average	Scatter	Positive	Negative	Neutral
Employment possibilities	3.90	1.06	+		
Tax incomes of the settlement	3.88	1.10	+		
Quality of restaurants	3.86	0.89	+		
Meeting famous people	3.67	1.06	+		
Income and life standard	3.66	0.96	+		
Infrastructure	3.62	0.76	+		
Decrease in unemployment	3.61	1.04	+		
Cultural services	3.37	0.87			0
Changing of consumer preferences	3.34	0.91	+		
Sport facilities	3.30	0.76			0
Shopping facilities	3.26	0.76			0
Prices of real estates	3.26	1.15	+		
Overcrowding	3.24	1.07		-	
Traffic conditions	2.96	1.04		-	
Prices of products and services	2.95	1.00		-	

Examining the data of scatter we can see that the highest value (1.15) can be seen at the factor "*Prices of real estates*". This is because only people living close to conference venues can feel this factor, people living further can not. The price of a detached house may get higher because of its rooms can be rented for tourists since not everybody can or wants to pay the price of a four-star hotel.

The second highest value in scatter (1.10) can be seen at the factor "*Tax incomes of the settlement*". This is because few people know that hotels serving as conference venues pay a huge amount of taxes to local governments. Alas, this amount of money often has no effect on life of residents. Local governments do not spend this money on the development of the image of the city, building parks, planting flowers or buying public litter bins but on running their institutions (e.g. schools, kindergartens), development of hospitals or paying social security benefits. Since incomes from tourism are not always spent on development of tourism, local residents are not conscious of its value.

The third highest value (1.07) is to see at "*Overcrowding*". This factor divides the population because only people living close to conference venues feel the traffic jams in case of a conference with hundreds of participants, people living further do not.

CONCLUSION

Tourism is the most important economic activity in Lake Balaton region which has an obvious effect on life of residents and enterprises. In the research the economic impacts of conference tourism has been analysed in Siófok, which is a leading town of the region. This town has been the flagship of conference tourism around the lake for many years. Conference tourism plays a central role in Siófok's tourism because its preferred seasons are spring and autumn months so it is excellent to expand holiday tourism which is typical in summer months.

On the basis of interviews with local entrepreneurs it can be stated that conference tourism increases the revenue of food and beverage wholesalers, taxis, cafés, restaurants and wineries. Local greengrocers do not have business contact with conference venues but bakery products are usually ordered from local bakeries. Conferences do not have a profit-growing effect on health and fitness centres, hairdressers and beauty salons since conference hotels can supply all of these services.

According to the opinion of hotel and restaurant experts, the increase of incomes of the local government, whole-year employment, the increase of profits of local enterprises and suppliers and the increasing number of touristic products that has been successfully sold are the most important economic effects of conference tourism in Siófok. It is also very important that conference guests who are satisfied with the services of the town may return to the settlement during their holidays with their friends or families.

As for local residents, they feel that the most positive effects of conference tourism are growing employment data, increasing tax incomes of the local governments and the increase in quality of restaurants. They see the increase of prices of products and services, the deterioration of traffic conditions and the growth of overcrowding as some of the most important negative effects.

As a conclusion, having compared the positive and negative effects of conference tourism in the town, I can say that there are more positive effects than negative ones. This hypothesis is confirmed by local experts, entrepreneurs and residents who all believe that conference tourism has a positive effect on the image of the settlement.

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DEVELOPMENT AND PROMOTION OF TOURISM, AN EXTRA CHANCE IN MAINTAINING AND ASSERTING THE IDENTITY AND SPECIFICITY OF OAŞ LAND

Grigore Vasile HERMAN*
University of Oradea, Department of Geography, Tourism and Territorial Planning – CSAT,
1 University St., 410087, Oradea, Romania, e-mail: grigoreherman@yahoo.com

Jan WENDT
University of Gdansk, Institute of Geography, Department of Regional Development Geography,
Al. Marsz, Pilsudskiego 46, postcode 81-378, Gdansk, Poland, e-mail: geojw@ug.pl

Abstract: This paper aims to ring the alarm bells regarding what happens in Oaş Land and not only. We all know and see every day that passes, and from the experience of other countries, that globalization does not always imply only progress. For example, its extension, with everything it implies, over an area which is not properly prepared to assimilate it, can lead to regression or in some situations even to the decline of that territory. To overcome such shortcomings in Oaş it is stringently required to identify the optimal strategy to follow, starting from the local realities on the site.

Key words: authentic heritage, strategy, exploration, traditional household

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INTRODUCTION

The idea of capitalizing the traditional Romanian village through tourism in order to maintain regional specificity is a necessity in the context of globalization, knowing that the Romanian village, especially in the Oaş Land, is characterized by a high degree of specificity and authenticity. In terms of space Oaş Land is located in north-western Romania, where the Oaş Mountains and the Someş Plain come together, in the homonymous basin, drained by the upper stream of the Tur river (figure 1). Its administrative territory encompasses a number of "*33 villages grouped into 11 municipalities and one city that includes the village of Tur*" (Ilieş, 2006).

METODOLOGY

This study was conducted in three stages, over which various methods and means of scientific research have been used.

In the first stage, an X-ray of the existing situation was taken, especially of the Romanian traditional authentic heritage, specific to this area, by studying the existing bibliographic and mapping material.

* Corresponding author

In the second stage, following the movements of the research team in the field, the information collected in the first stage was confronted with the reality on the site, particularly looking after the main elements that give the lead to the identity and specificity of Oaş Land (household, clothing, dancing, shouting etc.).

In the last stage, based on the materials and information acquired in the previous steps, the actual drafting of this material was started, trying to identify opportunities and possibilities to exploit them through tourism.

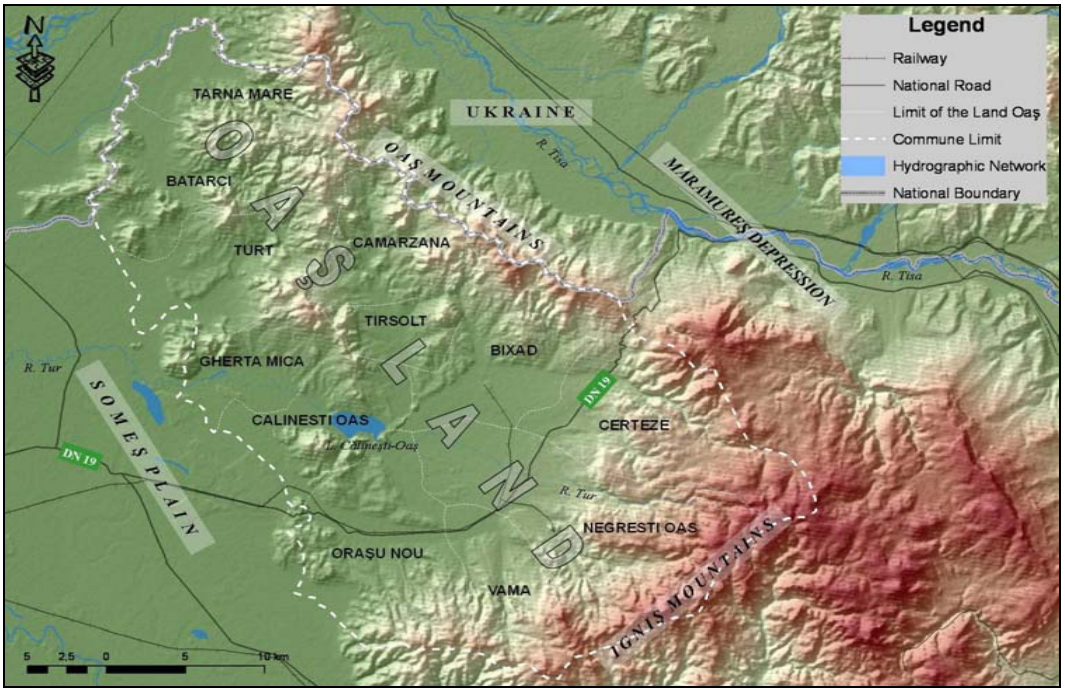

Figure 1. The physical and geographical location of Oaş Land

ELEMENTS OF IDENTITY AND SPECIFICITY

Following the research made, the following elements have been identified as defining for Oaş: household, clothing, dancing, music and shouting.

The household from Oaş

The household, standard of the social status in Oaş is represented by the fenced land in the hearth of the settlement where the house, stable, barn and other outbuildings are located. Of the household items above, the house has a particular importance in the life of people from Oaş. Over time it has undergone continual changes in line with the new socio-economic conditions, so that now three generations of houses can be identified in the field.

a) *Houses made of oak or beech planks covered with fescue* (figure 2)

Not long ago spread throughout the Oaş Land, the houses of oak and beech covered with fescue are now endangered. This is mainly due to the increase in the inhabitants' welfare lately. The existence of the few houses that we can see now has two explanations, namely: some of them reflect the inability of some people to overcome their social status, to outdo themselves, on the one hand, and on the other hand there is a group of houses that have survived until now thanks to the unfavourable conditions and degree of isolation where they are located.

The fact is that such houses were built before the 20th-century. Their surfaces

are relatively small, with two rooms, an entrance hallway and a living room. The walls of wood planks are plastered with clay and painted with melichrous (Oaş blue). In the south, houses have a small window with two squares, while in the north they have a "*ferestuica*" (a small glass). The foot of the house is usually placed on a stone foundation plastered with earth. The floor is made of earth. As for the spatial location, one can see that all the houses are oriented east-west lengthwise, with the front and big window facing south.

b) *Houses made of oak or beech planks covered with tile or boarding* (figure 3)

Built in the early 20th century of wood planks, plastered with earth, such houses are spatially located close to the lane, with the road in front and always opposite the stable with barn. The house usually has four rooms, a hallway for entrance, a room for keeping food and two rooms, a neat one for holidays and one for sleeping. Specific for the type of houses is the honey colour of the walls (blue), casting or basis laid on two or three sides and the floor made of earth. The hipped roof is made of wood planks and tiles.

c) *Houses of unburnt bricks or bricks covered with tile built during 1970-1990* (figure 4)

d) *Houses built after the 90's* (figure 5).

They are characterized by excessive size, having a large number of rooms.

Figure 2. Traditional house with fescue from Oas, Gherţa Mică

Figure 3. House made of oak planks, Cămărzana

Figure 4. House made of unburnt bricks, Cămărzana

Figure 5. Modern house from Lechinţa, Călineşti-Oaş

Folk costumes from Oaş

The folk costumes from Oaş are another element of identity and specificity that gives a specific note of majesty and grandeur to the people from these lands. They are

characterized by a great "chromatic variety and wealth of ornaments" (figure 6 and 7).

They are worn during important religious holidays (Easter, St Mary Major, St Mary Minor, Christmas etc.) and in the key moments which mark people's existence, wedding, baptism, Sheep feast etc. (figure 9).

Figure 6. People from Oaş in holiday

Figure 7. Female folk costumes

Figure 8. Presentation of lads in the church, Calineşti Oaş

Figure 9. Women from Oaş in the church, Călineşti-Oaş

As for the colours used in clothing we can easily distinguish people's preferences, particularly women's for certain colours. There is a close connection between age and colour of clothing. For example, the colour white which symbolizes purity of mind is worn by little girls (under 14 years), in combination with red and green. Between the age of 14 and marriage, young women prefer green combined with white and red. After marriage they wear red-black with green. Over the years women prefer black and white. Therefore, in Oaş Land, colours are a good indicator of age.

In men, the dominant colours are white and black and are maintained throughout their lives. The colours red and green, found in the female folk costumes, are found in men only in the ornamentation of *clop* (small straw hat) and *straiti* (small shoulder bags) (figure 8).

The decorative motifs that are found in the people's costumes are classical, namely floral and geometric motifs. In terms of style and structure there are great differences between the female and male costumes.

Women's costumes consist of shirt, *pindileu* (dress), *sumna* (peasant dress of hair, cashmere), *zadie* (apron) and *chischineu* (kerchief), *zgarda* (necklace), leather boots and the bride's crown when she gets married (figure 7).

Men's costumes consist of shirt, *gaci* (very full gathered linen trousers), *cioareci* (white tight woollen frieze trousers), *uiosul* (wool clothing), *clop* (small straw hat), boots, *straita* (small shoulder bag), *chimir* (leather belt) and knife.

Currently, people wear the clothes described above during holidays or major events such as: wedding, baptism and death.

Music, dancing and shouting

Another very important element in people's life is music. It is produced by fiddlers (one with the fiddle and one with *zongora* - a guitar with fewer strings). Unique by its rhythm and type, music is always accompanied by dancing and shouting.

Shouting is an original ancestral form of expression of people from Oaş. They shout always and everywhere, on weekdays and holidays, at work and at home. Basically, by shouting they express their joys, desires, failures and sometimes sarcasm (mockery). The motifs found in shouting are: native places, people and life. A very interesting thing regarding shouting is that the text and the message that they convey is open, in continuous motion. Basically two shouts are never the same, which is natural if we consider that shouting is a form of being that reflects people's mood at the moment.

Dancing in two (boy and girl) or in groups (boys wheel) is characterized by winding, beating the rhythm with the feet and frequent changes of pace. Just as shouting, dancing also bears a special note of originality, as it is the creation of legendary characters such as Grigorut, Vasai, Ion, Nicora etc. You will never see women's dances because men are those who dance and women are asked to join them. Another interesting aspect is given by the relationship between dancing and some localities which the people from Oaş consider important, as polarizing centres of Oaş Land. Dances bear the names of the places where were created and played (the Dance of Turţ, the Dance of Certeze, the Dance of Bixad etc.) and of the authors who created them (the Dance of Grigoruţ, the Dance of Ionuţ, the Dance of Stiopul etc.).

In conclusion, we can say that music, dancing and shouting, along with the households and folk costumes are unique elements with a great ethnographic value that define the Oaş Land and its people.

CURRENT STATUS OF CAPITALIZATION THROUGH TOURISM OF THE IDENTITY AND SPECIFICITY ELEMENTS

So far, the identity and specificity elements in the Oaş Land contributed very little to the development of tourism, thanks to the closed system where this area has evolved. The tourist offer was intended for domestic consumption and to a lesser extent for the external one. For the people of Oaş, the identity and specificity elements discussed above were nothing new.

Therefore the natural resources were exploited first (relief, hydrography, natural springs).

With the opening towards the European Union in recent years, there is a slight emphasis towards capitalization through tourism of the identity and specificity elements. This comes amid the awareness of the ethnic and folk heritage that this area has as a natural reaction to the external demand.

CHALLENGES IN THE TOURISM CAPITALIZATION OF IDENTITY AND SPECIFICITY ELEMENTS

Although is has a wide range of tourist resources, both natural and anthropogenic, Oaş Land is still insufficiently capitalized in terms of tourism. This is largely due to the low education level, given that lately the number of school drop-outs has been continuously growing. The reason for school drop-out is simple, children accompany their parents to work abroad in the hope of a better life.

Another issue hampering the development of tourism is related to the scarcity of the general infrastructure, the tourist one in particular.

The road infrastructure is represented by the national road DN 19, located towards north-south, with a role in interconnecting the Someş Plain, Oaş Land and Maramureş.

Currently, there began the construction work for the "*Oaş Highway*" which will connect the city Negreşti Oaş and the towns Bixad, Călineşti-Oaş, Gherţa Mică, Turţ, Târşolţ, Cămărzana, with an intersection at Boineşti.

The railway infrastructure is poorly represented by the rail Satu Mare-Bixad.

If in the municipality centres of Oaş, the issues of water supply, electricity and sanitation have been largely resolved, the same thing can not be said about the villages belonging to these centres.

Finally, there are major shortcomings regarding the tourism infrastructure, we mean here the existence and quality of accommodation and catering facilities, of the equipment for cure and recreation and the auxiliary ones.

The accommodation facility consists of four units of accommodation classified in two to three stars, with a total of 59 rooms and 123 seats. Reported to the entire land, they represent 6.3 % of the total number of rooms for accommodation, ie 6.4 % of the accommodation places.

With a total of 735 seats (12.3 % of the total number of seats in the county), the catering facility is structured in six catering units classified in two and three stars.

Analyzed in terms of space, the tourism infrastructure is unevenly distributed, being concentrated in the city of Negreşti Oaş and its immediate vicinity, Huta Certeze and Mujdeni.

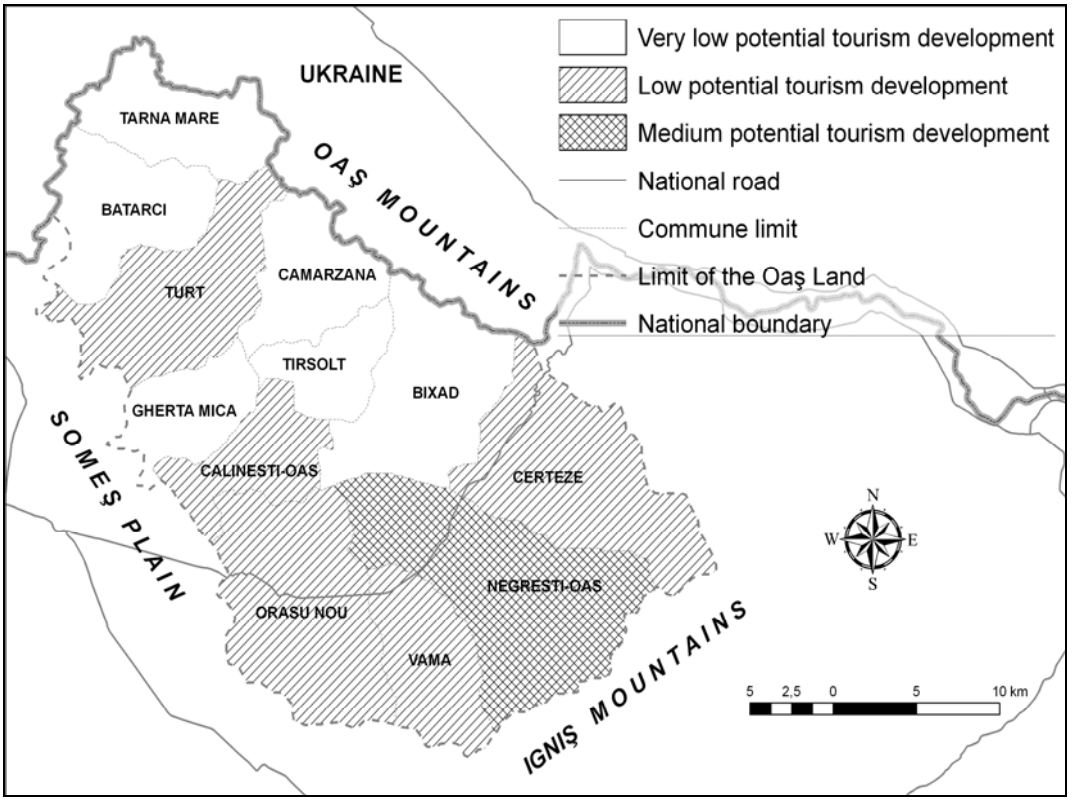

Figure 10. The potential for tourism development of Oaş Land
(Source: http://www.mie.ro/_documente/dezvoltare_teritoriala/amenajarea_teritoriului/patn_elaborate/secVI/judete/studii_fundamentare.htm)

After analyzing the potential for tourism development in Oaş Land, we can see that globally, this area has a relatively low potential for tourism development. This is

mainly due to the lack of infrastructure, especially the tourism one and of the anthropogenic tourism resources.

Analyzed in terms of administrative units, the potential for tourism development falls into three groups of values, namely:

- very low development potential (Tarna Mare, Bătarci, Cămărzana, Gherţa Mică, Târşolţ and Bixad);
- low development potential (Turţ, Călineşti Oaş, Oraşu Nou, Vama and Certeze);
- average development potential (Negreşti Oaş) (figure 10).

MEASURES TO BE TAKEN IN ORDER TO EXPLOIT THE IDENTITY AND SPECIFICITY OF OAŞ LAND

The main arguments supporting the need to exploit the ethnic and folk heritage of Oaş Land are:

- territory development through tourism in line with sustainable development principles;
- enrichment of tourism offer and its integration into national and international tourist circuits;
- creation of new jobs and rise in living standards;
- increase in school enrolment etc.

To achieve the objectives set out above, a set of measures is urgently required, including:

- public involvement, involvement of local and county authorities in the protection, capitalization and promotion inside and outside the country of the identity and specificity elements;
- involvement of institutions of higher education in creating a tourism exploitation model of the identity elements in Oaş Land;
- granting certain subsidies for rehabilitation and maintenance of rare rural architectural elements specific for Oaş Land;
- attracting investment in tourism etc.

CONCLUSIONS

The conclusion that emerges from this study reveals the fact that although the Oaş Land has rich tourist resources, they are poorly fructified in the absence of optimal strategies for their capitalization through tourism. The existence of tourist resources of ethnographic and folkloric nature is an argument, an extra plea to the need of developing tourism in the Oaş Land. Their capitalization would boost the socio-economic level of the area and strengthen the identity and specificity of Oaş Land.

In the scientific literature the problem of authenticity in tourism is not a new topic, being debated extensively by a number of romanian (Ciangă, 2006; Cocean, 2004; Miu, 2008; Ilieş et al., 2008; Ilieş, 2009, Ilieş et al., 2009; Olaru and Ancuţa etc) and foreign authors (Murphy, 1994; Timothy and Boyd, 2003; etc). Therefore the present study has a dual nature: on the one hand it contributes to the completion of the studies carried out so far, and on the other hand comes in support of local communities, those from Oaş Land, providing concrete solutions for valorification by tourism of the elements this areal has plenty of (specificity and authenticity).

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OPPORTUNITIES FOR DEVELOPMENT OF PAINTBALL AS PART OF SPORTS RECREATIONAL AND ANTI-STRESS TOURISM IN FRUŠKA GORA MOUNTAIN (SERBIA)

Aleksandra VUJKO*
University of Novi Sad, Faculty of Geography, Tourism and Hotel Management, Mažuranićeva 53/a, 21131 Petrovaradin (Novi Sad), Vojvodina (Serbia), e-mail: aleksandravujko@yahoo.com

Jovan PLAVŠA
University of Novi Sad, Faculty of Geography, Tourism and Hotel Management, Trg Dositeja Obradovića 3, 21000 Novi Sad, Serbia, e-mail: pivoljak@yahoo.com

Abstract: in the natural environment Paintball affects the entire bio-psycho-social status of a society; therefore the activity itself will be one of the best means to remove the negative effects of modern life. The basic hypothesis was to show the potential of Fruška Gora Mountain for paintball. In this sense, the goal of this paper was to show the benefits paintball may have for health and also the potential of Fruška Gora Mountain regarding such activities. Interviews with experts from the Provincial Secretariat of Environment, the National Park and paintball club "Monks" from Vrdnik, assisted in the SWOT analysis. Benchmark analysis was used to compare the similar ground (the Apuseni Mountains and Fruška Gora Mountain) and to display examples of good practice.

Keywords: Recreation, Sport and recreational Tourism, Paintball, Fruška Gora Mountain, the Apuseni Mountains

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INTRODUCTION

There are many positive examples of recent development of sports and recreational tourism in many countries where until recently this form of tourism trends almost did not exist (Greece, Poland, Romania, Bulgaria and others). Following their examples we can come to the conclusion that there are numerous reasons for the activation of sport and recreational tourism, and one of them is the natural environment (Papadimitrou and Gibson, 2008; Krukowska and Skowronek, 2009; Bădulescu and Bâc, 2009).

Fruška Gora is one of the two mountainous regions in Vojvodina (Serbia), and one of the most attractive recreational regions for the two largest emissive centres in Serbia, Novi Sad and Belgrade. With its west - east direction, and the total length of 80 km, this low mountain with tops such as Crveni čot (539 m), Orlovac (512 m), Iriški venac (490 m) etc., represents a mountain with a potential for development of different activities including paintball (Petković, 1976; Obradović, 2006).

* Corresponding author

The Apuseni Mountains (Cucurbăta Mare 1849 m) are located in the Western part of Romania. The Apuseni Mountains are part of the Western Carpathians and comprise a variety of geographical forms, beautiful landscapes and traditional livelihoods. What makes them special are the unique limestone phenomena, the local people who inhabit them and their lifestyle, as well as the extraordinary mixture between these two: human beings and nature (Baron, 2002; Turnock 2006; Bădulescu and Bâc, 2009).

It has been widely acknowledged that sport tourism is a growing niche in the world tourism market (Standeven, De Knop, 1999; Plavša, 2007; Papadimitrou and Gibson, 2008; Weed, 2008), and its different variations provide countless attractions for differentiating the sport-related tourism product. Active sport tourism represents one of the three broad types of sport tourism that have been identified in the literature (Papadimitrou and Gibson, 2008). Specifically, Papadimitrou and Gibson define active sport tourism as taking part in sporting activities while involved in leisure-based travel, as opposed to passive forms, such as event sport tourism that involve travelling to watch sport. Sports and recreational tourism occupies the mind and become a form of meditation that expands the range of approaches and solutions to the problems. Activities that are practiced are a way of combating stress and thereby have positive effects on health and physical condition. But there are still a number of positive impacts that sport and recreation can have on the human health in the modern society: effect on self-esteem, confidence, and many other positive images of themselves and the world around us. In addition to many psychological effects, sports and recreation have multiple effects on biochemical mechanisms. Experts assume that physical activity is the best medicine (Standeven and De Knop, 1999; Hayward, 2001; Hudson, 2003, Buckley et al., 2007; Weed, 2008; Vujko, 2008). Thus, *sports and recreation tourism* is the specific form of tourism in which sports and recreation are basic motifs of travel and staying at a destination. Sports and recreational tourism involves tourists doing sports and recreational activities with the aim of satisfying the need for exercise, play, active vacation, recreation, entertainment, etc. (Standeven and De Knop, 1999; Plavša, 2007; Papadimitrou and Gibson, 2008; Weed, 2008).

There are sports and recreational tourists whose way of combating stress is reflected in the constant search for new excitements provided by endorphins and adrenaline. It is scientifically proven that physical activity influences the increase of endorphins, substances that stimulate good mood. Endorphins are type of enzymes and neurotransmitters occurring in the hypothalamus. Studies have shown that endorphins, the products of nerve cells similar to morphine, can reduce the feeling of pain and stimulate a sense of euphoria. Marathoners, whose level of beta-endorphin increases after the race, are confident that they are very deserving of that substance to the phenomenon known as "*racing fever*" (a condition that is compared with the situation after making love, enjoying the chocolate etc. It is actually a state of euphoria and satisfaction). Therefore, increased levels of endorphins in the blood stream as a hormone that acts as a narcotic (example of this is that about 20 minutes of running produces a sense of relief. That is the period when the level of beta-endorphin increases, and this means that if running continues, relief comes soon and natural pain killers: beta-endorphins are responsible for these). In contrast to the endorphins, adrenaline is a stress hormone. Stressful situations lead to the secretion of adrenaline from the adrenal gland. Adrenaline blood comes to almost all organs and causes the following changes: acceleration of the heart, increasing the power of the heart, constriction of blood vessels of peripheral tissues, the expansion of blood vessels of the heart, brain, muscle and some other important organs. Then, it affects the spread of the bronchi, excessive heat generation or sweating, the breakdown of glycogen and increase blood glucose concentrations, the breakdown of adipose tissue and increases the concentration of free fatty acids in the blood and extending pupils. In translation, adrenaline prepares the body for fight or

runaway. So, one of the main motives for the exercise of most "*extreme*" sports or "*adrenaline*" sports is actually a feeling of euphoria that occurs when the "*dangerous situation*" passes. However, we can not accurately determine what an extreme sport is. (Hayward, 2001; Hudson, 2003, Buckley et al., 2007).

The development of an area for sports and recreational activities within the sports and recreational tourism primarily depends on the natural and geographic predisposition of this area and the affinity of tourists and their fitness and health predisposition (Weed, 2008; Plavša, Romelić Vuksanović, 2009). On the mountain there are a considerable number of resources that deserve proper attention on defining the potential fields for paintball. It is important to define whether tourism offer would be based on paintball only, or it would be a complementary to other activities in the mountain (e.g. biking, hiking, spa tourism, etc.).

According to this, we identified several objectives which we attempted to achieve in the paper. The first was to present paintball as an "*Endorphin*" activity, significant activity in the fight against stress and suitable for almost all populations. Another objective would be to promote Fruška Gora Mountain for paintball. The aim of the promotion may be reflected in the cartographic representation of potential paintball fields. The third objective is the SWOT and a comparative analysis (benchmarking). In this context we presented the positive experience of the organizers of paintball on the Apuseni Mountains.

METHODOLOGY

The research was a combination of quantitative methods (statistics and web analysis) and qualitative methods (interview, conversation and written documents). Bibliographic speculative was used in the phase of defining the theoretical framework, and descriptive method for data processing and results interpretation. The proposal of paintball locality given on the map was the result of field research (the results of field research carried out in an extensive research project have been used (Vujko, 2011). The maps were drawn by internet software Geokarta. In order to obtain the best results possible, SWOT analysis of planning paintball fields in the territory of Fruška Gora Mountain. Also, the interviews were conducted with every person directly or indirectly involved in tourism operations in the National Park and its surrounding, and every person who could contribute to its development. The interviewees were: MSc Dragiša Savić, PhD Aleksandar Marić and PhD Goran Matić from Fruška Gora National park, Gvozden Perković from Tourism organisation of Vojvodina (TOV), Tamara Stojanović, person in charge for Fruška Gora Mountain from Provincial Secretariat for the Environment, and Nikola Dževerdanović, President of paintball club "*Monks*" from Vrdnik. The last step was benchmarking. Benchmarking is designed and systematic approach to improvement of processes and activities in an organization that goes through their comparison with the same or similar processes, which are objectively and reasonably considered the best, whether these processes take place in other parts of the organization or outside it. Benchmarking consisted in detecting, identifying and understanding the processes and activities which are elsewhere (the Apuseni Mountains) performed in a better way and their transfer and adaptation to Fruška Gora Mountain. The aim of the benchmark analysis was to improve paintball activities, to set new standards of activities that will contribute to the mountains to stand out from the competition. For evaluation of paintball tourism in the region we selected the Apuseni Mountains in Romania in terms of speed of reaching the necessary level of service quality. Organizers of the paintball on the Apuseni Mountains have developed their own standards for defining the specific areas suitable for development of paintball. The study was aimed to investigate the paintball sites, whether sites are well marked and

labelled, their website and whether the paintball there is a sustainable form of tourism.

RESULTS AND DISCUSSION

Obesity, stress and hypokinesia are the major causes of all known diseases in the modern society. It is believed that hypokinesia or too little physical effort, driving and excessive television viewing, movies or other content from the discs, sitting in very comfortable chairs, armchairs and the Internet contribute to the reduction of human life.

Today, it is normal to buy online, but people forget that while performing these they weaken their locomotor, cardiovascular, immune, endocrine systems and metabolism. This new imbalance (unknown to the people half a century ago) weakens the body. On the other hand, too much food intake causes obesity. Mental exertion and stress on the one hand, and hypokinesia and under-relaxation on the other hand, are the typical working conditions and living environment of modern society (Kaprara, Cervone, 2003). Modern tourism has characteristics closely associated with the trend of the tourism market, and sports and recreation is a top selective tourism that meets *the need for health*. Thus, sports and recreation is the best medicine, and paintball is one way to have rehabilitation.

Paintball was created in America 1976 when two Americans, returning from the hunt, came up with the idea to be able to hunt each other and be safe. The very idea, however, has its roots in the 1950s when they used a rifle to fire coloured beads for marking trees and livestock (www.paintball.in.rs). There are many different types of games and a variety of terrain (natural environment, built fields and inflatable fields, mobile fields that are customizable on every occasion), while in the game there is no limit regarding the number of the participants (from two to one hundred participants), the only important issue is teamwork and communication among the players. Also, this activity is not subject to seasonality, it can be practiced throughout the year. The most important rule of the game is that the face masks must not be removed for any reason, because the players can be hurt. As a very unusual sport, paintball came to Serbia in 2001 and today the country has about thirty clubs, competitive and recreational. Regarding the game, paintball is the game of tactics and team work and then the skill, speed and imagination. The equipment includes coveralls, masks and guns. Players usually play the game "*elimination*" or "*capture the flag*". On Fruška Gora Mountain there are many potential fields for paintball. What may be of particular importance in this context, are the inflatable polygons. It is important to point out that this polygons can be placed almost anywhere, especially near populated areas (Club "*Monks*" near Vrdnik (Fruška Gora) or Scarisoara (figure 1) on the Apuseni mountain), or other accommodation facilities, which would allow the exercise of activities as well as additional content, accommodation facilities and tourist sites.

In order to better present the paintball fields, it is necessary to look at their characteristics. The chain of Fruška Gora Mountain is broken and the mountain is basically composed of three parts: the area of Telek in the west, which is barely noticeable, Slankamen in the east and the central part of the mountain, which extends from Đipša in the west to Banstol in the east, which forms a ridge about 40 km long, and 440-460 m high. This is the part that is asymmetrical and dissected or broken with numerous valleys, with the developed source crest. The central part of the mountain has the shape of a long anticline, east-west, with a fragmented appearance of the wings and partial phishing. Anticline is symmetrically preserved, except in the far eastern part where it sank beneath the northern flank of the Danube fault. The mountain base is surrounded by two loess plateau areas, 130-150 m and 110-120 m high. The mountain is partly covered with thick or thin layers of loess and loess deposits that ease severity and sudden transitions that are characteristics of older and more compact rocks, which is certainly in

favour of sports and recreational tourism as a viable and accessible mountain in almost all its parts (Petković et al., 1976; Dragutinović, 2000; Obradović, 2006). This relatively low mountain with gentle folds is recognized for its picnic areas. The picnic areas are one of the best locations for paintball fields (figure 2). Some of these resorts are: Stražilovo, Glavica, Popovica, Iriški venac, Vrdnik, Zmajevac, Osovlje, Crveni čot, Letenka and Testera.

Figure 1. Paintball polygon on the Scarisoara (Apuseni, Romania)
(Source: www.apuseniadventure.ro)

Stražilovo is a hill 321 m high and located in the eastern part of Fruška Gora Mountain, near Sremski Karlovci. Nearby, there is a restaurant "*Brankov čardak*" with bungalows and mountain lodge "*Stražilovo*" for holiday accommodation. This mountain lodge features football fields, sand volleyball and basketball courts for the lovers of classic sports, recreation guaranteed (Međeši, 1997).

Glavica is a picnic area 9 km from Novi Sad. It is accessible by car on asphalt road. It is situated at an altitude of 328 m.

Popovica is a picnic area with small lake and several mountain huts: "*Železničar*", "*Orlovac*", "*Penzioner*" and "*Medicinar*". It is situated at an altitude of 300 m.

Iriški venac is the top height of 502 m. The nearest settlement is a small town Irig. Iriški venac is located in the central part of the mountain, and near it there is Brankovac and hotel "*Norcev*".

Zmajevac (453 m) is a picnic area located by the road that connects Iriški venac and Vrdnik. About half an hour walk from Vrdnik, there is also a panoramic view of most of Srem and the ruins of Vrdnik Tower.

Vrdnik is a village in the municipality of Irig in the district of Srem on the south slope of Fruska Gora Mountain. Vrdnik is located at an altitude of 181-260 m, and therefore, has steep streets and houses on watersheds. Mountain range protects Vrdnik from cold air masses intrusion from the north, making the air warmer here than in some places that are further southwards, but were exposed to the north.

Crveni čot is the highest peak of Fruska gora with 539 m height above sea level. It is located in the municipality of Sremska Mitrovica. The nearest village is Bešenovački Prnjavor. Crveni čot is located in the central part of the mountain, a few kilometres far from Letenka, a famous picnic area on the mountain and children's recreation place. Osovlje is located at 420 m altitude close to Crveni čot.

Letenka is located in the municipality of Sremska Mitrovica. Its location is ideal, since it is connected by an asphalt road to the surrounding municipalities and centres. Today, Letenka is known as an important resort on the mountain and children's summer camp. Elevation is about 200 m.

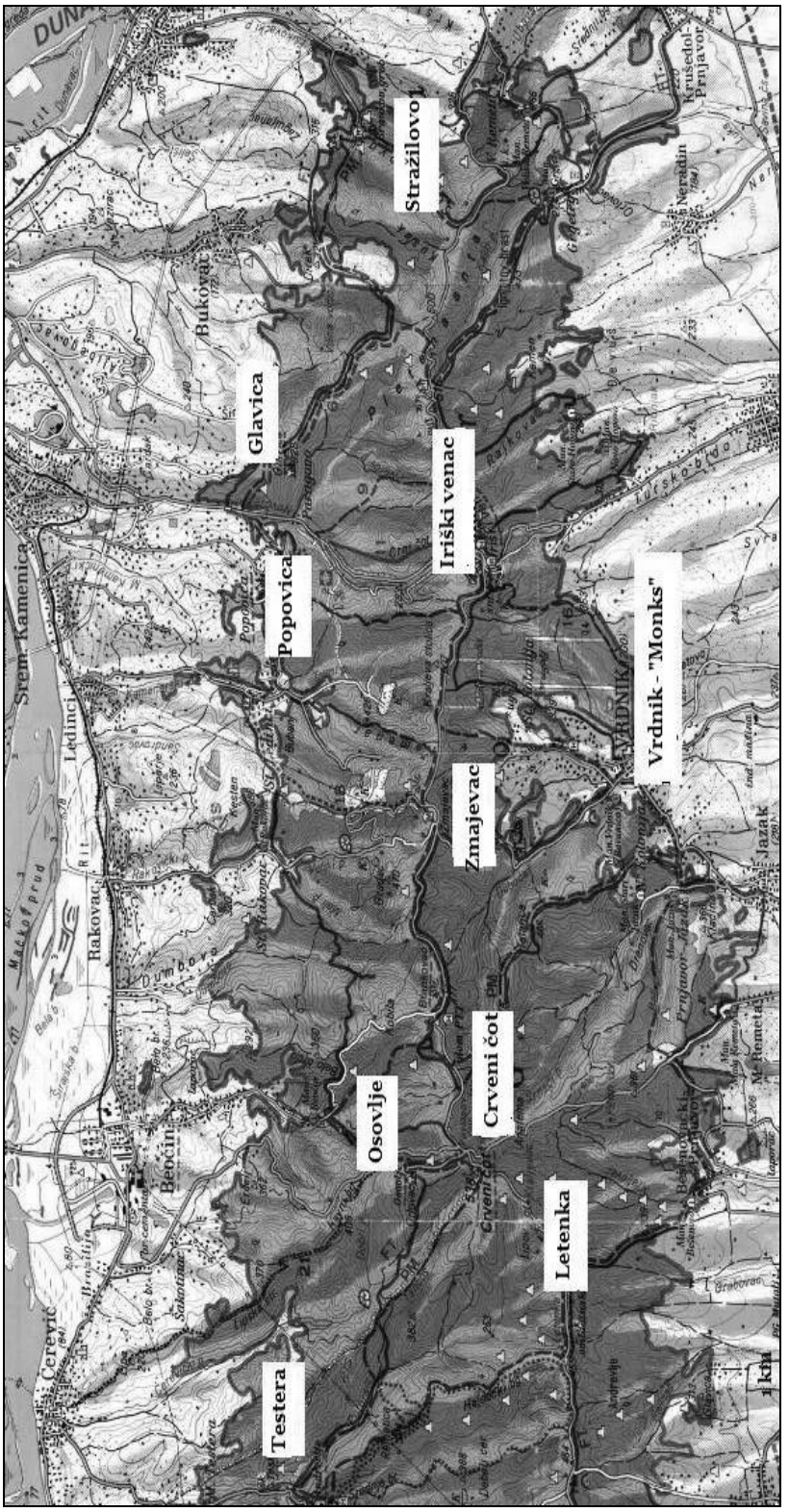

Figure 2. The eastern and central parts of Fruška Gora Mountain with potential paintball fields and with existing paintball Club "Monks" (Vrdnik), (Scale: 1 cm = 1 km; Source: base Geokarta – finished by A. Vujko)

Testera is located 25 km from Novi Sad, at an altitude of 250 m, near the village Čerević. Testera recreation centre was constructed for child care, athletes and fitness enthusiasts, meeting all the standards: housing, nutrition, education, education and medical care. The resort consists of three pavilions for accommodation, dining, kitchen, classrooms, common rooms and clinics (Obradović, 2006).

All these sites are linked to cross-roads, as well as longitudinal gravel-old asphalt through the entire length of the ridge. This travel route has been drawn by a unique "*Fruška Gora Mountain traverses*" which organize the traditional Fruška Gora Marathon. These sites, due to the global distribution line and interconnection, form a unique "*Fruška Gora tourist zone*" (PPPN, 2003).

Artificial lakes of Fruška Gora as hydrological objects could have the biggest recreational tourism value, some of them in particular. They were designed 20-30 years ago and all with the length of between one kilometre and three kilometres (Petrović and others, 1973). During their construction, the idea was to reduce the shortage of water, and to provide the water to be used for irrigation, water supply and recreation purposes. All these lakes are in stream valleys, and all are in some ways similar. In the west there are the lakes: Moharač, Bruje and Sot (figure 3). These lakes are the most beautiful in Fruska Gora Mountain (Bogdanović, 1980). The importance of paintball tourism would be reflected in paintball as an addition to the content of the lakes. Lakes with the most potential, particularly attractive for development of paintball are: Sot, Bruja and Moharač.

Lake Sot, the most western lake, is near the village of the same name, on the creek Šidina. Partly, this lake is located in the surroundings of the hunting woods Vorovo and is one of the most beautiful lakes on Fruška Gora Mountain. The lake covers the area of 33 ha with average depth of about 4 m. Altitude of this lake is about 141 m. This is also where the European record was beaten by hooking a carp that weighed exactly 42 kilograms.

Lake Bruja is located near Erdevik, and was built in the creek Kosjači. It covers about 15 hectares with the average depth of about 3.5 m, with water partly coming from aquifers of thermal water 200 meters from the lake. The lake is 600 m long and 400 m wide situated at 128 m altitude and surrounded by asphalt road.

Table 1. The advantages of paintball development in Fruška Gora Mountain

Strengths
- An exciting Endorphin activities; Recreational activities that help stress reduction; Type of additional content for many other activities on the mountain; Paintball is non-toxic, easily soluble in water and does not pollute the environment.
Weaknesses
- Lack of cooperation with the authorities (National Park, the city of Novi Sad, municipalities, travel agencies, clubs, etc.); Lack of marketing activities to promote the game;
Opportunities
- Networking clubs in order to promote the game on the mountain; The establishment of base camps from which the mobile fields may be transferred to any part of the mountain;
Threats
-Lack of arrangements based on the paintball as a form of additional offer; Lack of information for citizens about the existence of the field, No Internet presentation etc.

Lake Moharač and the creek of the same name are located between the villages Erdevik and Vizić; covering the area of 67 hectares it is the largest Fruška Gora Lake. The lake is an impoundment with dozens of groundwater springs, with pure water rich in oxygen. The depth of the lake ranges from 2 to 11 m and its altitude is 132 m (Bogdanović, 1980; Vujko and Plavša, 2010).

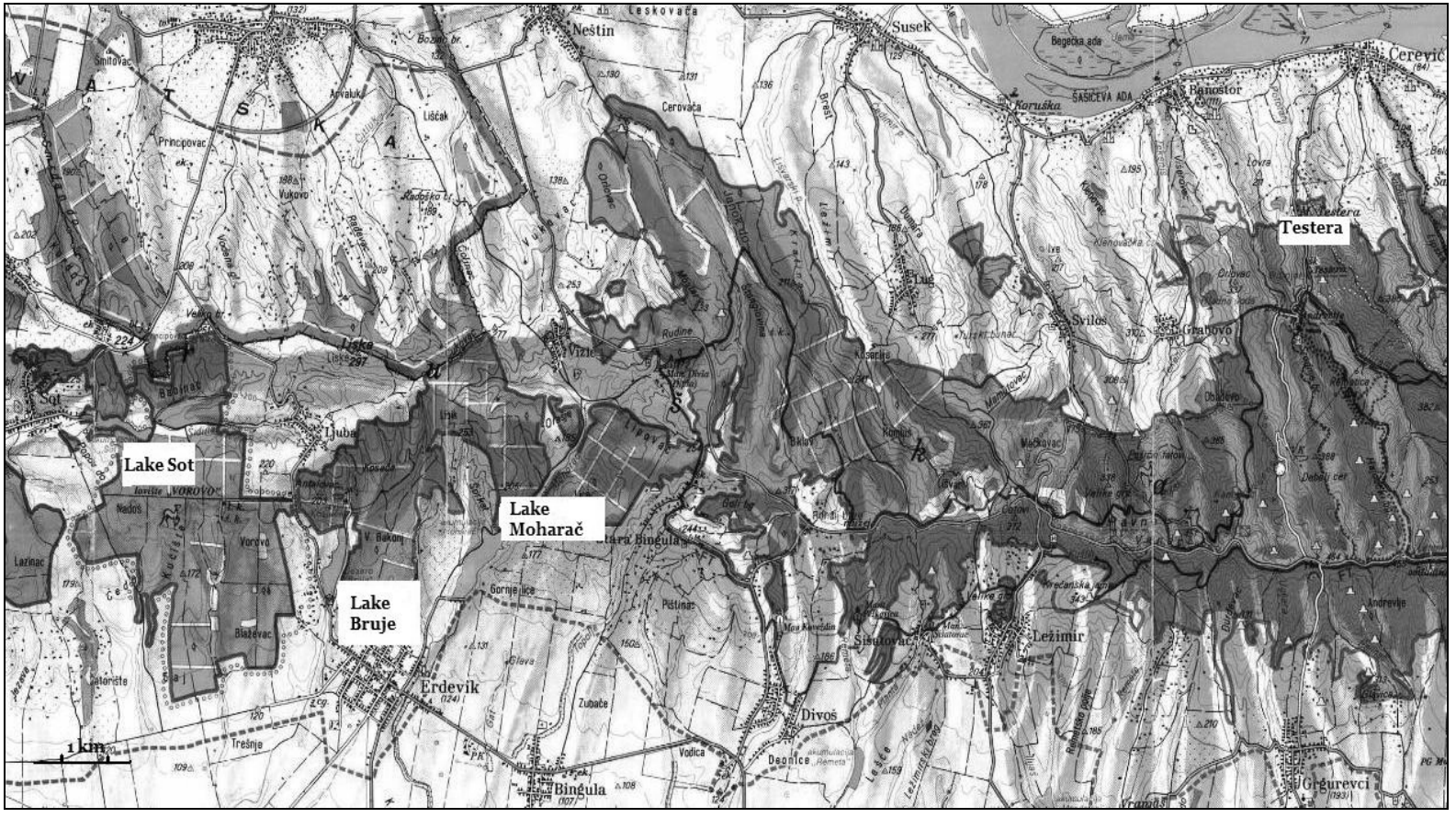

Figure 3. The western part of the Fruška Gora Mountain with potential paintball fields
(Scale: 1 cm = 1 km; Source: base Geokarta – finished by A. Vujko)

With regard to the fact that paintball helps stress reduction and that Fruska Gora Mountain is the potential for sport and recreational tourism development, it was necessary to proceed to the second step, the SWOT and benchmark analysis of paintball in the mountain as well as development of such form of tourism in the future.

The analysis of the results revealed highly interesting data. Potentials for the development of paintball in Fruska Gora Mountain are great and paintball tourism is even desirable form of tourism to the territory of the Fruška Gora National Park (figure 4). The observed problem regarding property issues is the lack of cooperation between decision makers in tourism. Presumably, those are mere excuses for the lack of initiative and lack of understanding of the importance that paintball tourism can have for this region.

Figure 4. Paintball organized by the club „Monks" – Vrdnik (Photo: N. Dževerdinović, 2010

Further work will be done by benchmarking to understand the necessary steps to implement similar examples. The Apuseni Mountains hold attractions for numerous types of tourists (Cianga and Surd, 2003; 2005). "*Apuseni Experience*" are specifically designed outdoor experiences related to caving, climbing, hiking, trekking, walking, horse riding, touring skiing, down hill or alpine skiing, winter hiking (including snowshoeing), show cave visits, cultural tours, bird watching, horse cart trips, craft demonstration, wild flowers, wildlife tracking, paintball etc. This organization provides guided trips as well as self guided trips in Padis Plateau, Ariesului Valley, the Trascau Mountains, the Padurea Craiului Mountains, the Bihor Mountains and the Vladeasa Mountains. "*Apuseni Experience*" is a trademark of Eco Transylvania Ltd., and they are members of Association of Ecotourism in Romania and partners of the Apuseni Nature Park. According to them paintball is organized in the region where it is allowed (Ghetarul, Scarisoara, Ghetarul Vartop, Varful Runc, Valea Verde and Groapa Ruginoasa).

Polygons are made of natural materials (wood, straw, etc.) so it is light furniture, which is handled effectively (figure 5). It is important that the offer of paintball is permanent which means that the paintball can be constantly practiced, regardless of weather conditions. Information about paintball can be found on the Internet (www.apuseniadventure.ro, www.apuseniresort.com). The vast spectrum of activities and the numerous attractions in this mountain region are noticeable. The tourist base around the paintball polygon is well developed. The variety of accommodation or catering facilities, and sport and recreational activities are additional elements attracting tourists. The most important reasons for visiting the Apuseni Natural Park are: the spectacular scenery and sport and recreational tourism (45 %), the fauna and the flora (12 %), and the brand of the region (3 %). Most of the tourists prefer to stay in tents, in order to stay close to the main attractions. Mainly they choose to camp in Padis or Glavoi Plateaus. On average, a

tourist stays in the park for 6 days. The activities of the tourists are: hiking (92 %), caving (21 %), alpinism (12 %), horse Bâck riding (8 %), cycling (4 %) (Bădulescu and Bâc, 2009). Although paintball has not been scientifically researched form of sports and recreational activities yet, it has been carried out to complement the content of many other activities. Bearing in mind that the average length of stay in the Apuseni is 6 days, the most common mountaineering activity is staying in tents, which is very popular among tourists. To conclude, those who stay on the mountain certainly would try paintball, especially if the courts are situated near the camp sites.

Figure 5. Paintball polygon on the Scarisoara (Apuseni, Romania)
(Source: www.apuseniadventure.ro)

CONCLUSION

In conclusion, there is a strong connection between sustainable tourism and paintball. They are both attempting to decrease negative impacts of modern society and tourism. Sustainable tourism should be applied on all types and forms of tourism, whereas paintball is a very well defined new form of alternative tourism.

In recent years Fruška Gora Mountain experienced stagnation in sports and recreation offer and degradation of all activities. Mountain has been neglected, untidy, unmarked and certainly has deserved more discussions about the problems. The biggest problem of tourism development on Fruška Gora Mountain is the lack of clearly defined drivers of tourism development, then tourists should not feel the consequences of insufficient or inadequate use of space, and finally there have not been developmental programmes implemented. The most important issue is that it seems that there is no fundamental decision whether sport and recreational tourism is needed on the mountain. Modern tourist market requires the development of specific programmes offered through attractive programmes by marked trails. The advantages of paintball development as a form of sports and recreational tourism on the mountain are reflected in planning and equipping the area of Fruška Gora Mountain to serve the function of this form of tourism and providing conditions for active holidays and recreation (Ahmetović-Tomka, 1995; Tomić, 2004; Lazić, 2008; Vujko, Plavša, 2010; Vujko, 2011).

Regarding this, the development of paintball on the mountain should focus on furnishing, decoration and use of space in line with the principles of sustainable development which include meeting the needs of protection, preservation and improvement, but also to provide conditions to stay in that environment. The following benefits would be reflected in their commitment to those types of sports and recreational tourism that are specific (relying on the primary attractions of space), or that are in short supply on the tourism market of Serbia and the environment (sports and recreational

offer based on paintball in Serbia is scarce, for that reason, it is on the establishment of such deals to reflect a major opportunity for tourism development on the mountain). Therefore, development of paintball as a form of sports and recreational tourism should be designed to run continuously in time and space, and in the first phase to decide on those areas in Fruška Gora Mountain which an organization can start immediately and without major financial investment. This means that one of the chances for developing this form of sports and recreational tourism lies in developing all of those areas in Fruška Gora Mountain that do not require large investments but are looking for a good organization and a complete tourism marketing. Bearing in mind, that the theme of health (Standeven and De Knop, 1999; Plavša, 2007; Hayward, 2001; Hudson, 2003, Buckley et al., 2007; Weed, 2008; Vujko, 2008; Vujko, 2011) is one of the leading motifs of modern sports and recreational tourism, established all the necessary determinants of paintball as a form of sports and recreational tourism, therefore, the pace of its development depends only on the human factor.

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RECONSTRUCTION OF THE BATTLE OF GRUNWALD AS EMOTIONAL PROMOTIONAL MESSAGE

Janusz HOCHLEITNER*
University of Warmia and Mazury in Olsztyn, Faculty of Humanities,
1 Kurta Obitza Str., 10-725 Olsztyn; e-mail: janusz.hochleitner@uwm.edu.pl

Michał MAKOWSKI
Powislanski College in Kwidzyn, Faculty of Management,
29 11th. Listopada Str., 82-500 Kwidzyn; e-mail: makowm@wp.pl

Abstract: The study presents the possibility of using an event in promotional activities in the market of tourist services. Authors indicated the most important issues related to the practical implementation of a promotional event of a reconstruction of historical events as an example of modern reconstruction of a medieval battle of Grunwald. Increasing number of such events show widespread demand for participation in cultural tourism. These events give people excellent opportunity to emotional join in playing the scene in historic costumes or even visit the camps of reconstruction groups.

Key words: culture tourism, historical staging, battlefield tourism, promotion, event marketing

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INTRODUCTION

There are many ways for promotion of specific goods, services or ideas. Promotion requires a perfect understanding of the product features, customer needs and expectations but also appropriate creativity and attractiveness. The use of traditional promotion tools is becoming increasingly apparent boring and ineffective.

Looking for an efficient way to exist in the minds of recipients of promotional messages it becomes necessary to temporarily penetrate into their consciousness. It is not about the impact of unconscious, but about the emotional involvement of human consciousness voluntarily participating in the process of marketing communications.

This paper describes the possibility of use an event in promotion activities in the market of tourist services. This theme turns out to be significant due to the increasing number of outdoor events of some kind of a reconstruction of historical events. For this analysis, we chose the modern reconstruction of a medieval battle, which took place in 1410.

BATTLEFIELD TOURISM

In the terminology of historical tourism, reconstructions are often treated as value of events in the form of festivals, fairs and shows – when the arrival of tourists is

* Corresponding author

determined because the event takes place. In this way, this form of leisure activity should be classified as cultural tourism. Historical reconstructions are trying to present in the theatrical sense interpretation of historical knowledge.

Staging major events for the peoples are held around the world. In fact, the first reconstructions of the historical events were in the ancient theaters. In ancient Rome, gladiators during their fighting, they reconstructed the famous battle. In the Middle Ages, a major restoration of the past were mysteries of the Passion of Christ and Christmas nativity play. Modern productions were born in Europe in the 50s of the twentieth century. Among the Britons, reconstructions have become a common form of living history lessons in schools and museums. The idea of playing old history arrived to Poland in 1977 (Ossowska and Kozłowski, 1996). The activities presented historical events other than the from Middle Ages. The most popular event in Poland are for example: Viking's presentations at the island of Wolin, the Seven Years War from the eighteenth century presented by the city of Silesia and the Czech Republic, events also show Napoleon's successes and failures from the nineteenth century, but the most popular productions show facts from the World War II (Kepa Oksywska, Kock, Warsaw).

These productions are inspiring challenge for lot of people. First of all, in these events one should see the important occasion to promote people's activity. Therefore, very often events are in interest of researchers, interested in cultural tourism. In contemporary tourism, the historical-military form is becoming increasingly popular, what is really evidenced by the appearance new term battlefield tourism (Lloyd, 1998; Ryan 2007). The history of this kind of tourism are rooted deeply in the past. Certainly, it was already disseminated in the nineteenth century. The increase of this form of tourism, could be observed in Europe after the First World War. In this time were disseminated specially organized tours to Verdun or the Somme valley or to the battlefields in Flanders, and also around Olsztynek in Poland, where in 1914 was held the famous Battle of Tannenberg (Kowalczyk, 2009). The last fact was the German attempt to a new interpretation of the battle of Grunwald in 1410 (Radziwiłłowicz, 2003).

RECONSTRUCTION OF THE BATTLE OF GRUNWALD

Grunwald tradition is deeply rooted in the consciousness of Poles. In the battle from 1410 were involved representatives from many nations. Poles' historical knowledge of this event is mainly built on two artistic interpretations: literary work of Henryk Sienkiewicz the Nobel laureate, and the monumental picture of painter Jan Matejko. At these presentations the last few generations of Poles imagined the the great military triumph of Polish army. Moreover, the movie "*Krzyżacy*" from 1960, directed by Aleksander Ford also confirmed Grunwald triumph (Porębski, 1960; Kuczyński, 1963; Gutowski and Nowojczyk, 2005).

At the story of indicated works it was began directing productions of Grunwald battle. The intention of this production is not a faithful reproduction. It is also difficult to try to play all the action from 15 July 1410 (Nadolski, 1990). The main topics presented during the staging refers to the most important topics of the battle, such as: waiting to start a fight, offering swords Polish king, the death of Grand Master of the Teutonic Knights and the final triumph.

The main organizer of the reconstruction is Mayor of Grunwald, and founded in 2001, "*Foundation of Grunwald*". The direct organizers are responsible for the logistics. The municipality is responsible for the construction the camp for the knights, but knights have to bring the tents themselves. Knights for taking part in the staging do not get a salary. Marketing success of this the historic staging depends on the creativity of "*The Brotherhood of Knights*". In April 1986 the Polish Club Martial Arts Polonicum Signum created the first Brotherhood of Knights in Poland in Zawiercie. In May, the members of the Club created the Brotherhood of Knights of Ogrodzieniecki Area Signum Polonicum.

Later, in Warsaw was established "*Historic Theater of Battle*", specialized group of knights. Most intensely at that time the Brotherhood of Knights were created in central and northern Poland, for example, Gdansk Fencing School of St. George, the Brotherhood of the Sword and Crossbow from Warsaw. Very important role in the development of the Brotherhood of the Knights played Jaroslaw Struczyński. In the early 90s of Twentieth century he undertook the renewal of the castle in Gniew city. In 1993, held the Knights' Tournament at Sword of Jan III Sobieski. Very quickly it became an international tournament. In 1997 all Brotherhood of Knights in Poland signed the Rule and Code of Knight. Since then, the main meeting place for Brotherhoods of Knight became the anniversary celebrations of the Battle of Grunwald.

The first performance in the fields of Grunwald took place in 1998. The organizers did not expect that up to 15,000 spectators and about 500 knights will come. In 1999 there were 40,000 spectators, and the Brotherhood of Knights were represented by Poland, Belarus, Ukraine, France, the Czech Republic and Lithuania. The Knights were nearly 750. In celebration in 2000 were present at the Polish and Lithuanian presidents. Organizers staged in 2001 enabled the viewers to visit the precipitate chivalrous, fun, music and the purchase of memorabilia connected with the tradition of knights. In the camp were two thousands of knights from different countries, but in the fight was only half of them. The fight seen by approximately 50 thousand people. Staging of 2001 took place perfectly, the knights had little injuries and among the spectators fainted several people. Just before the staging, it turned out that the grand master of the Teutonic Jungingen intends to send to the King Jagiello, three swords, not two. Jagiello, however, strongly protested, and the battle proceeded according to the historical scenario. Before staging in 2002, there was a lot of optimism among the Knights, as if they did not know what fate will prepare them once again the king of the Polish army. During the march into battle Teutonic Knights were singing happy song (Kurier Iławski, 2002). Previously assured that they will not lose this time (Gazeta Olsztyńska, 2002). But as always, interpreters remained faithful of the old historical facts.

In 2004, in the knights camps lived about 3,5 thousand people. The following year, the Knights came to Grunwald, even from Finland. The staging was attended by about 1,500 people. Reconstruction was viewed from 65 to 80 thousand spectators. This time the fight was not ended with the intervention of emergency (Gazeta Wyborcza, 2005).

In the year 2007 there was a jubilee staging. The battle began with a new element. Viewers saw the reapers working calmly, who after a few minutes were attacked by the Teutonic Knights. It was also seen burning alive farmer and another dragged behind a horse (Hochleitner and Jasieniewska, 2010).

In 2010, the organizers have prepared a jubilee staging, which the knights play 600 years after the historic battle between the Polish-Lithuanian army against the Teutonic Knights. This great event, can become an opportunity to show the best side, not only the region but the whole country.

TOURISM MARKETING

The term "*marketing*" is commonly used but often not in the fullness of its being and essence. In popular opinion, marketing is synonymous of activity that increased sales volume, and the results bring companies lot of benefits. In the mid-70s of twentieth century came one of the first scientific definition of marketing, which implies that it is the economic process, in which the structure of demand for goods and services is anticipated and implemented through innovation, activation, and the exchange of goods and services (Kelley, 1965). Very important is also the view of Drucker, who said that in the marketing idea sale was unnecessary, because well known and understood the client's needs will make the products prepared to those needs will sell themselves (Drucker, 1973). Kotler believes that marketing includes activities to facilitate and accelerate the exchange of

satisfying through the production, pricing, promotion and distribution of goods, services and ideas (Kotler, 1996). According to the authors Żurawik and Żurawik, there are almost as many definitions as there are authors. Some authors treat marketing as a process of action, that one can manage, others as the market orientation (Żurawik and Żurawik, 2000). Usually, however, all of the authors reaching the core of this concept emphasizes the significant activity in the area of product, pricing policies, the use of distribution channels and promotion of business.

Development of marketing in tourism activities is the result of experience in industry and trade. The process of implementation, however, is dependent on many factors, pointing to the uniqueness of the characteristics of this business. It is true that marketing activities are common to different types of market activity, but there are also specific conditions of time, quantity, quality, and method of making the offer and consumption. The concept of tourism marketing has evolved on the basis of the creative adaptation of the general theory of marketing in the '60s of twentieth century.

THE TOURIST PRODUCT AND ITS PROMOTION

In a regional context, marketing can play an important role in the development of tourism demand. By creating a tourist attraction, right pricing policy and cost of access to these attractions, it is possible to emotional impact on consumer awareness and promoting cities and regions less popular so far.

On the other hand, the proper marketing techniques, the so-called. demarketing allow distraction of tourists from those areas where the capacity of Interest has already been exceeded. Further exploitation of this tourism asset can lead to a reduction of its value and quality of consumption by tourists.

In the marketing concept, product it is everything that is offered in the market to satisfy consumer needs.

The tourist product is defined in the literature, mostly in two aspects. In the stricte sense - everything what tourists are buying the market in the form of a package of services, or any of the services offered separately. In largo sense - everything that tourists do during their stay, as well as advantages, facilities and services. Medlik described the tourism product more widely, as a whole tourist experience, which he is experiencing since leaving the house to the moment of the return (Zawistowska, 2003).

The conception of tourism destination means a place where tourist traffic headed and depending on the situation that may apply to municipalities or their separate parts and assemblies of municipalities, provinces, regions, and even the whole country. In this context, the destination is an area with natural, historical and ethnographic characteristics that distinguish it from others, making it attractive to people who are not its residents.

It should be noted that the basis for making consumption are the tourist attractions, which are directly or indirectly related to destination. Therefore, promotional activities in the tourist focuses on the psychological aspects relating specifically to the emotional content. Tourists are quite easy and emotionally agree o trends appealing for spending free time in certain places.

The problem is the cost of doing spectacular and creative promotional activities. Underlining the fact of immaterial services, promotion activity should materialized these attributes of the offer, which will give customers image of the subjective characteristics of the product. As the result of promotional activities will be the emotional satisfaction of customers.

MASSIVE SOCIAL EVENTS IN TERMS OF PROMOTIONAL AND PRODUCT

People are organizing various events since they began to talk to each other. But in the twentieth century people understood that the organization of various events is not

only to social entertainment, but it plays an important role in communication. In the mid 60s of Twentieth century, events were qualifying as a group of public relations activity, but in 90s the concept of event marketing was a kind of process of management through events. Therefore events have become a popular way to promote a brand or product. The most popular are "*special events*" that have to communicate with the target by market happenings, sporting events, concerts, balls or opening new branches. Another group is called "*business events*", which including various types of fairs, conferences, events within the organization, which have to motivate employees and business partners to continue the increasing of business activity. The last group is called "*institutional events*", which including social events organized by or on behalf of the government, and these are usually the anniversary celebrations and symposia on the pro-social subject (Gajek-Krawczyk, 2008).

Nowadays event makes a huge career. The growing number of advertising message makes problem to remember their contents. Very often it causes a dislike and disapproval of the promotional activities. As a consequence advertising in television, radio, press, or even a web site does not positive influence on human emotions.

In tourist activities the events have the most important and fundamental role of promotion. Event spectacularly draws public attention and interest in the specified issues, that triggering emotions. It also influences on the further active learning of characteristics and the charms of the area. These characteristics clearly relate to the basic model of promotion so-called AIDA.

Figure 1. Advertising by posters – place of reconstruction of the historical events
(Source: own resources)

Events in the media help to development business tourism in the small area or region in a broad context. An example of such activity could be to promote of cities (figure 1).

It is very important if one-way promotional activities could clearly evolved in the two-way communication. Comprehensive and compelling events are those which physically, intellectually and emotionally can engage the public. They also allow to build long-term, positive relationships with customers, that personally participating in such an

unusual event. In addition to promotion meaning, it is also worth emphasizing that in the case of tourism activities, events are very often the main tourism products. Thus they become the real objective of tourist activity (figure 2).

For events being promoted in various media tourists traveling dozens and sometimes hundreds of kilometers in order to personally benefit from the offered at the time of the tourist product. Participation in this type of incident is clearly mass at a given time. It also emphasizes the importance of the event and conscious of society.

EMOTIONAL PROMOTION OF THE BATTLE OF GRUNWALD

The main advantage of event is possible to build an emotional bond through direct effects on all human senses. Moreover, the induced association apply only to those persons who actively and willingly participate in this event, and therefore they are involved in such historical stories.

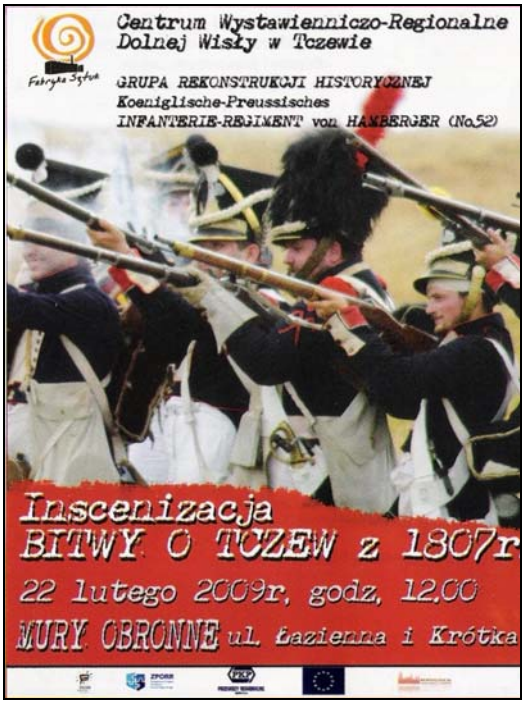

Figure 2. Promoted reconstructions of historical events - aspect of the product
(Source: own resources)

Reconstructions of historical events in recent years have become very popular. Experts of the history very good know the course of a particular event, but mainly this type of staging is not taking place for them. Events are for those people who wish personally feel for a moment emotions of presented scenes.

The most popular historical event, played in Poland since 1998, is the Battle of Grunwald. Outdoor event every year gets huge crowds of spectators and actors of the various battle scenes (figure 3).

Most people with an elementary knowledge of history knows the outcome of this battle, but every year, this event based on facts and literature takes place in a different way. Regardless of the specific of this show, the most important are emotions are during spectacle. People of their own volition, massively participate in this event just for emotional, not for rational and well-known result. This event is played every year and it

influences on people consciousness. Therefore it can be considered as an independent tourist product, as well as an excellent tool for promotion the region during the summer tourist activity.

Figure 3. Scenes from the staging of the Battle of Grunwald
(Source: http://www.album-grunwaldzki.iq.pl/grunwald2004/zdjecia.php, 6.01.2010)

CONCLUSIONS

Promotional activity in the market of tourist services focuses on psychological aspects, specifically relating to human emotion. In recent years the event makes a big career in Poland The increasing number of advertising messages makes it increasingly difficult to remember their contents. This causes dislike and disapproval for such promotional activities Therefore, the traditional mass advertising (in television, radio, press and internet) does not influence on human emotions.

Emotional events contribute to the spontaneous, voluntary, and long-term loyalty with the promoted tourist product. Also events increase awareness and recognition of the tourist attraction Using the emotion and attractive topic of the event one can also influence on historical consciousness. This makes it easier to build patriotism and national pride, that is not only based on historical facts, but also at great feelings important in the life of every human.

"*Battlefield tourism*" is a very important promotional tool for cities and regions. This is evidenced by the thousands of tourists coming to "*Days of Grunwald*", and more and more living history enthusiasts, who actively take part in events productions. The successful staging of the "*Battle of Grunwald*" has an important link to promote the region and the municipality. Reconstitution in Grunwald has been recognized as a tourism product of Warmia and Mazury in 2009 (Gazeta Ostródźka, 2009), and five years earlier, it received a certificate of the Polish Tourist Organization.

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SPORT-RECREATIONAL INFRASTRUCTURE OF SOPOT

Wojciech RATKOWSKI*
Academy of Physical Education and Sport from Gdańsk
1 Kazimierza Górskiego, 80 – 336 Gdańsk, Poland, e-mail: marathon@awf.gda.pl

Tadeusz ŁAPIAN
Academy of Physical Education and Sport from Gdańsk
1 Kazimierza Górskiego, 80 – 336 Gdańsk, Poland

Anna SZUMILEWICZ
Academy of Physical Education and Sport from Gdańsk
1 Kazimierza Górskiego, 80 – 336 Gdańsk, Poland

Abstract: The aim of research was the assessment of sport-recreational infrastructure in Sopot resort by its residents with reference to expectations resulting from free time needs. Adult residents of Sopot from different social groups were examined. It allowed to show variables (ways and sizes) and benefiting from free time groups included in three decades: 25-34 years, 35-44 years and 45-54 years. According to the line set in the Strategic Plan of Sopot city, development of tourism should contribute to increase of visitors, particularly off season and to laying out those arrivals during the year.

Key words: recreational infrastructure, sport activities, free time, resort

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INTRODUCTION

Occurrence on mass scale social and, at the same time, individual wealth called free time is specific achievement of contemporary civilization. This notion is treated not only as essential condition of human culture, but as an indicator of social-economic progress and background of all future "*free time civilization*". Free time problem belongs to particularly vital and complex issues of contemporary civilization. Its scale, contents and forms of consumption have direct connection with development of human personality, with possibilities of satisfying needs of self-realization. If we assume that the amount of free time constitutes measure of civilization advancement of the country, the ways of benefiting from it will be the indicator of cultural development of society, level of collective consciousness, awakening needs on higher level and aspiration of satisfying them. It is important how much time we can spend on self-realization, rest, entertainment or fun (Gaworecki, 2000). Using this wealth is essential as well. Free time constitutes wealth which allows many human dreams come true. Such factors as level of concentration of population, material conditions, education and professional

* Corresponding author

differentiation, activity of social and cultural organizations, institutions organizing free time in local societies and also to a large extent cultural traditions, releasing new interests have influence on contents and form of spending free time. That is why, it is important particularly in greater urban complexes, to aim at building cultural traditions. Big role is also played by:

- Aspiring to technical and social revitalization of big bleak block building districts deprived of places where particularly children and youth could spend free time;
- Indicating on value of upbringing process directing it to benefiting from free time including extra-curricular activities strengthening desirable habits and customs;
- Indicating valuable patterns of spending free time so that they were attractive for particular range of age of pupils;
- Treating realization of function within this aspect by school as investment into resources, which capitalized by pupils will allow to raise quality of spending free time in the essential way;
- Treating conscious and planned learning of accepted patterns of free time as investment into local capital serving the whole society.

Basic factors differentiating method of spending free time are: education (table 1), gender (in much lesser extent) social status and local environment (Przecławski, 1993). Avery vital factors are also economic situation of families and their engagement in performing particular family functions.

Table 1. Level of education of Sopot citizens included in research

Level of education		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		K	M	K	M	K	M	K	M
higher	n	23	1	165	119	18	7	206	127
	%	23.0%	1.5%	61.6%	64.%	37.5%	15.6%	49.5%	43.2%
bachelor	n	9	8	44	14	0	0	53	22
	%	9.0%	12.3%	16.4%	7.6%	0.0%	0.0%	12.7%	7.5%
secondary	n	66	51	55	46	23	29	144	126
	%	66.0%	78.5%	20.5%	25.0%	47.9%	64.4%	34.6%	42.9%
vocational	n	0	0	2	5	7	9	9	14
	%	0.0%	0.0%	0.7%	2.7%	14.6%	20.0%	2.2%	4.8%
elementary	n	2	5	2	0	0	0	4	5
	%	2.0%	7.7%	0.7%	0.0%	0.0%	0.0%	1.0%	1.7%
Total	n	100	65	268	184	48	45	416	294
	%	100%	100%	100%	100%	100%	100%	100%	100%

Self government authorities of Sopot city, intentional structure, non-governmental organizations and natural upbringing institutions will take steps concerning free time in satisfying needs of citizens in the aspect of free time. To what extent these actions satisfy needs and preferences of Sopot residents themselves?

AIM OF RESEARCH

The aim of research was the assessment of sport-recreational infrastructure in Sopot resort by its residents with reference to expectations resulting from free time needs.

Material and method of research

Adult residents of Sopot from different social groups were examined. It allowed to show variables (ways and sizes) and benefiting from free time groups included in three decades: 25-34 years, 35-44 years and 45-54 years.

In the first group, to 24 years of age, found themselves persons finishing education and starting professional career. The second group included people in working age, who

had stabilized professional situation. The last one, the oldest group constituted people in the pre and in pensionable age, from 55 to 64 years of age.

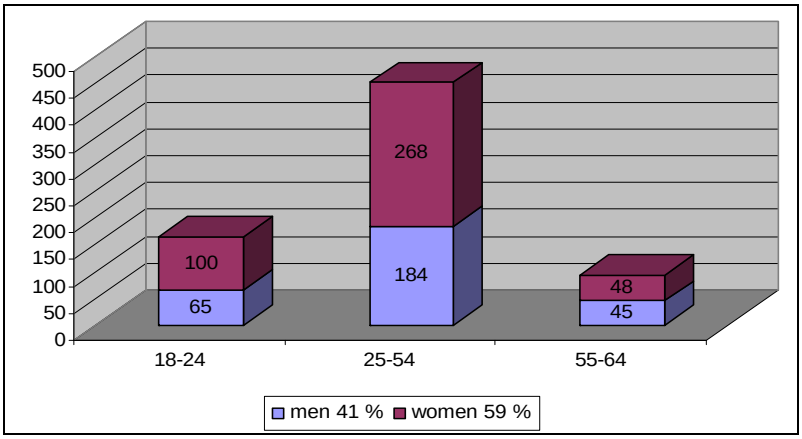

Figure 1. Structure of age and gender of the respondents
(Source: Rocznik statystyczny 2006)

Analyzed were source materials of intentional organizations dealing with programming free time and creating tourist and recreational infrastructure and structure of local self-government which are responsible for creating conditions for active spending free time of adult residents of Sopot. It was assumed that through extending tourist – recreational infrastructure and offer of physical culture, engagement of Sopot citizens in physical recreation may be increased.

Information was gathered by means of questionnaire, interview and analysis of documents. In the questionnaire were applied half closed and closed questions. Interview, as research technique was applied in conversations with representatives of local self government.

The questions, among others, concerned: tourist-recreational infrastructure including Long Term Investment Plan of Sopot City (2007-2014); program offer of physical culture; cooperation with social and cultural organizations. The material was elaborated statistically by using computer calculation technique. MS Office 2003, MS Excel spreadsheets were applied and program Statistica 5.0PL (Kędzior and Karcz, 1997).

Research results

Sopot through sport-recreational infrastructure proposes its residents rich offer of spending free time. Sopot is a place of rest for everybody, regardless of age, gender, education, performed profession or interests. It offers numerous cultural, entertainment and recreational events. Management of free time results from individual needs of residents. Those of them, who need relax, rest may enjoy walking along the sea shore or in the woods, those who search entertainment, may spend time in numerous clubs and pubs, whereas those residents who prefer active way of spending free time may choose from many propositions (swimming pool, pitches, cycling lanes, sport halls etc) (table 2).

Sopot created perfect conditions for active rest, enabling experience in almost any sport discipline. Here you can find among others: the biggest in the country tennis court complex, sport stadiums, horse-race track and ski lift. The city offers possibility of doing water sports thanks to well equipped rental of equipment run by Municipal Centre of Sport and Recreation. Abundant sport infrastructure of Sopot makes organizing many sport events possible-beginning from sailing and windsurfing regatta, through tennis tournaments and track and field meetings. Sport-recreational infrastructure of Sopot, adapted to needs of residents, forms professional proposition of ways of spending free time.

Table 2. Participation in organized forms of spending free time

Type of event		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		K	M	K	M	K	M	K	M
Sport	n	55	27	57	82	0	6	112	115
	%	39.0%	39.1%	18.4%	36.1%	0.0%	11.5%	22.3%	33.0%
Cultural	n	80	42	218	111	25	28	323	181
	%	56.7%	60.9%	70.6%	48.9%	47.2%	53.8%	64.2%	52.0%
Religious	n	0	0	8	7	20	18	28	25
	%	0.0%	0.0%	2.6%	3.1%	37.7%	34.6%	5.6%	7.2%
Other	n	6	0	26	27	8	0	40	27
	%	4.3%	0.0%	8.4%	11.9%	15.1%	0.0%	8.0%	7.8%
Total of responses	n	141	69	309	227	53	52	503	348
	%	100%	100%	100%	100%	100%	100%	100%	100%

Table 3. Organisers of events in free time

Organizer of events		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		K	M	K	M	K	M	K	M
Employer	n	13	18	36	31	0	0	49	49
	%	9.9%	25.0%	11.1%	13.7%	0.0%	0.0%	9.7%	14.3%
Club	n	45	22	47	48	0	18	92	88
	%	34.4%	30.6%	14.5%	21.2%	0.0%	40.0%	18.3%	25.7%
Tourist office	n	2	0	22	11	0	0	24	11
	%	1.5%	0.0%	6.8%	4.9%	0.0%	0.0%	4.8%	3.2%
Self organized organization	n	46	28	135	81	0	0	181	109
	%	35.1%	38.9%	41.7%	35.8%	0.0%	0.0%	36.0%	31.8%
City authorities	n	21	4	50	33	20	6	91	43
	%	16.0%	5.6%	15.4%	14.6%	41.7%	13.3%	18.1%	12.5%
Other	n	4	0	34	22	28	21	66	43
	%	3.1%	0.0%	10.5%	9.7%	58.3%	46.7%	13.1%	12.5%
Total of responses	n	131	72	324	226	48	45	503	343
	%	100%	100%	100%	100%	100%	100%	100%	100%

Table 4. Types of preferred events

Type of event		Research group				
		Persons who learn	Owners of company	White-collar workers	Physical workers	TOTAL
Sport	n	88	19	37	10	154
	%	43.35%	25.68%	26.24%	34.48%	34.45%
Cultural	n	115	53	95	7	270
	%	56.65%	71.62%	67.38%	24.14%	60.40%
Religious	n	0	0	5	0	5
	%	0.00%	0.00%	3.55%	0.00%	1.12%
Other	n	0	2	4	12	18
	%	0.00%	2.70%	2.84%	41.38%	4.03%
Total of responses	n	203	74	141	29	447
	%	100%	100%	100%	100%	100%

Respondents in the age 18-24 years, most frequently participated in meetings organized individually by clubs or employer. Those respondents who were professionally active, in the age of 25-54 years, most frequently organized free time by themselves, while in the oldest group of respondents choices of eventsorganized by city authorities or other organizations were dominating (table 3). The least popular were events organized by tourist agencies.

Table 5. Importance of physical exercises in the opinion of respondents

Importance of physical exercises		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		F	M	F	M	F	M	F	M
Unnecessary	n	11	4	2	2	0	0	13	6
	%	11.0%	6.2%	0.7%	1.1%	0.0%	0.0%	3.1%	2.0%
Necessary	n	86	47	202	136	18	21	306	204
	%	86.0%	72.3%	75.4%	73.9%	37.5%	46.7%	73.6%	69.4%
For abled	n	0	5	19	22	8	0	27	27
	%	0.0%	7.7%	7.1%	12.0%	16.7%	0.0%	6.5%	9.2%
For children and youth	n	0	0	4	8	11	8	15	16
	%	0.0%	0.0%	1.5%	4.3%	22.9%	17.8%	3.6%	5.4%
For predisposed	n	3	5	13	3	0	0	16	8
	%	3.0%	7.7%	4.9%	1.6%	0.0%	0.0%	3.8%	2.7%
Other	n	0	4	28	13	11	16	39	33
	%	0.0%	6.2%	10.4%	7.1%	22.9%	35.6%	9.4%	11.2%
Total of responses	n	100	65	268	184	48	45	416	294
	%	100%	100%	100%	100%	100%	100%	100%	100%

Majority of respondents are conscious how important for health are physical exercises (table 5). Only a few claim that they are redundant. In the group of oldest respondents, differentiated opinions on physical activity, may be noticed. Due to high level of consciousness concerning importance of physical activity for human health, sport offer should be constantly extended.

Table 6. Using sport-recreational facilities in Sopot by respondents

Using facilities in Sopot		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		F	M	F	M	F	M	F	M
YES	n	80	60	227	158	20	30	327	248
	%	80,0%	92,3%	84,7%	85,9%	41,7%	66,7%	78,6%	84,4%
NO	n	20	5	41	26	28	15	89	46
	%	20,0%	7,7%	15,3%	14,1%	58,3%	33,3%	21,4%	15,6%
Total	n	100	65	268	184	48	45	416	294
	%	100%	100%	100%	100%	100%	100%	100%	100%

Table 7. Most frequently visited sport-recreational facilities of Sopot

Type of facility		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		F	M	F	M	F	M	F	M
Pitch	n	21	21	27	37	4	12	52	70
	%	15.3%	19.3%	8.0%	13.9%	20.0%	40.0%	10.5%	17.3%
Bowling alley	n	22	15	29	39	0	2	51	56
	%	16.1%	13.8%	8.6%	14.7%	0.0%	6.7%	10.3%	13.8%
Swimming pool	n	46	30	180	68	14	14	240	112
	%	33.6%	27.5%	53.1%	25.6%	70.0%	46.7%	48.4%	27.7%
Gym	n	15	23	50	61	0	0	65	84
	%	10.9%	21.1%	14.7%	22.9%	0.0%	0.0%	13.1%	20.7%
Billiard	n	13	20	29	44	0	0	42	64
	%	9.5%	18.3%	8.6%	16.5%	0.0%	0.0%	8.5%	15.8%
Other	n	20	0	24	17	2	2	46	19
	%	14.6%	0.0%	7.1%	6.4%	10.0%	6.7%	9.3%	4.7%
Total of responses	n	137	109	339	266	20	30	496	405
	%	100%	100%	100%	100%	100%	100%	100%	100%

Among respondents prevails positive assessment of sport-recreational basis of Sopot, more than half of the respondents gave such answer. A bit distressing may be the fact that most of the opinions were moderately positive, opinions of the type: "rather good". As many as 52,4% of male respondents and 45,7% of female respondents expressed their opinion in this way. Decidedly positive opinion gave only 2,0% of men and 1.4% women. Men also more frequently than women expressed critical opinions, as many as 34.4% of respondents claimed that sport-recreational basis of Sopot needs improvement (table 8). The city is perceived mainly as the place of summer rest. Residents of Sopot expect yearlong attractiveness of the city as place of their residence, rest and recreation. When asked about the offer of the sport-recreational basis, the residents respond that it is sufficient only in summer. Such opinion was expressed by 90.0% of surveyed women and 93.2% of surveyed men. It is otherwise with reference to winter season. The basis was assessed as unsatisfactory by 11.8% of surveyed women and 12.6% of surveyed men. In the oldest age group no critical opinion appeared.

SUMMARY

Creating proper basis for motor activity is particularly essential when majority of residents of resort chose Sopot as the most important and sometimes as the only place of participation in sport-recreation activities. It is particularly important when we consider location of the city which is at the verge oftwo other, big urban complexes- Gdynia and Gdańsk- offering richer sport-recreational basis.

Table 8. Assessment of sport-recreational basis of Sopot in the opinion of respondents

Assesment of basis		Research group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		F	M	F	M	F	M	F	M
Very good	n	0	0	6	6	0	0	6	6
	%	0.0%	0.0%	2.2%	3.3%	0.0%	0.0%	1.4%	2.0%
Good	n	17	3	35	12	14	0	66	15
	%	17.0%	4.6%	13.1%	6.5%	29.2%	0.0%	15.9%	5.1%
Rather good	n	54	36	126	106	10	12	190	154
	%	54.0%	55.4%	47.0%	57.6%	20.8%	26.7%	45.7%	52.4%
Rather Bad	n	15	17	50	18	12	23	77	58
	%	15.0%	26.2%	18.7%	9.8%	25.0%	51.1%	18.5%	19.7%
Bad	n	2	9	13	25	0	0	15	34
	%	2.0%	13.8%	4.9%	13.6%	0.0%	0.0%	3.6%	11.6%
Very Bad	n	0	0	15	7	0	2	15	9
	%	0.0%	0.0%	5.6%	3.8%	0.0%	4.4%	3.6%	3.1%
I don't know	n	12	0	23	10	12	8	47	18
	%	12.0%	0.0%	8.6%	5.4%	25.0%	17.8%	11.3%	6.1%
Total	n	100	65	268	184	48	45	416	294
	%	100%	100%	100%	100%	100%	100%	100%	100%

Policy of the city is one of the factors deciding about the shape of recreational infrastructure. It forms basis for development of recreation in Poland and it is part of program of city development, adapted to demands, interest and preferences of residents (Smoleń 2006). Each city (including Sopot) should satisfy needs resulting from growing activity in sport, recreation and rest. Besides tourist-recreational infrastructure, very important element constitute activities taken for creating peculiar social infrastructure (calling various non - governmental organizations). Strategic plan of Sopot city assumes realization of these tasks, ensures permanent and balanced development in the degree, which will satisfy needs of present and future generations without disturbing harmony of the environment.

Table 9. Place of realization of sport-recreational activity

City		Reserch group							
		18-24 years		25-54 years		55-64 years		TOTAL	
		F	M	F	M	F	M	F	M
Sopot	n	68	50	217	135	44	29	329	214
	%	68.0%	76.9%	81.0%	73.4%	91.7%	64.4%	79.1%	72.8%
Gdańsk	n	27	15	39	19	2	2	68	36
	%	27.0%	23.1%	14.6%	10.3%	4.2%	4.4%	16.3%	12.2%
Gdynia	n	2	0	10	27	2	14	14	41
	%	2.0%	0.0%	3.7%	14.7%	4.2%	31.1%	3.4%	13.9%
Other	n	3	0	2	3	0	0	5	3
	%	3.0%	0.0%	0.7%	1.6%	0.0%	0.0%	1.2%	1.0%
Total	n	100	65	268	184	48	45	416	294
	%	100%	100%	100%	100%	100%	100%	100%	100%

City authorities assume two ways of financing projects. One of them is co-financing by sources of European Union, another is public-private partnership. Those ways are very effective and in perspective of the following years they will certainly be continued. As the most important projects of enlargement of tourist – recreational infrastructure may be considered extension of molo connected with development of yacht marina situated nearby and development of the centre of Sopot. Much indicates that due to these projects Sopot will strengthen its position of national and European meaning what will certainly be translated on organization of congresses, cultural, show and sport events. Council of Sopot city following development of conditions for tourism and rest also accepted Marketing Strategy of Sopot City (Sopot, 2004).

According to the line set in the Strategic Plan of Sopot city, development of tourism should contribute to increase of visitors, particularly off season and to laying out those arrivals during the year. Self governments should create system of support of tourist, cultural and recreational sector.

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ACCESSIBILITY AND TOURIST FUNCTION DEVELOPMENT OF THE ROMANIAN SMALL TOWNS

Alexandru BĂNICĂ*
Romanian Academy, Iaşi Branch, Geography Collective,
Blvd. Carol I, nr. 8, 700505, Iaşi, Romania, e-mail: alexandrubanica@yahoo.com

Gabriel CAMARĂ
"*Al. I. Cuza*" University of Iaşi, Faculty of Geography and Geology,
Blvd. Carol I, nr. 20 A, 700505, Iaşi, Romania, e-mail: gabriel_camara@yahoo.fr

Abstract: Referring to the Romanian towns with less than 20000 inhabitants, the study makes a diagnosis of the tourist function and evaluates the potential for future development of this activity in relation to the geographic tourist accessibility (depending on the location from the major tourist axes, bigger cities or national tourist regions) and the potential tourist accessibility (expressed by natural and anthropic potential, existing services and general urban infrastructure development). The analytical approach regarding the key factors in the dynamics of the tourism phenomenon in small towns is useful in setting local and regional strategies for an optimal decision making process.

Key words: tourism, small towns, tourist function, geographic tourist accessibility, potential tourist accessibility, urban development

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INTRODUCTION

In a well balanced system of settlements, small and medium towns function as infrastructure clusters and growth nuclei at the urban-rural interface. The main loop of urban development is the offer of specific economic activities generating capital, building and infrastructure opportunities. After 1990 there has been a divergent and contradictory evolution through the involvement of tertiary activities (sometimes only through commerce) and through the functional diversification of small towns, which were industrial, or even monoindustrial before. On the other hand, many of these small settlements are faced with a certain crises regarding local economic activities, incapable of surviving in a market economy, which sometimes leads to the loss of urban characteristics, a decrease in the incomes, labour force emigration and demographic ageing. In these conditions, the tourism opportunities may be experimented as a reliable component for a more diversified local economy. Tourism may thus be seen as a quasi-autonomous development engine, capable of integrating some of these urban spaces within more dynamic territories and of reviving them on new economic grounds (Cazes, 1992).

The tourism phenomenon is hard to quantify because of its fluidity and its postmodern valences given the subjectivity when choosing the destinations, which

* Corresponding author

depends mainly on the perception upon a tourist site or a locality prestige and tourism brand. Nonetheless, it is also highly important to consider the tourist site as a starting point to create the tourist image based on the natural tourist patrimony, the organization and quality of tourism infrastructure, and also physical access, degree of isolation or accessibility of the destinations. Between two towns with the same type of tourism services, people will choose that with an accessible patrimony, as the tourists do not longer see it as transit point, but as tourist destination.

Defining and evaluating the tourist accessibility should take into account the characteristics of the transportation system, the ease to reach the tourist site from a certain location, the time taken, the costs and the effort made to go that distance. It should also focus upon the tourism activity itself, meaning the quantity, quality and localization of opportunities with a comparative analysis of these services' offer and demand (Shen, 1998). For the development of tourism activities in a territory, we should take into consideration the attractiveness, development and accessibility requirements (Talabă, 2008). "*It is more than obvious that the most spectacular site, the most remarkable monument do not become tourist sites until the moment they become accessible*" (Dewilly and Flament, 1993). On the other hand, accessibility can only be understood in relation to the natural and anthropic tourism potential of the areas and to the tourism organization, both reflecting the tourism activity of the site.

Figure 1. The tourist accessibility

In our opinion, the tourist character of a place is given by the way in which the tourists place themselves regarding the potential tourist accessibility, which represents a synthetic index obtained by integrating the accessibility of the tourist patrimony, the tourism infrastructure and the geographical accessibility of the current communication network. If either of the three is missing, the space cannot be attractive for tourists. This supports the statement that not all the towns have valuable tourist potential and one should carefully evaluate the realities of a place/town in order to develop a sound local economy (Matei and Caraba, 2010).

CONCEPTS AND METHODOLOGY

In the studies having as subject tourism, accessibility is a function of distance from the centres of population, which constitute tourist markets, and of the external transport, which enables a destination to be reached. It is measured in terms of distance travelled, the time taken and the costs involved (Medlik, 2003).

In order to explain our study it is essential to dissociate between the meanings of the terms tourist function and tourist accessibility in the specialized literature and in our vision.

The tourist function is one of the few indices in the geography of tourism accessible through official statistical instruments, the official data registered by the National Institute of Statistics (NIS) being completed by consulting the sites destined to promoting the tourist products by tour-operators. The tourist function rate imagined by P. Defert may be calculated by comparing the lodging capatown (L) and the resident population (P), named theoretical tourist function rate, or by comparing the number of tourists to

that of the population, named effective tourist function rate (Defert, 1972 cited by Muntele and Iațu, 2006). It is a relative index depending on the demographic size of towns, with an advantage for small towns, but useful when comparing them with each other. The index expresses in a relatively accurate way the intensity of the tourist phenomenon, and the corrections available by introducing other variables (as the overnights spent there) do not severely alter the results (Muntele and Iațu, 2006).

We are trying to correlate the theoretical tourist function rate with other socio-economic indicators illustrating the degree of local tourist development (the number of employees in tourism, the number of companies involved in tourism, from lodging to public food supply, their turnover and profit), and also with tourist accessibility on the main transportation means for the studied localities.

As regards the concept of accessibility, we have to make the distinction between geographical and potential tourist accessibility. The first represents the sum of distances between a tourist site and the possible locations of tourists, on the shortest way and considering the quality of communication means. On the other hand, the potential accessibility is obtained by weighing it with certain elements of tourist attractiveness or repulsiveness, part of the tourism offer.

In general terms, the geographic accessibility measures the average distance between the locality and its whole potential tourist market (Celata, 2007). Recent studies have shown that there is no obvious correlation between this type of accessibility and the number of tourists (Toth and David, 2010; Celata, 2007). Thus, in case of Italy, for example, the correlation index between accessibility and the total number of tourists is -0,33, with higher values for the tourist sites on the Adriatic See shore and almost zero for the great historic towns and for other attractive destinations. A better correlation is the one between the geographic accessibility and the tourism of proximity, meaning within the same region, especially for the "*sea and sand*" type of tourism and less for the travels towards special destinations such as historic towns (Celata, 2007).

Based on these previous approaches, our study of geographic tourist accessibility for small towns is, on one hand, depending on the distance from the centres of population and from the tourist regions, which constitute tourist markets and concentrate tourist flows. On the other hand, the accessibility is a consequence of small towns' tourist attractiveness, resulted from the complementarities between the natural-anthropic tourist potential and the specific tourist infrastructure. We will calculate the accessibility of small towns in comparison to the nearby towns with more than 50000 inhabitants, situated on national or international tourist axes, where there may be many local tourists or people that came from another region or country.

As Handy and Niemeier (1997) pointed out, accessibility is determined not only by the spatial distribution of the potential destinations, but also by the activity development level, tourist activity in our case, by their quality and character. In this perspective, our study approaches accessibility taking into account not only the distance and number of potential tourists, but also the potential tourist attractiveness of the destinations. It considers the tourist potential and the degree of development in comparison to the physical and psychological distance between the potential tourists and that specific area. We start from the idea that, even though tourism is often exogenous and it can make the local environment artificial, there is in fact a very strong connection between the tourist offer, the natural and anthropic tourist potential, the access to it through transport infrastructure (external and internal for the towns taken into account), specific tourist infrastructure (lodging capatown and quality, tourist public food supply, the offer for conference, leisure and relaxation spaces) and general infrastructure (the endowment with urban utilities: water, sanitation, gas, telecommunications etc.).

An important source of information regarding these indicators was represented by the grounding studies regarding the *National Planning Act (PATN) – section 8 – Areas*

with tourist resources through the raw data and synthetic indices that we completed and reinterpreted taking into consideration the necessities of the current study.

TOURIST FUNCTION IN RELATION TO OTHER SOCIAL-ECONOMIC FACTORS OF TOURIST DEVELOPMENT IN SMALL TOWNS

The tourist offer in Romanian small towns is extremely diverse and differentiated depending on the positioning with regards to the tourist resources and the degree of endowment with general and specific tourist infrastructure, to the image of the locality and it is often directly proportional to the value of the indicators concerning the social and economic state of local population. Even though tourism seems to be exterior to the local community and identity, with a relatively artificial instalment, providing income to a limited group and not reflecting the quality of urban life, there are in fact numerous connections to local development, sometimes obvious (incomes for the local budget, local population employment), some other times indirect (valorising local products through consumption, promoting the local specifitown by the tourists satisfied with the services).

Most of the 215 Romanian towns having less than 20000 inhabitants do not have an obvious tourist function. Nevertheless there can be identified 30 localities including or overlapping officially recognised tourist resorts (23 of national and 7 of local importance). This status is reflected by the tourist function index which varies between 0% (many of these towns have no lodging capatown or tourist activities) and 260% (Eforie).

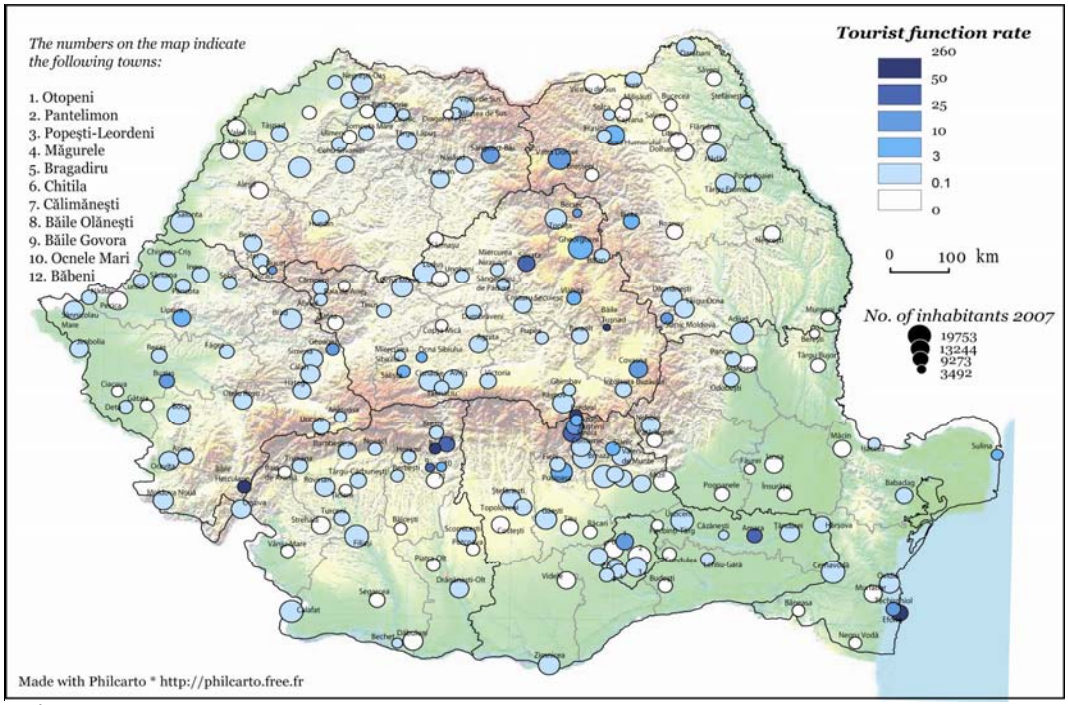

Figure 2. The theoretical tourist function rate of the Romanian small towns (Source: NIS, 2009)

We have high values of the tourist function rate in the traditional tourist areas, where small towns – including or being represented solely by traditional resorts – are either disposed according to a tourist linearity principle (the resorts on Prahova Valley or the resorts on the seaside), or they are more or less isolated tourist resorts which valorise a certain local natural potential (Băile Herculane, Băile Tuşnad, Amara, Sovata, Buziaş, Geoagiu). Within the last years, the evolution of the lodging capatown reflects

extremely contrasting situations: small towns in the traditional tourist areas like Eforie, Buşteni, Sinaia, Amara have maintained their lodging capatowns, while others have increased it (Buziaş), or even had important progress due to investments in new facilities (Frasin) or in modernising the capatowns that existed since before 1989 (Borsec). Certain towns have experienced a decrease in their lodging capatown, either because they were not important tourist sites (Gura Humorului) or they were placed outside the main tourist axes (Marghita, Oraviţa).

On the other hand, many of the lodging units for tourists are not officially registered or they are hidden by simple habitation statuses, so that we cannot rely on official statistics. That is why the calculated tourist function rate may be altered by not taking into account certain tourist structures, so that certain towns may appear repulsive to tourism, but they do have small pensions, summing remarkable lodging capatowns. This shortcoming was partially adjusted in our case after field experience and consulting sites promoting the tourist lodging capatown.

The distribution of the tourist function values in small towns can be partially explained, by analyzing certain social-economic and micro-economic indicators related to the tourist phenomenon, but they have to be very cautiously interpreted because the official statistics may alter local realities, sometimes hidden from official frameworks.

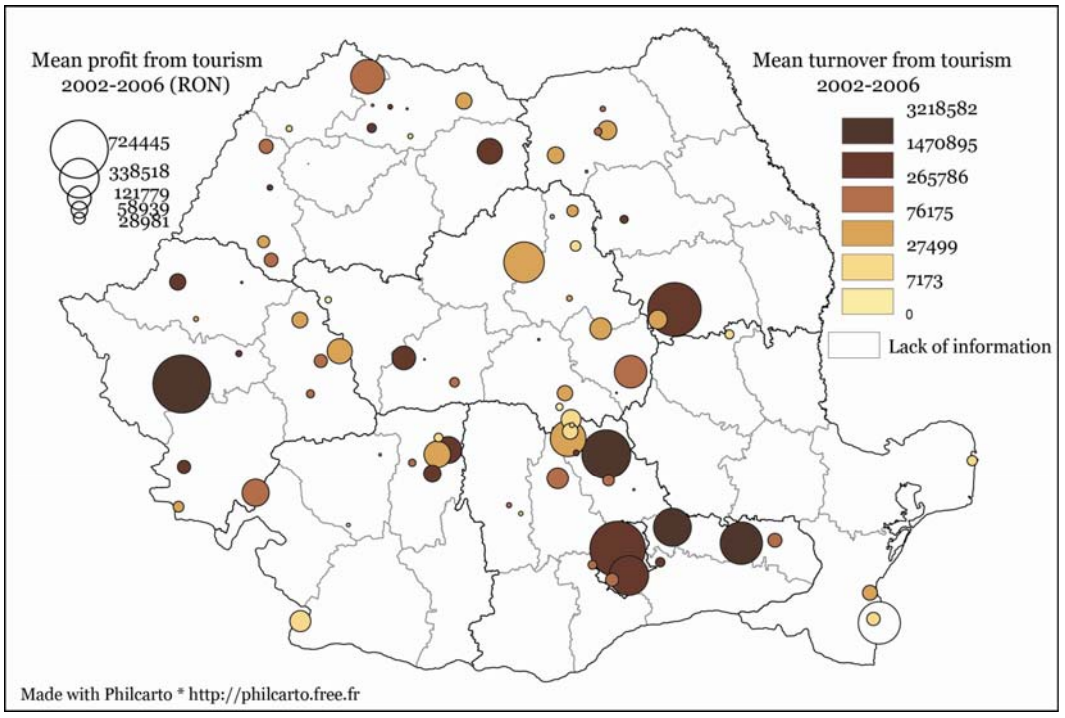

Figure 3. The average turnover and profit of the tourism companies from Romanian small towns (Source: Listă firme, Borg Design, 2008)

There can be analysed, depending on the data availability, certain relevant index in order to illustrate the tourist identity of a small town. Among them we mention the degree of endowment with tourist services, tourist seasonality, the typology of tourism investments and the degree of valorising the natural, cultural patrimony and of local identity. According to these indicators, small towns may be inventoried, put into a hierarchy and classified depending on their tourism development potential. Less accurate indicators, but illustrating the tourist profile of small towns, are on the one hand the

declared average turnover and profit of the companies involved in tourism (figure 3), and on the other hand the estimated population employed in tourism (figure 4).

As regards the declared average turnover and profit of the tourism companies the official statistics indicated contrasting situations. If the fact that we find among the first, the resorts Călimăneşti, Eforie, Sinaia or Băile Herculane is only natural, we also find in the top of the list transition towns near the capital and the most important national airport (Otopeni) or the so-called bedroom-localities (Urziceni). If we analyse the average profit data, we have among the best placed the secondary tourist sites (Buziaş, Târgu Ocna), which is a proof of recent dynamism, but also of underground tourist economy development in the main national resorts. On the other hand, most of the companies involved declare another activity field in most of towns with no major tourist attractions, but with a certain lodging capatown, there are no truthful official data on turnover or profit from tourism.

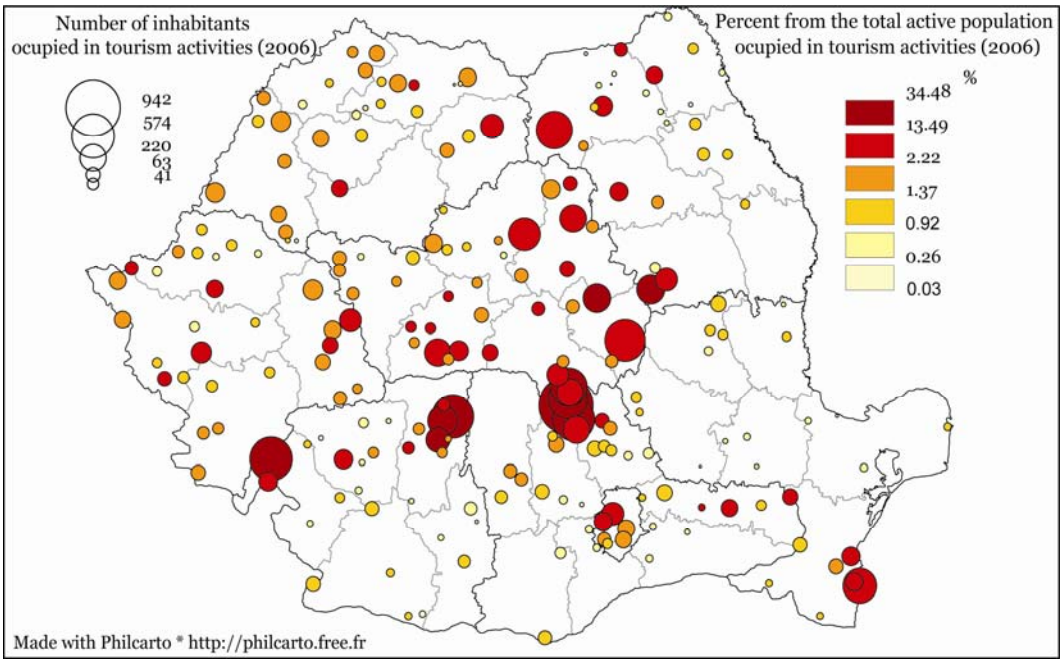

Figure 4. The population employed in tourism from Romanian small towns (Source: NIS)

With a stronger meaning to the local communities in small towns, the tourism employment indicates high absolute values for the big resorts (Sinaia, with almost 1000 employees, and also Băile Herculane, Călimăneşti or Covasna), and relative high values for the very small localities with a predominant tourist side (Băile Tuşnad, Băile Olăneşti or Băile Govora). As concerns this indicator, too, the figures are most of the times far from the real values of employment in tourism, underestimating it, and we should also take into account the discontinuity (seasonality) and complex bias (displacement of labour force, sometimes from distant locations) of this activity.

The difficulty of analyzing these indicators comes from the discontinuous character of the data, and also from the complexity of tourism incomes, which should be related to investments and to their amortization in time, and to the collateral incomes from public service activities or tourist commerce. The profitability of tourism activities and the way in which they integrate in the community cannot be estimated only by analyzing the profit – which does not come from concentrated incomes –, because the tourists access the

tourism services in various parts of the town. Also, especially for small towns, the profit may be obtained mostly from transit tourism, not related to the number of nights spent there, so it cannot always be correlated to the degree of lodging capatown use.

GEOGRAPHIC ACCESSIBILITY AND THE POTENTIAL TOURIST ACCESSIBILITY OF SMALL TOWNS

The infrastructure networks play a crucial role in ensuring the access of social and economic actors to various resources, such as tourist resources. The latest researches indicate the transition within territory and transport planning from the "*predict and provide*" models to models centred upon the expected connectivity of locations and upon life quality improvement (Straatemeier, 2008). Any rational organization framework of a territory in general and especially of tourist activities should take into account the accessibility as interaction potential, influenced by both the quality of transportation system (regarding the distance, cost and time), the connection degree (connectivity), and the quality of the potential destinations.

The local dimension of the tourism phenomenon in small towns is circumscribed to larger scenarios, through which the tourism inserts within the regional and national territory. Certain territories are part of regions where the tourism phenomenon has already begun, being included in integrated tourist areas, with important waves of tourists benefiting from a homogeneous and complete infrastructure. Some small towns are part of important tourist paths, but they are only transited by the tourists flows, while others are more or less isolated and tourists find it hard to get to them. This happens in case of localities with low tourist potential but also to urban realities that could become extremely interesting if their natural or anthropic patrimony could be accessed.

Reducing the distance-time and the distance-cost may contribute to the promotion of locations for mass tourism, while isolation or high cost may either deprive them from being visited or transform them into favourite destinations for special types of tourism. Thus, accessibility determines individuals' travel decisions, but in certain cases the low accessibility is less important, being successfully compensated by certain factors, and sometimes, paradoxically, the inaccessibility becomes an attractiveness factor. Marginality may be attractive in itself to certain tourists; that is why it is difficult to estimate the weight of the distance in calculating the tourist itineraries and tourism development. Localities with competitive advantages may attract waves of tourists even though they are far from the main tourist axes. In this case, the most important is the capatown to use and promote the local attractive potential and to reduce the importance of distance. For example, localities such as Piatra Olt, Bolintin-Vale or Mărăşeşti, even though they are well-situated on the main transportation and tourist axes, they do not have significant capatowns in the field.

The choice for a tourist destination depends on the image regarding the local possibilities and attractions, and after making the decision regarding the type of tourist destination the individual takes into accounts the competitive advantages. Nonetheless, a good accessibility isn't necessarily a source of competitiveness (Toth and David, 2010). The accessibility issue is essential and relevant in order to select a destination among several with similar attributes (such as mountain or seaside resorts) and less relevant for unique sites (historic towns, beach resorts).

On the other side, certain recent studies (Toth and David, 2010; Celata, 2007) indicate that there is no absolute connection between the improvement of geographical accessibility (regarding only distance and transportation) and the increase in the incomes from tourism. They also indicate that there is a significant difference between the theoretical models applied in tourism and the actual tourist waves. Especially small towns with tourist function do not fit in proximity logic or in certain gravitational models, as the objectives may be visited by tourist from other areas rather than by those living nearby. In

other words, tourist accessibility cannot be exclusively connected to the distance towards an emitting centre in the proximity, with an important (demographic) value.

The location of certain small towns with tourist profile in Romania may be related to the presence of the main transportation ways, functioning as national or international tourist axes. Thus, they could be easily connected to areas with more population and with a more important economic potential. In this logic, the essential parameter is the distance-time parameter which describes the interaction probability between small urban settlements and the major system of communication ways (especially highways and national or international tourist axes), most precisely the towns over a certain demographic and tourist potential level. Meanwhile, based on previous studies (Camară and Tudora, 2010), we identified 11 national tourist regions, two of them situated at the seaside and nine in mountainous areas (figure 5).

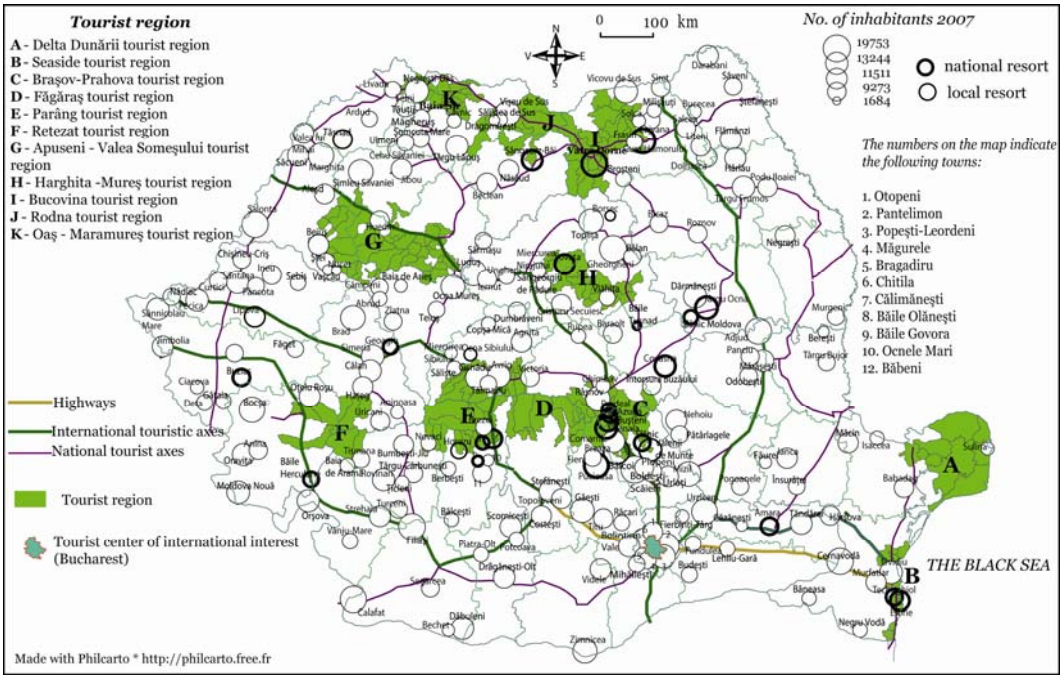

Figure 5. The geographical tourist accessibility of the Romanian small towns

We assume that most of the towns which are not tourist resorts become tourist destinations only if they are transited or are in the proximity of tourist sites. We calculate the accessibility of these towns in relation to the main tourist axes, to towns having over 50000 inhabitants, situated on these axes, which could constitute tourist destination points emitting their own tourists towards the small towns and the distance to the closest tourist region (table 1).

Regarding the distance from the closest city situated on a tourist axis, the processed data show a relative advantage for tourism development of the towns situated at 11 to 20 km from a bigger urban pole, not too close to loose the tourists in the other's behalf, not too far to compel tourists to depart form the main circuits. It is the case of Eforie, Techirghiol, Olăneşti, Călimăneşti, Băile Govora, but the validity of the indicator is very low. There are numerous exceptions of towns situated to such a distance but without having a tourist potential (Cajvana, Chitila, Băbeni etc.) or cases of renowned resorts situated to a bigger distance (Băile Herculane, Sovata, Sinaia etc). The distance form the closest tourist region seems to be a more effective indicator in relation to the tourist

function of towns. It is obvious a straight link between them as the most advantaged are the localities situated inside a tourist region. Nevertheless, it is not a sufficient condition (as the standard deviation shows); there are many towns without a noticeable tourist function among them (Dragomireşti, Brezoi, Tălmaciu, Ovidiu). Generally, the tourist function decreases once we recede away from the tourist regions. Again the exceptions are numerous. We can find tourist resorts situated at a distance of 100 to 200 km (Slănic Moldova, Geoagiu, Buziaş) or even more than 200 km (Amara) away from any national tourist region.

Table 1. The relation between geographical accessibility and the theoretical tourist function rate

The distance from the closest city having over 50,000 inhabitants:	**No. of small towns**	**Theoretical tourist function rate**		
		average	variance(s^2)	standard deviation(s)
1-10 km	13	3,21	49,44	7,03
11-20 km	35	12,59	1931,90	43,95
21-35 km	62	4,04	170,16	13,04
36-50 km	49	2,88	110,40	10,51
51-85 km	48	2,26	44,24	6,65
85-116 km	8	4,07	288,27	16,98
The distance from the closest national tourist region:				
situated within a tourist region	41	15,17	1720,26	41,48
0-10 km	19	3,59	75,02	8,66
10-50 km	40	2,93	135,89	11,66
50-100 km	38	2,69	131,85	11,48
100-200 km	41	1,62	15,80	3,97
over 200 km	36	1,1	19,21	4,38

Although it is a fact that geographical accessibility, as we understand it, is a comparative advantage for towns in order to develop the tourist function it is neither a vital prerequisite nor insurance for tourist development. We agree with Celata's statement: "*if a destination is unique, accessibility has no influence on its attractiveness*" (Celata, 2007).

The potential tourist accessibility reflects the degree in which the tourist potential and endowment are completed by being well placed within the territory in relation to the road, railroad or river infrastructure and to the main Romanian tourist axes. There is an obvious mutual connection: the biggest tourist areas were created in accessible areas or the accessibility of the areas has developed at the same time with their tourism. Small towns located in such tourist regions have an advantage, being constantly visited by tourists, and sometimes inheriting an important lodging, treatment and leisure capatown.

In order to identify the local potential tourist accessibility of small towns, we based our approach on the background studies of *National Planning Act – section VIII – Area with tourist resources (2008)* by using the raw data and some synthetic indexes – completed (by using field observations and information from unofficial tourist sites) and reinterpreted by us as accessibility indexes. The indicators taken into account refer to the *natural tourist potential* (natural environment, natural cure factors, protected areas etc.), *the cultural potential* (monuments, museums, artistic events, cultural institutions and events), *specific tourist infrastructure* (lodging and treatment places, conferences and expositional halls, leisure facilities) and *technical infrastructure* (major transport routes, utilities and telecommunication infrastructure accessibility). A brief evaluation of the tourist potential accessibility of the Romanian small towns was made by using *ascendant hierarchic classification* in order to identify specific typologies using the mentioned quantitative indicators (scores) and analysing them according to the standard deviation (Apetrei et al., 1996).

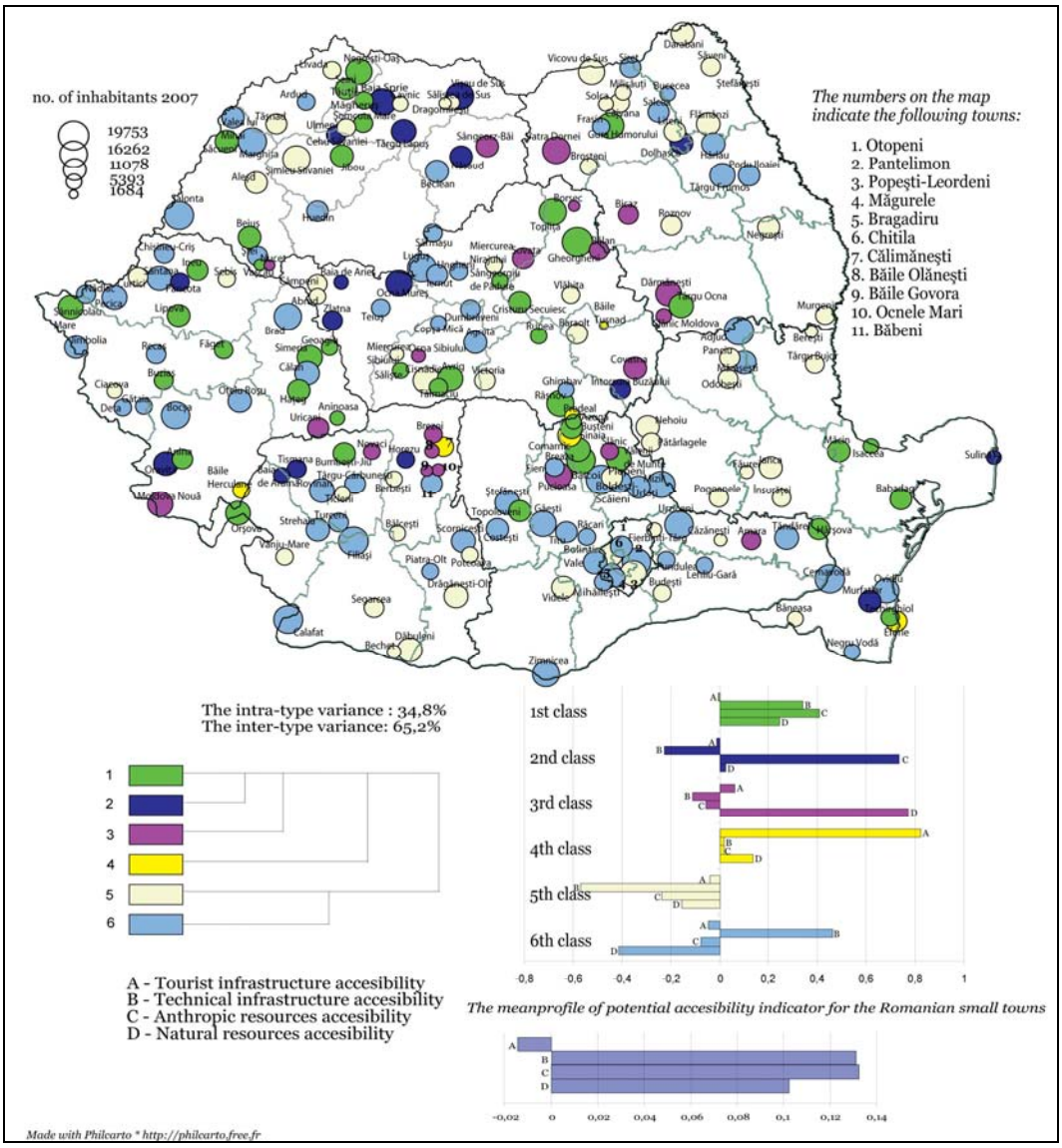

Figure 6. The potential tourist accessibility of the Romanian small towns

The first class includes the small urban settlements well connected to the general technical infrastructure and having important tourist resources, but lacking an appropriate tourist infrastructure capable of optimally valuating this potential (figure 6). Some of them are resorts of national (Târgu Ocna, Techirghiol, Geoagiu, Azuga, Buşteni, Gura Humorului, Buziaş) or local importance (Breaza, Vălenii de Munte, Lipova), while the others have important prerequisite of future tourist development. Their situation is extremely differentiated: some are confronted to major social issues and continue to experiment decreases in employment rate, because of firms' incapacity of being competitive in the market (Babadag, Hârşova, Măcin) or because of the deficient urban structures (Măcin, Isaccea), while others have an accessional trend due to the numerous project applied and implemented by the local authorities or due to the private investments in tourism infrastructure consolidation (Gura Humorului, Rupea, Buziaş).

Including no official tourist resorts, *the second* identified *class* comprises urban localities with an important historical and cultural background and natural resources above average, but having a low accessibility of the communication routes infrastructure, a deficient urban endowment and an insufficient tourist infrastructure. In this respect, significant are the cases of Ocna Mureş, Zlatna, Oraviţa, Întorsura Buzăului, Murfatlar and also Sulina (the least accessible of the Romanian towns, but having a remarkable tourist potential).

Many of the official recognised tourist resorts are included in *the third class*. They are advantaged by valuable natural resources accessibility that conducted to the appearance of important tourist capacities in Covasna, Slănic Moldova, Sângeorz-Bai, Pucioasa, Amara, Ocna Sibiului, Băile Govora, Băile Olaneşti. After 1989 the tourist infrastructure has been partially neglected or poorly managed, but lately the local authorities invested more and more in rehabilitation projects of these traditional spas. Some have a tourist clientele consisting of retirees arriving annually with tickets assured by the Pension Fund. Although they do not have an official status of tourist resort, other small towns have similar characteristics (Ocnele Mari, Bicaz, Novaci, Moldova Nouă). On the other hand the tourist development of these localities was blocked by the low equipment regarding the technical infrastructure and the relatively low local human potential.

The most advantaged in respect of tourist development – meaning lodging capacity and tourist facilities – are the towns included in *the forth* identified *class*. Valuating a natural potential relatively lower compared to the previous, they have instead a better accessibility to the transport networks, superior utility endowment and more important anthropic tourist resources. All the six towns are tourist resorts of national interest situated in mountainous areas (Sinaia, Predeal, Băile Herculane, Călimaneşti) or at the seaside (Eforie).

On the contrary, the most deprived in terms of tourist potential accessibility are the towns included in *the fifth* and *sixth class*; no official tourist resort town being included. The fifth class comprises settlements deficient under all analysed aspects of potential tourist accessibility. The 58 small towns having such o profile are situated in all geographic regions of Romania – in Moldavia (Milişăuţi, Cajvana, Negreşti, Murgeni, Bereşti, Darabani, Săveni), in Transylvania (Aleşd, Curtici, Abrud, Vlăhiţa, Livada, Cisnădie) and also in the southern part of the country (Budeşti, Fierbinţi-Târg, Plopeni, Baneasa). Better situated in terms of territorial accessibility and urban endowment, but still lacking significant tourists flows are the towns included in the last class. Some of the 70 urban settlements are satelites of Bucarest's (Otopeni, Pantelimon, Bragadiru) or of another important cities (Salcea-Suceava, Ghimbav-Braşov, Găesti-Piteşti), while others are situated at the crossroads of major communication routes that have also a role of tourism corridors (Urziceni, Mizil, Târgu Frumos). For these categories the transit travel, with or without overnight stay, has a significant share within the total local budget (Otopeni, Urziceni). Although generally well equipped with urban utilities (six of them, such as Marghita, Calafat or Salonta have the rank of municipium), most of them are bypassed or only crossed by the tourist flows because of no noticeable attractions.

CONCLUSIONS

The tourist activity cannot be rigidly evaluated based upon statistical data, sometimes being hard to dissociate it from the general population mobility. This is because of the multiple activities it comprises in a certain spatial context and sometimes because of the major share of unofficial and unregistered tourism activities. The success of implementing tourism activities in Romanian small towns often depends upon the natural and anthropic qualities of the site, upon the location and the characteristics of local politics, all reflecting upon the tourist function of that locality. The problems

appearing in numerous small towns with a potential for tourism development, but with no tradition in the field, are linked to the lack of tourist infrastructure, of potential investors, of appropriate services and of qualified labour force.

The accessibility of a destination clearly influences the attractiveness and potential for tourism and development. Nonetheless, the sole accessibility of the general transportation infrastructure is not in itself a source of competitiveness among towns. On the other side, the conservative valorisation of the natural and anthropic tourism potential, the creation of a functional general and specific infrastructure and the promotion of the town image may contribute to an increase in the general tourist accessibility and to the overall urban development of Romanian small towns. Localities should promote their endogenous resources, thus reducing the importance of accessibility in attracting tourist demand and communicating an image of a unique and easily reachable tourist experience. Arriving to integrated tourist products by developing strategies based upon the *travel chain* concept, with a special attention paid to transit regions and points would bring an advantage to many of the small towns with an obvious potential, but not constituting traditional centres of national tourism.

Even though it comprises an incomplete and incongruent statistical basis, this analytical approach regarding the key factors in the dynamics and success of the tourism phenomenon' emergence in small towns is useful in setting local and regional strategies for an optimal valorisation of the internal development potential.

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MOUNTAIN LANDSCAPES IN THE UNESCO HERITAGE

Silviu NEGUŢ
Bucharest Academy of Economic Studies, Faculty of International Business and Economics,
41 Dacia Blvd., District 1, 010404 Bucharest, Romania, e-mail: silviu.negut@gmail.com

Marius-Cristian NEACŞU*
Bucharest Academy of Economic Studies, Faculty of International Business and Economics,
41 Dacia Blvd., District 1, 010404 Bucharest, Romania, e-mail: marius.neacsu@biblioteca.ase.ro

Abstract: This study represents an exploratory, but also synthetic, analysis of the mountain regions included on the World Heritage list as natural objectives, that was generated by the following question: how representative is the Carpathian mountain area on the UNESCO list of protected objectives? The results, by no means encouraging – only one Carpathian natural objective is under the above mentioned international forum's protection, have led to the extension of the analysis to the European mountain regions and then, to a global level, grouping the objectives by climate areas. Besides the theoretical dimension of the study, its applicative valences reside in its value as a handbook or a conceptual guide, both for future research directions as well as for local or central administration, through the specific directions that should have as an objective: protecting as many natural objectives from the Carpathian Mountains, by including them in the UNESCO Heritage. This would constitute a guarantee of their "*preservation*", while also being accessible to controlled touristic "*consumption*", in order to not affect their originality.

Key words: UNESCO world heritage, mountain region, Carpathian Mountains, nature conservation, National Parks

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INTRODUCTION

The UNESCO World Cultural and Natural Heritage was initiated in order to protect and preserve some of Nature's and Man's most priceless creations during geologic and historic time. Out of the 890 such objectives selected so far, most (689) are human creations, basically only 176 are natural creations and an even smaller number, respectively 25, are mixed (natural and man-made).

Even if it's about priceless natural and man-made values, a legacy that next generations should be able to take advantage of, WCNH's objectives are too little known. On occasion of the survey we realised on a sample of 300 persons, no one could mention all the seven Romanian objectives included in WCNH or even more than three (and those mostly based on logic) and almost 50% couldn't mention at least one.

* Corresponding author

Starting from the mentioned reasons (WCNH's importance, the ignorance in this field etc.), we aim to present in this study:

- A short history of WCNH;
- The criteria on which the selection of natural objectives is based;
- Assessments regarding the representation of mountain regions in WCNH;
- Identifying possible natural objectives in the Carpathian Mountains that could be promoted in order to be included in the UNESCO World Heritage.

Also, this study represents an exploratory and synthetic analysis, essentialised and interrogatory, of mountain areas, classified on climate regions, that are already included on the UNESCO list, both individually (interpretatively) and in relation with others (comparatively).

METHODOLOGICAL ASPECTS

Putting together this study implied an established theoretical-scientific support (Cocean, 1996; Muntele and Iaţu, 2003; Neguţ, 2004; Neguţ and Nicolae, 2005) in order to better fundament the objectives of this analysis, stated above. To this end it was necessary selecting and studying the specialty literature, besides which, a thorough analysis was given to the web portal in order to facilitate the decision regarding selection criteria of mountain areas included in the UNESCO World Heritage[1]. To all of the above we can also add qualitative interviews carried out in different institutions.

The exploratory, but also synthetic character of the analysis required the research and thorough selection of mountain regions under UNESCO protection and focusing on the Carpathian area: why is this area not present with more natural objectives on the Heritage list?

The study's theoretical dimension resides in the interpretative and comparative analysis of mountain areas, generally classified on climate regions (however, other criteria was also used), and identifying the representation of the Carpathians.

The applicative valences reside in this study's value as handbook or conceptual guide for any researcher who wishes to develop similar studies, but also for the local or central administration, through specific directions, that should aim to: protect as many Carpathian natural objectives as they can by including them in the UNESCO Heritage. This would be a guarantee of their "*preservation*", while at the same time making them accessible to controlled touristic "*consumption*", in order to not affect their original characteristics, the specific details that make them so attractive (Neguţ and Neacşu, 2008, pp. 9).

SHORT HISTORY OF WCNH

With the occasion of the 17th UNESCO conference, October 17th – November 21st 1972, in Paris, was legitimised the *Convention concerning the Protection of the World Cultural and Natural Heritage* at which, over time, adhered 180 countries (until May 2010). The *Convention*'s most original characteristic is considered to be uniting all the notions of protecting the nature and preserving cultural property, in one single document. UNESCO opened a *World Heritage List*, in which priceless natural and cultural objectives are enlisted, thus being under international protection. This Convention was, in fact, the natural sequel of a *book* series and previous conventions, starting with the *Venetian Charter* concerning the preservation and restoration of monuments and sites (from 1964).

The UNESCO convention, which began taking effect in December 17th 1975, defined important aspects such as: cultural heritage (article 1), natural heritage (article 2), who submits the objectives that must come under protection, respectively only the states in which they exist (article 3), creating a special fund for protecting exceptional heritage,

[1] http://whc.unesco.org

"World Heritage Fund" (article 15), to which any country, that signed the Convention, has access (article 19). According to the *Convention*, the *natural heritage* component of the World Heritage is defined as follows:

– *Natural monuments:* consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view;

– *Geological and physiographical formations* and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation;

– *Natural sites* or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.

For a better organisation and operation, UNESCO created the *Committee of the Cultural and Natural Heritage of Outstanding Universal Value*, composed by 21 members (with a mandate of 6 years, but most countries settle with 4 years, in order to allow other countries to become members), its composition having to ensure an equitable representation of different regions and cultures. At the Committee's sessions participate, with a consultative vote, one representative from the *International Centre for the Study of the Preservation and Restoration of Cultural Property* (the *Centre from Rome*), of the *International Council on Monuments and Sites* (*ICOMOS*) and of the *International Union for Conservation of Nature* (*IUCN*).

The World Heritage Committee operates the *World Heritage Fund*, which is constituted from the mandatory or voluntary contribution of member countries, donations from other countries, UNESCO and other organisations of the UN, nongovernmental organisations, private companies and individuals, money resulted from demonstrations and organised fund raisers for the World Fund. The fund ensures international assistance in this field: preparatory (establishing lists with susceptible objectives to be included in the World Heritage, conservation and administration project proposals etc.), advisory (for activities prior to accepting new objectives, but also after this moment, as well as training for those engaged in related activities), technical (supports, through material and expertise, activities of conservation, administration plans etc.), urgent (restoration actions taken to restore objectives damaged by natural disasters or inadequate human activity), educational. There also exists a coordinating centre (*Centre du Patrimoine Mondial/World Heritage Centre*), founded in 1992, with its headquarters, as UNESCO, in Paris.

SELECTION CRITERIA FOR NATURAL OBJECTIVES

In order to be included on the *World Heritage List*, the objectives must have an exceptional universal value and fulfil at least one of the 10 selection criteria:

vii. to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

viii. to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

ix. to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;

x. to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

The variety of the criteria taken into consideration for nominating natural and man-made objectives to be included in the World Heritage actually allows a large range of objectives: in the case of natural heritage, exceptional or representative creations to the Nature's work, usually accompanied by man-made objectives.

ASSESSMENTS CONCERNING THE REPRESENTATION OF MOUNTAIN REGIONS IN WCNH

Overall, in terms of WCNH objectives, Europe stands out with over 40% of the total (followed by Asia and America); Australia is listed with 17 objectives (which is, of course, representative for one country) and Antarctica, for now, with none. In terms of mountain objectives, however, Europe is not so well represented, only having 15 such protected areas in 11 countries, including Romania; in addition, in the case of six of these objectives the cultural-anthropic motivation prevailed instead of the natural one, as is the case of the four Romanian objectives (the Wooden Churches of Maramureş, the Dacian fortresses of the Orăştie Mountains, the villages with fortified churches in Transylvania and the Historic Centre of Sighişoara[2]), plus the city and lake Ohrid with its surroundings (Macedonia) and the Carpathian beech forests (Slovakia – Ukraine).

The comparative analysis of mountain regions represented in the World Heritage disclose the fact that Europe is least represented, only 15% of the European mountain area being currently under UNESCO's protection; comparatively, Southern and Central America and Asia have 58%, respectively 52% and Africa, North America and Australia have values of approx. 30% (Chape et al., 2008, pp. 66).

Regarding the purely natural objectives included in WCNH, we can observe that all of them gained the status of protected area in their countries (National Park, usually, Natural Park, Natural Reserve, monument of nature etc; some of them, even, reservation of the biosphere) before being listed in UNESCO's Heritage.

We can also observe that almost all the representative mountain relief and ecosystems were practically already selected and admitted in WCNH However, this does not mean they are sufficient.

In an attempt to group them, we could distinguish several categories:

1. Natural objectives that thanks to their geographic position (usually in equatorial and tropical regions) and high altitudes stand out through an *important concentration of types of relief and a rich and various flora and fauna:*

Sangay National Park (Ecuador, 1983[3], criteria vii, viii, ix, x[4]), centred on two volcanoes, one of them being its namesake and currently active, represents one of the most complex protected areas on Earth, illustrating the entire spectrum of ecosystems, ranging from tropical rainforests to glaciers; its isolation has encouraged the survival of indigenous species such as the mountain tapir and the Andean condor.

Kilimanjaro National Park (United Republic of Tanzania, 1987, criteria vii) and *Mount Kenya National Park/Natural Forest* (Kenya, 1997, criteria vii, ix), which thanks to their high altitudes, the two African massifs (5 895 m, respectively 5 199 m), reproduce the planet's climate-vegetal areas: ranging from tropical forests to lifeless glaciers and represent real living laboratories of the flora and fauna evolution.

Lorentz National Park (Indonesia, 1999, criteria viii, ix, x), located in the Indonesian part (Irian Jaya) of the great island of New Guinea, it is the largest protected area in South-East Asia (2.5 million ha) and it incorporates within its limits a large variety of ecosystems, ranging from tropical lowlands and wetlands (including marine ones, in addition to the previous two objectives) to mountain massifs covered by permanent glaciers; located at the meeting point of two colliding continental plates, the area has a complex geology; it also supports the highest level of biodiversity in the region and houses many species of rare animals.

Kinabalu Park (Malaysia, 2000, criteria ix, x), centred on the homonym mountain (4,095 m) on the island of Kalimantan, it has a very wide range of habitats, from rich

[2] The last two only if we include the Hollow Hills of Transylvania as part (internal hollow) of the Carpathians.
[3] The year in which it was listed in the WCNH.
[4] Criteria that was used to list this objective on the UNESCO WCNH list, detailed above.

tropical lowland and hill rainforest to tropical mountain forest, sub-alpine forest and scrub on the higher elevations. Designated as a "*Centre of Plant Diversity*" for South-East Asia and is exceptionally rich in species of flora (here exist more than half the families of all flowering plants in the world, out of which *Rafflesia*, with a leaf diameter of 170 cm), as well as avifauna (over 250 species).

Mountain objectives *characteristic to tropical regions*:

Morne Trois Pitons National Park (Dominica, 1997, criteria viii, x), centred on the 1424-m-high volcano known as Morne Trois Pitons, it houses, on a territory of only 70 km^2, spectacular natural landscapes (precipitous slopes, deeply incised valleys, lakes, post-volcanic manifestations etc.) and the richest biodiversity in the Lesser Antilles archipelago.

Tropical Rainforest Heritage of Sumatra (Indonesia, 2004, criteria vii, ix, x), occupies a huge territory (2.6 million ha), it includes three National Parks (Gunung Leuser, Kerintji, Seblat and Bukit Barisan Selatan) axed on the Bukit Barisan mountain range, also known as the Andes of Sumatra (maximum altitude in the volcanic peak Gunung Kerintji, 3 800 m), with many examples of outstanding scenic landscapes (caves, waterfalls, lakes – volcanic and glacial, fumaroles etc.). It conserves one of the most representative tropical forest areas on Earth, having great potential for long-term conservation of the biodiversity; there have been identified approx. 10,000 species of plants, over 2,000 species of mammals, 580 species of birds etc.

Central Suriname Nature Reserve (Suriname, 2000, criteria ix, x), comprises 1.6 million ha of primary tropical forest unaffected by man's presence, with a high diversity of plant life (over 5,000 species of vascular plants) and fauna (jaguar, giant armadillo, tapir, giant river otter, approx. 400 species of birds etc.).

Australian East Coast Temperate and Subtropical Rainforest Park, until 2007 "*Central-Eastern Rainforest Reserves*" (Australia, 1986-1994, criteria viii, ix, x), located along the Great Escarpment mountain range, on the eastern coast of the Australian continent, characterised by strange shaped geological formations, volcanic craters etc., as well as a large number of rare species characteristic to the moist forest, all of these presenting scientific interest for the conservation of nature.

Okapi Wildlife Reserve (Democratic Republic of the Congo, 1996, criteria x), located in the North-East of the country, with spectacular waterfalls and other types of relief, it protects approx. One quarter of the tropical forest of the Congo river basin (second in size in the world) and it houses an extraordinary fauna of primates and birds.

Mountain objectives *characteristic to temperate regions:*

The Dolomites (Italy, 2009, criteria vii, viii), mountain massif located in North-Eastern Italy, a range in the Oriental Alps between the rivers Adige and Piave, built on a limestone type of rock, *dolomite*, (double carbonate of calcium and magnesium, with iron, manganese and nickel impurities), in which the rivers and erosion have created a specific and spectacular micro-relief; well arranged for mountaineering and ski (famous resorts of Cortina d'Ampezzo, Bolzano etc.).

Madriu-Perafita-Claror Valley[5] (Andora, 2004, criteria v[6]), an area centred on a high mountain region (11 peaks over 2 500 m – Pic de Portelleta reaching 2 905 m), that form one of the few areas in Western Europe not touched by man (there is no settlement, no communication route with the exception of mountain paths); rivers and numerous

[5] This area represents an exception in the mountain areas included in the UNESCO Heritage, because, although without permanent human presence now, it is listed as a cultural landscape, representing *„a microcosm of the way its inhabitants have harvested the scarce resources of the high Pyrenees over the past millennia to create a sustainable living environment in harmony with the mountain landscape; the Valley is a reflection of an ancient communal system of land management that has survived for over 700 years*".

[6] Criteria no. v defines a cultural landscape, namely: to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.

streams, all forming gorges and waterfalls, many lakes (*estanys*), conifer vegetation (mostly pine) and alpine pastures.

Swiss Alps Jungfrau-Aletsch (Switzerland, 2001, criteria vii, viii, ix), located in the Bernez Alps, it represents the most glaciated part of the European Alps (538 km²), containing Europe's largest glacier (Aletsch) and a range of classic glacial features; several peaks around 4 000 m (Jungfrau, 4 158 m; Mönch, 4 099; Eiger, 3 970 m etc.); rich flora and fauna.

Surtsey (Iceland, 2008, criteria ix), small island in the Westmann Islands group, that was born in only 20 days after a submarine volcanic eruption in November 1963; it has a surface of 2.8 km², 600 m in length and 140 m altitude.

Los Glaciares (Argentina, 1981, criteria vii, viii), centred on the Andes Mountains (between 300 and 3 773 m altitude, the Fitzroy peak) it houses 15 glaciers (Glaciar Moreno, Viedma, Upsala, Mayo etc.), rocky mountain landscapes, areas of the large glacial lakes Argentino and Viedma, vegetation, especially the Southern beech (*Notho fagus sp*.) and a fauna with numerous rare or endangered species (guanaco, huem, chinchilla, Chillean stag etc.).

Nanda Devi and Valley of Flowers National Parks (India, 1988, criteria vii, x), centred on the highest Himalayan peak in India (7 818 m), surrounded by 70 smaller peaks, together forming one of the most spectacular mountain areas, with a landscape unaffected by human activity.

Te Wahipounamu – South West New Zealand (New Zealand, 1990, criteria vii, viii, ix, x), located in the Southern Island, it includes three National Parks (Westland, Mount Cook/Aorangi – located on the namesake peak, the highest in New Zealand (3 754 m) – and Fiordland, with glacial landscapes of rare beauty, fjords, old forests (some over 800 years old) and extensive of austral beech (*Notho fagus sp*.) and *Podocarpus*, rare fauna species, among which the *kea* (the only alpine parrot in the world) and *takahe* (the largest flightless bird in the world).

Yellowstone National Park (USA, 1978, criteria vii, viii, ix, x), the first declared National Park in the world (1872), situated on a high volcanic plateau (at an altitude of over 2 000 m) and several mountain ranges over 3 000 m, among which Gallatin Range (with Electric Peak, 3 343 m) and Absaroka Range (with Eagle Peak, 3 462 m). It is considered to be the National Park with the most varied and rich natural forms and phenomenons, such as peaks, canyons, waterfalls, lakes, post-volcanic manifestations (fumaroles, thermal springs, geysers, mudpots etc.); plus a rich vegetation (partially destroyed by the great fire in 1988) and an extremely varied fauna (bison, black and grizzly bears, elks, stags, wolves, marmots etc., 237 species of birds, numerous species of fish and so on).

2. Objectives that emphasise *the complementary spaces of land and sea*:

Shiretoko (Japan, 2005, criteria ix, x), which occupies the Northern half of the Shiretoko Peninsula located in the North-East of Hokkaido, with volcanic terrain (maximum altitude 1 562 m, the peak Iō-zan), plus the nearby marine area; it provides an outstanding example of the interraction of marine and terrestrial ecosystems as well as extraordinary ecosystem productivity, largely influenced by the formation of seasonal sea ice at the lowest latitude in the Northern hemisphere. It has particular importance for a number of marine and terrestrial species, some of them endangered.

Pitons Management Area (Saint Lucia, 2004, criteria vii, viii), small protected area (2 909 ha), with two sections: a terrestrial one, with volcanic terrain of great variety (including fumaroles and thermal springs), and a marine one, mostly coral reefs and rich fauna. The most valuable part of the site is represented by the two spectacular mountain spires (Gros Piton and Petit Piton), which together with other structures, types of relief and geological, like the explosion craters, pyroclastic deposits, allow the full reconstruction of the origin and evolution for over 5 million years of a volcano associated with crustal plate subduction.

Greater St. Lucia Wetland Park (Republic of South Africa, 1 999, criteria vii, ix, x), located in the North-East of the country, near the border with Mozambique, it is centred on the largest estuary system in Africa and presents a multitude of landscapes and biotopes: mountains, forests, meadows, coral reefs, extensive sandy beaches, seaside dunes, lake systems, swamps and other wetlands. It houses an exceptional bio-geographical and landscape variety, from the marine environment to that of savannah and mountain forest.

3. Objectives that focus on *karst terrain*, rather numerous if we take into consideration those that were in fact included due to anthropic reasons (cave paintings, religious sanctuaries, traces of human habitation etc.), caves such as Altamira, Lascaux, Cueva de las Manos, Ellora, Elefanta and others. Out of those included in the WCNH only for natural importance reasons we remind:

Mammoth Cave National Park (USA, 1981, criteria vii, viii, x), located in the state of Kentucky, has the world's largest network of natural caves and underground passageways in the world (over 360 km explored and mapped); a huge network of vertical shafts on four levels; it is remarkable because of its grand and picturesque formations (halls, columns etc.), such as the King Solomon's Temple, the Pillars of Hercules, the Star's Room, the Bride's Shrine etc.

Škocjan Caves (Slovenia, 1986, criteria vii, viii), located in the famous limestone plateau, Kras/ Karst, with a length of 5.8 km (level difference of 209 m), it includes the largest hall/ cave in Europe (12 000 m^2). Here, in the Karst plateau, the first research of the limestone relief (*karst* terrain) was conducted in the second half of the 19th century and was invented the term *doline,* named after the Velika and Dolina Hollows crossed by the Reka river, which disappears underground.

4. Objectives included in the WCNH mostly to place *under protection one or two elements of natural phenomenon,* but which in practice protect everything, such as:

Bwindi Impenetrable National Park (Uganda, 1994, criteria vii, x), located at the base of the Virunga volcano, and *Kahuzi-Biega National Park* (Democratic Republic of the Congo, 1980, criteria x), centred on the two namesake volcanos, for the *mountain gorilla*, an endangered species; the two areas house almost the entirety of this species.

Whale Sanctuary of El Vizcaino (Mexico, 1993, criteria x), located in the central part of the Mountain Peninsula of Baja California, in the perimeter of Ojo de Liebre and San Ignacio lagoons, it protects the *grey and blue whales*, but also the harbour seal, California Sea Lion, northern elephant seal and other marine species.

Wood Buffalo National Park (Canada, 1983, criteria vii, ix, x), the largest continental National Park in the world (4.5 million ha), situated in the Central-Western region of the country, South of Slaves Lake, it houses the only *forest bison* (*Bison bison athabasce*) herd in the world.

Komodo National Park (Indonesia, 1991, criteria vii, x), small volcanic island, uninhabited, in the Lesser Sunda Islands, that houses the giant lizard, known as the *Komodo Dragon* (*Varanus Komodensis*), a relic that has survived here for 5-6 million years.

Monarch Butterfly Biosphere Reserve (Mexico, 2008, criteria vii) stretches over more than 50 000 ha in a forested mountain region, at approx. 100 km North-West of Mexico City. The reserve is renowned for the most spectacular manifestation of insect migration, up to a billion monarch butterflies (the largest colony in the world) return here during winter (from far away Canadian territories), remaining a mystery how they remember the way back, after 8 months of migration.

Shirakami-Sanchi (Japan, 1993, criteria ix), located North of Honshū island, it represents the last virgin *Siebold Beech* forest that once covered the Northern part of the Japanese Archipelago.

Primeval Beech Forests of the Carpathians (Slovakia and Ukraine, 2007, criteria ix) represent the only natural objective in the Carpathians listed on the UNESCO Heritage

list, constituting a transnational serial property along a 185 km axis (from the Rakhiv Mountains and the Chornohirskyi Range in Ukraine, West along the Polonynian Range, to the Bukovské Vrchy and Vihorlat Mountains in Slovakia). These forests contain an invaluable genetic reservoir of beech and many associated species, incarnating the history and evolution of a terrestrial ecosystem of the genus Fagus in the Northern temperate region, after the last ice age.

Virgin Komi Forests (Russian Federation, 1995, criteria vii, ix), located to the North-West of the Ural Mountains, they protect, in an area of approx. 3.28 km², one of the most extensive areas of *virgin boreal forest* on the European continent, plus the tundra and mountain tundra vegetation.

Purnululu National Park (Australia, 2003, criteria vii, viii) presents a big scientific interest because it placed under protection a geo-morphological phenomenon only studied in the last few decades and yet not fully explained, respectively *the karst formed in sandy formations*. The phenomenon is well portrayed especially in the Bungle Bungle mountain range, where spectacular sculptural structures can be seen, at a scale, grandeur, colour and diversity of shapes unprecedented anywhere else on the planet.

Gros Morne National Park (Canada, 1987, criteria vii, viii), located on the Western coast of Newfoundland Island, centred on the homonym mountain peak, it represents one of the rare known cases in the world where deep *ocean crust* and *rocks of the earth's mantle* lie exposed.

Monte San Giorgio (Switzerland, 2003, criteria viii), located in the Southern part of the country, South of lake Lugano, at the border with Italy, is regarded as *the best fossil record of marine life from the middle Triassic Period:* reptiles (including dinosaurs), fish, bivalves, ammonites, crustaceans etc.

CONCLUSIONS

The critical and interpretative analysis of the geostrategic games on the natural gas market between Europe and Russia, regarding the diversification of transport and supply sources has led to the following conclusions:

UNESCO's World Cultural and Natural Heritage represents one of the most bold, beneficial and large scale actions meant to protect and preserve the most priceless creations of Nature and Men over the course of time. In only thirty years 890 objectives were included on the Heritage list. Sadly, the percentage of the nature's creations is rather small, both at a planetary level as well at a continental level.

The results of the comparative analysis regarding the mountain regions present on UNESCO's protected natural objectives list leaves looming the fact that if in the equatorial and tropical areas among the criteria used in the selection process prevail the last two – ix and x –, the temperate area is mostly classified after the iv criteria, more precisely either superlative natural phenomenon, or areas of exceptional beauty or aesthetic importance.

In the case of the Carpathians, one of the most important European mountain ranges, there is basically only one exclusively natural objective, the *Primeval Beech Forests of the Carpathians (Slovakia – Ukraine)*, the other five being cultural or mixed (Lake Ohrid and the surroundings, in Macedonia, the Wooden Churches of Maramureş, the Dacian fortresses in Orăştie Mountains, the villages with fortified churches in Transylvania and the Historic centre of Sighişoara).

It is required, we think, an identification of exceptional mountain areas, in terms of landscape and scientific interest, for which background studies should be conducted in order to be proposed to the political leaders, who in turn will forward them to UNESCO.

We assess, for example, that the Retezat and Rodna National Parks, already nominated, together with the Danube Delta, as biosphere reserves (the most important form of nature preservation, with the highest scientific value), should be promoted to be included in the UNESCO World Heritage.

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THE CAPITALIZATION OF THE TOURISTIC POTENTIAL OF COZLA MOUNTAIN

Dumitru LETOS*
„*Al. I. Cuza*" University of Iaşi, Faculty of Geography and Geology,
Bd Carol I 20A, 700505 Iaşi, Romania, e-mail: dumitruletos@yahoo.com

Ionel MUNTELE
"*Al. I. Cuza*" University of Iaşi, Faculty of Geography and Geology,
Bd Carol I 20A, 700505 Iaşi, Romania, e-mail: imuntele@yahoo.fr

Abstract: A rich and varied local tourist potential involves various and complementary ways of valorizing it besides a real responsability for local authorities in a sustainable managing that potential. For a real supporting of local tourism as that would become a major field in economic development for that community, local administration has to assume the role of guvernance factor of local touristic patrimony instead of exploiting it. A good capitalizing of local touristic potential means less local public investments which allways are limited, but more European funds and private investments for great projects, besides a sensible administration of all local resources.

Keywords: potential, valorizing, administration, public investments, private investments

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INTRODUCTION

Some introductory and methodological considerations

The principles and exactingness of market economy require generally for Romanian tourism and especially for local one, the surpassing of romantic stage of tourism towards a realistic and pragmatic one, as approaching some inovating and integrated valorizing ways of different types of touristic potential.

In the teritorial structure of a touristic town as Piatra Neamţ, a mountain peak is a simple component of a geomorphological and urban-functional system, inter-relating on the horizontal plan with the other components and being integrated on the vertical plan into a subsystemical hierarchy. If that peak is summing various types of touristic potential with many possibilities of valorizing, that stands out as a major touristic guiding mark. Coming together in an only manner the natural and anthropic characteristics of Cozla peak, that gives to it a distinct personality and a better advantage among the other peaks in local area, turn it into a central element for the process of local touristic development.

The evaluation methodology for touristic potential of Cozla Mountain and for the

* Corresponding author

possibilities of efficient valorizing of it is based on the logic of analysing after the simple algorithm model: analyse of existent potential (natural and anthropic), analyse of the stages in capitalizing the local touristic potential, analyse the degree of economic efficiency of the investments in touristic infrastructure, making the diagnosis concerning the present level of valorizing the existent potential, prospecting the possibilities of future valorizing of touristic potential and making more efficient the future investments (Muntele and Iaţu, 2003).

An objective and efficient evaluation of a local touristic potential, besides the prospecting the ways of capitalizing it, may conduct to a better substantiation of decisions and to a more sensible administration of existent resourses, including the identification of favourable sourses of financing the investments, as the opinion supported by the Guide of European Observatory LEADER (Evaluation of touristic potential).

THE TOURISTIC POTENTIAL OF COZLA MOUNTAIN

Natural touristic potential

Spread in the northen part of Piatra Neamţ town, Cozla peak borders in the west with Carloman peak, separated by the valley of Borzoghean brook and with Pietrica peak in the south-east, separated by the valley of Cuejdi brook. Limited in the south part of Bistriţa Valley, Cozla peak belongs to the east margin of Eastern Carpathians as a component of Stânişoara Mountains (figure 1).

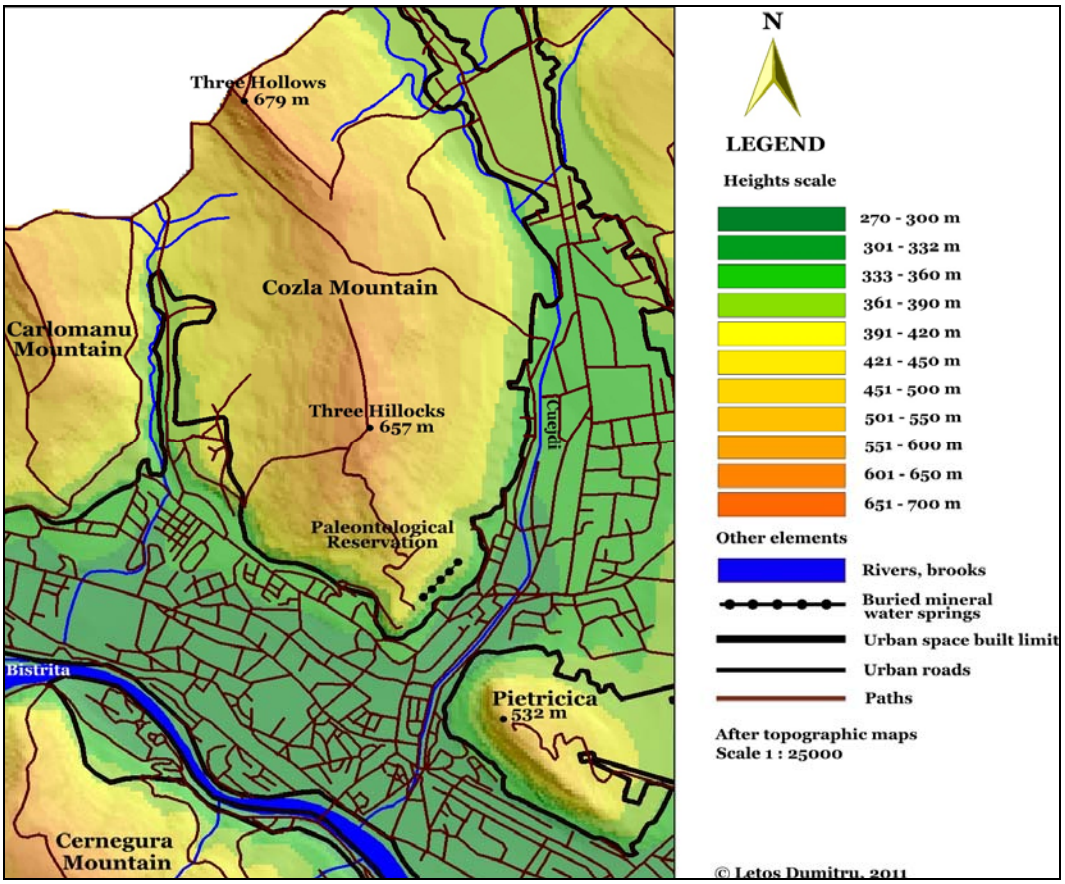

Figure 1. Geomorphological map of Cozla Mountain and its proximity
(Adapted after Schubert & Franzke, Cluj Napoca, 2007)

This peak has a long shape from the north to south and has its south part integrated and fully used into the urban habitat, and its north part spread into the administrative area of the town.

From geological point of view, this area belongs to the eastern part of Carpathians at the contact between Carpathian lees and extra-Carpathian lees, standing out a great variety of rocks of different age. From the perspective of this study, the great variety of waved lees rocks is very important, which belong to many types as: clay, sand, gritstone.

In tectonic perspective, the area of Piatra Neamţ town is situated on a double contact: between eastern Carpathian margin and western Subcarpathian margin; between marginal zone and the store of Miocen lees.

The geomorphological perspective reveals an asymmetrical aspect, a steep side in the west and calm sides in south and east. At the contact between the mountain side and the upper terrace of Bistriţa there are stored sediments of contact. The general aspect of the relief of this mountain is an alternance of little slopes about 5-10^{o} degrees and steep slopes about 10-20^{o} degrees and even more 20^{o} degrees and from place to place appearing traces of old ground slides. Having a long shape, the altitude varies along the top of the peak, from 657 m at "*Trei Coline*" ("*Three Hillocks*") in the south part to 679 m at "*Trei Caldari*" ("*Three Hollows*") in the north part (Letos, 2004), (figure 2).

On the south-east side of the peak, there were descovered five springs with mineral water in 1882 rich in NaCl and Mg_2SO_4 being famous for cure qualities as the mineral water from Balţăteşti and recomanded after laboratory analyses made by Petre Poni for curing digestive, liver, spleen and circulatory system affections.

The mineral water had been used for medical purpose for about 50 years after that the springs were abandoned and buried during some works for arranging the side of the mountain after some ground slides, and also for the lack of initiative from the administrative authorities. The existence and curing importance of the mineral water springs was widely described by past wrintings (writer Constantin D. Gheorghiu, 1890 and priest Constantin Mătasă, 1929). The researchers of that period established the mineral springs were linked by the layers of rocks especialy those rich in NaCl and $MgSO_4$ (Bostan, 2008).

From the perspective of vegetation, Cozla Mountain is covered with forests about 70%, being secundary forests, mainly beech forests at the foot of the mountain and on the east side and with domination of coniferous forests on the top and on the west side (spruce fir and pine trees), (figure 2) confering a good quality for air and natural landscape.

From the climatic point of view, Cozla Mountain area is situated at the east margine of mountain climate contacting the hill climate but also at the meeting of exccesive continental climate and the oceanic climate, generally offering good conditions for varied activities mainly for tourism due to its micro-climate. From combining these different climates and influences results a moderate micro-climate with annual average temperature of 6^{o}-8^{o}C and annual average rainfall of 700-900 mm, with very small differences of temperature and humidity between west and east sides. The altitude stands out a cooler micro-climate on the top during the summer and moderate during the winter, safe from frequent foggs and climatic excesses (Letos, 2004).

The moderate micro-climate associated with low altitude and the presence of forests on large area confer this peak a good potential for climatical tourism and even complementary advantages for many other touristic activities during the year such as: hiking, making different sports, cure with aerosols just near the town.

Due to the great variety of rocks and mainly for remainder of sea creatures' skeletons which imprinted varied inscriptions in the rocks, there is Cozla Paleontological Reservation that covers 10 ha and includes also a Geological Reservation named "*La Caldari*" ("*At Hollows*"*).* The three hollows made in rock by wind, have a round shape and 60 cm in diameter, having scietifical value and being declared natural monuments for their rarity.

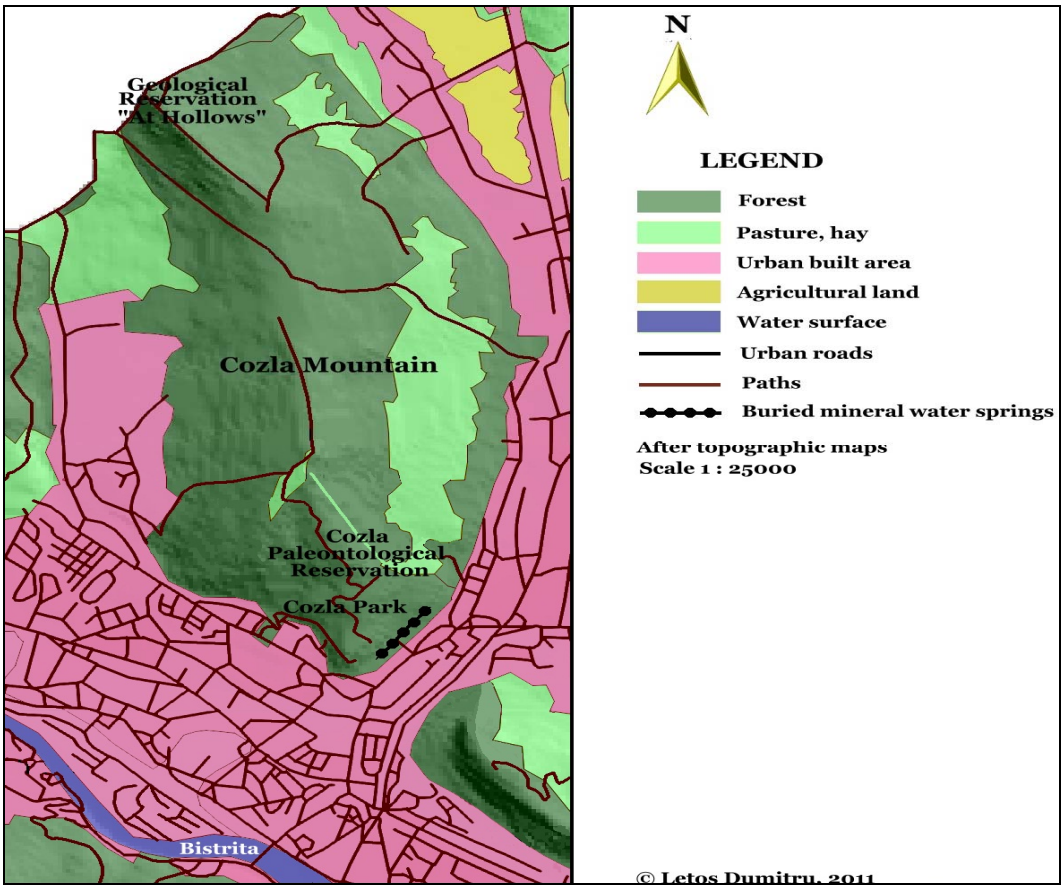

Figure 2. Map of natural touristic potential of Cozla Mountain
(Adapted after Schubert & Franzke, Cluj Napoca, 2007)

Besides these advantages, the touristic fitting out of Cozla Mountain has to take into account some vulnerabilities which in special conditions can generate some risky situations as those resulted from ground slides and leakage on the sides during rainy periods with torrential character or during sudden snow melting.

Anthropical touristic potential

The anthropical potential of Cozla Mountain is summing some objectives created and generated by human intervention in the mountain area and in its neighbourhood, even the foot of the mountain which is connected tightly with the mountain due to its position, historical evolution, morphological and functional relations. Thus, the foot of the western side of Cozla Mountain where there is Ştefan cel Mare Street, even though it belongs to the superior terace of Bistriţa River (370 m), it is so tightly connected with the mountain as a contact place, so that it can be included to the mountain area from many points of view: proximity, dominat position opposite to the valley, historical evolution, economic activities, etc.

The first necessary and successful anthropical intervention upon the natural background concerning the fitting out and efficient use, carried on 1900-1904 when was arranged Cozla Park on Nicu Albu initiative, as town mayor and after huge ground slides happened in May 1897 (Hogea, 1936). The works pursued the fitting out some teraces on the south side for its stabilization and accesibility. The excavations during the works dug

out different Dacian objects and together the later remainder proved to the researchers the existence of a Dacian settlement on Cozla Mountain (location - La Pavilion), as it was sustained by the work of Gheorghe Grintescu published in 1907 *"A new prehistorical station on Cozla Mountain in Neamț county"* (Bostan, 2008), (figure 3).

The fitting out upon the time of summer teraces, restaurants, zoo park, playground for children and belvedere places have been making to increase the touristic importance of the park.

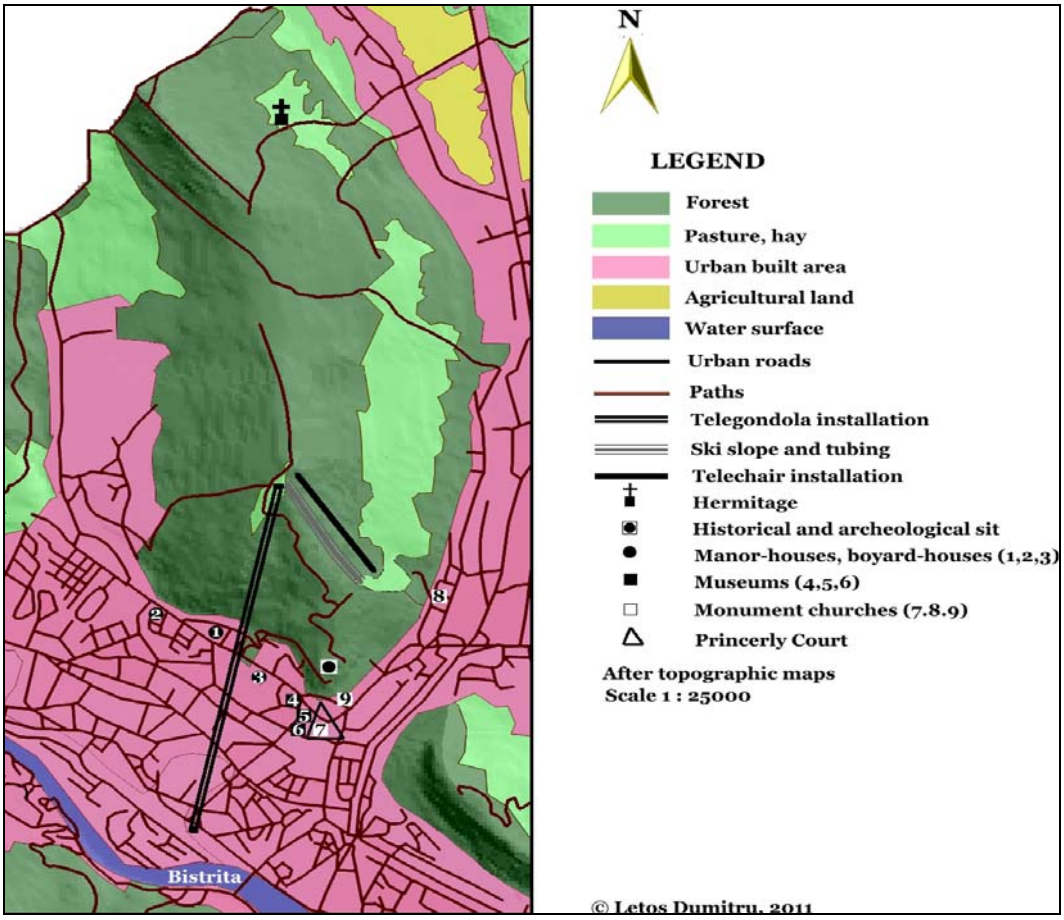

Figure 3. Map of anthropical touristic objectives in Cozla Mountain area
(Adapted after Schubert & Franzke, Cluj Napoca, 2007)

On the south foot of Cozla Mountain, on the superior terace of Bistriţa River, there was built during the reigning of Ştefan cel Mare (Steven the Great) "*The Princely Court of Piatra*" documentary mentioned on 20th of April 1491, inside that there were built St. John Church and Belfry Tower a few years later (1498-1499), (no. 7, figure 3). Even though the walls of the old court didn't resist till today, the two historical and religious edifices have been guarding at the south foot of Cozla Mountain near the Princely Court Museum (Community of historical researchers at Historical Museum, 1992) (figure 3).

Since other historical period (XIX-th century) there are 5 buildings in the neighbourhood of Cozla Mountain belonging to the cultural patrimony of the town due to their architectural value, but still insuficiently valorized for tourism: St. Nicholas Church (on the foot of east side, no. 8, figure 3); Sinagoga Cathedral (on the foot of south-east

side, no. 9, figure 3); Lalu House as manor-house with special architecure (on the foot of south-west side, Children Palace today, no. 1, figure 3); Elena Cuza House as an old manor-house (on the foot of south-west side, no. 2, figure 3); Albu House (on the foot of south-west side, no. 3, figure 3), adding also Draga Hermitage on the east side of the mountain (figure 3).

The presence of those 3 museums inside the Princely Court: Cucuteni Museum (historical importance, no 4, figure 3); Etnography Museum (no. 5, figure 3); Art Museum (no. 6, figure 3), give in addition complimentary perspectives amplifying the cultural potential of the historical area.

In the last years there was prepared the travaling path from Ştefan cel Mare Street to "*Three Hollows*" Rocks (blue line sign).

POSSIBILITIES IN CAPITALIZING THE TOURISTIC POTENTIAL

Possibilities of practicing tourism in Cozla Mountain area

The types of touristic potential indicate the way of valorizing them. The touristic potential of Cozla Mountain stands out an association of natural and anthropical elements, generating a distinct personality which can amplify the whole potential and can open unforeseeable perspectives if would be thought a strategy based on three essential elements: existent potential, integrated valorizing and economic efficiency.

Logically, the touristic potential of Cozla Mountain should be valorized tightly linked by the touristic potential of Piatra Neamţ town and inside a wider strategy, but the aureole of that mountain confers a special place into the local strategy. The oneness of this mountain consists in the concentration of four different touristic potentials (figure 4): balneary (spa – due to those 5 mineral water springs), climatical, recreational (possibilities for traveling and practicing different sports), cultural-historical (presence of many cultural and historical objectives) supported also by the main advantage, accessibility due to its low altitude and close by the town.

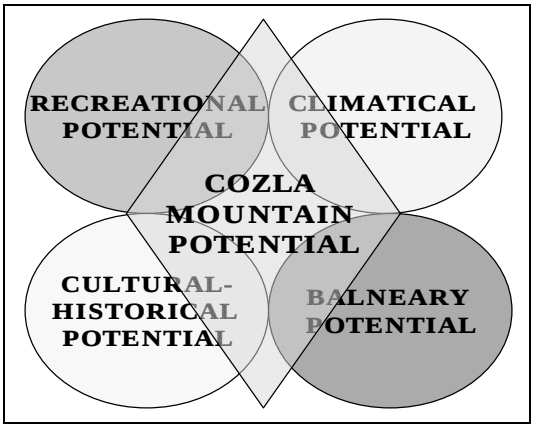

Figure 4. Association of touristic potential types specific to Cozla Mountain

The capitalization of all possibilities deriving from the 4 types of touristic potential comes from their specific nature and from the ingenious manner of association of these for reciprocal potentiality. Thus, there can be distinguished 4 main types of tourism as possible to be practiced in Cozla Mountain area if there would be required endowment: balneary, climatical, sportive and traveling, cultural, but also there can be practiced some mixed types which come from the association of those: climatical-balneary, climatical and winter sports, traveling and amusement, etc. If there were proper endowment, mainly concerning the accommodation structures, there would have been extreme favorable

conditions for organizing: creation camps, ecological camps, paleontological and archaeological researching camps, sportive training camps, besides balneary and climatical treatment and practicing varied sports in some specialized resorts. As well, there are also possibilities for varying the business tourism and that linked with diverse sportive manifestations.

CONCRET CAPITALIZATION OF THE TOURISTIC POTENTIAL

Stages in capitalizing touristic potential of Cozla Mountain

The beginning of using the mineral waters for therapy was in 1883, when the local authorities decided a locally exploitation (commune administration) after they had refused a group of business men to make a big investment for a balneary resort (Bostan, 2008). Some years later, in 1890, there was recorded the first important moment of touristic connotation for the town, when there was conferred the title of balneary resort by the State Railways Direction, after local authorities had made applied for, but that rank fell down under a shadow because the helplessness and torpor of the authorities in efficient administration of those resources (Bostan, 2008).

Other important moment in the life of town happened in 1923, when Piatra Neamţ was declared officially a touristic town as well for its charm also for its position on the crossing of some touristic ways, being a passage place for tourists towards some balneary resorts as Bălţăteşti or Oglinzi, or even towards the monasteries close to Ceahlău area. That moment can be appreciated as a small success or a consolation after the town lost the rank of balneary resort (Hogea, 1936).

Recently, on May 2007, local authorities have been starting a new applying for declaring the town as touristic resort for national interest, but there is not any result until now.

Since 2005, local administration has been starting some brave projects to develop the touristic infrastructure of the town, many of them linked by fitting of Cozla Mountain for tourism.

The first stage was during 2005-2008 period, when there were implemented a set of projects for fitting of Cozla Mountain for tourism as a touristic infrastructure for transport and some sportive activities with a view to making it accessible and to capitalizing a segment of its potential, mainly for traveling and visiting the mountain and practicing winter sports. The 4 projects explained in the table 1 are interconnected and are the first try at present to develop the local tourism in Piatra Neamţ, starting with Cozla Mountain area.

Table 1. The set of touristic projects of fitting for Cozla Mountain, implemented during 2005-2008
Sources: dates supplied on townhall website: www.primariapn.ro

Implemented prjects	Investment amount	Financing sources	Titular, administrator and project beneficiary
TELEGONDOLA Project	4,000,000 Euro	Banking credit	Piatra Neamţ Townhall
TELECHAIR Project	2,160,000 Euro	Banking credit	Piatra Neamţ Townhall
SKI SLOPE + TUBING Project	710,000 Euro	Banking credit	Piatra Neamţ Townhall
ARTIFICIAL SNOW INSTALLATION Project	930,000 Euro	Banking credit	Piatra Neamţ Townhall
TOTAL INVESTMENTS	7,640,000 Euro	Banking credit	Piatra Neamţ Townhall

From the imagery point of view, the fulfillment of the first stage of Cozla Project that was a public image blow for local tourism and administration, but only the economic counts can express the efficiency of the investments. According to the statistical dates from Mayor Report concerning the economic activitiy during 2008, the society foundated close to the townhall in order to administrate the investments and touristic infrastructure C.S. PERLA

INVEST L.R.S. (Comercial Society PERLA INVEST Limited Responsability Society) reported at the end of financial year 2008, "*the cable transport installations, Telegondola and Telechair have been transporting during the year 567,000 tourists (so-called), achieving an income over 3,2 millions RON*", that means about 0,76 millions EURO (taking into account the parity 1 EURO = 4,2 RON), 2008 being a top year for local economy and tourism but also an inaugural year that touristic infrastructure on Cozla Mountain.

The logical approache concerning the investigation of the investments efficiency can continue with two questions:

1. What is the real economic profit for the administrative society and implicitly for the townhall and in the last for the community, besides the imagery capital?

2. Is there a small profit for the societies working in the local touristic industry, mainly for accomodation structures?

For counting the existence of a possible profit, should take into account: the collected amount in the top year (2008), investment amount, the credit conditions (time, instalments, bank interest) and expences for function and maintenance of installations. Even though the credit conditions aren't public information, it is easy to deduce from similar cases, where a banking credit for 20 years means to double the initial amount. If the whole collected amount (0,76 millions EURO) would be returned to the bank yearly, the whole loan could be paied back during 10 years, without paying bank interest, but adding the bank interest the period is doubled (20 years). Adding futher more the expences for function and maintenance the amount or the time for returning can bear an increasing of about 25%. Thus, the paying off the whole investment needs about 20 years, while the profit of society is zero if the collected amount wouldn't rise, but that perspective is still too far in present conditions. Logically, according to present day dates, the society would function on profit after about 20 years. If townhall had contracted an unrepayable credit and it had to pay only its cofinancing part, after all expences, there would have been annualy a small profit.

Tabelul 2. Quantitative analyse of some touristic indicators for 2007 and 2008 in Piatra Neamț town (Sources: dates supplied by Statistical Regional Direction of Neamț)

	Places number		**Maximum accomodation capacity (no. places) x days**		**Arrivals**		**Accomodation nights**		**Degree of using accomodation capacity (%)**	
Year	***2007***	***2008***	***2007***	***2008***	***2007***	***2008***	***2007***	***2008***	***2007***	***2008***
Total	835	841	304775	307962	55992	50512	91118	86581	30,3	28,1
Hotels	582	582	212430	213012	48499	41928	76431	68414	36,0	32,1
Hostel	30	30	10950	10980	1003	1089	1204	1222	11,0	10,2
Pupils camp	140	140	51100	51240	3310	3672	8476	10803	16,5	21,1
Pensions	83	89	30295	32730	3190	3823	5004	6245	16,5	19,1

The answer for the second question can be detached from a coparative analyse of the statistical dates concerning to some touristic indicators for two consecutive years, 2007 and 2008, in order to observe a possible increasing of touristic fluxes in 2008, the year of inauguration of touristic intrastructure on Cozla Mountain. According to the indicators in table 2, there is a decreasing of the levels since 2007 to 2008, of: number of arrivals, number of accomodation nights, degree of using accomodation capacity and one small increasing of the average duration of staying (from 1,6 in 2007 to 1,7 in 2008) (figure 5 and 6). Before to draw a conlusion, there is necessary to specify that, according to EUROSTAT Directive 95/57/European Commission from 23 November 1995, there is a distiction between a tourist and an excursionist or visitor, a tourist is a person who is hosted at least a night at an accomodation structure, while an excursionist or visitor is a person who is not hosted at least a night at an accomodation structure.

Observing that the three indicators are decreasing during 2007-2008 period, a very simple reasoning can help us to understand that Cozla Project (meaning the sum of the 4 projects detailed above) couldn't attract neither one tourist, and those 567,000 reported persons are only excursionists/visiters or local persons who used the cable installations for curiosity.

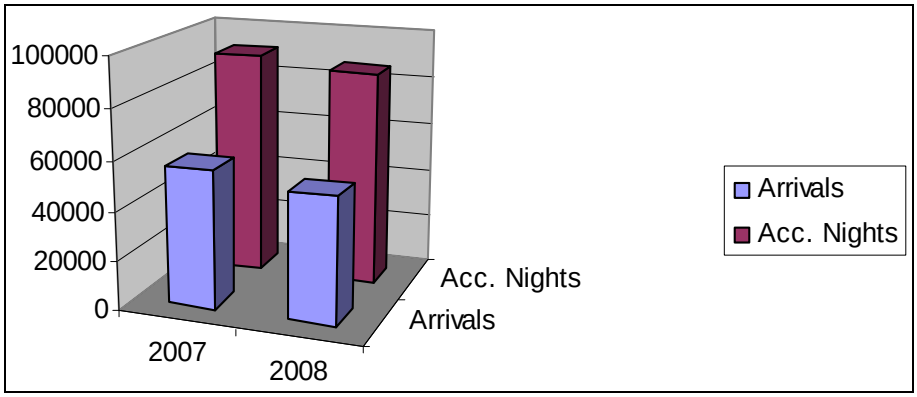

Figure 5. Quantitative analyse of touristic indicators: Arrivals and Accomodation Nights (Acc. Nights) in Piatra Neamţ town during 2007 - 2008

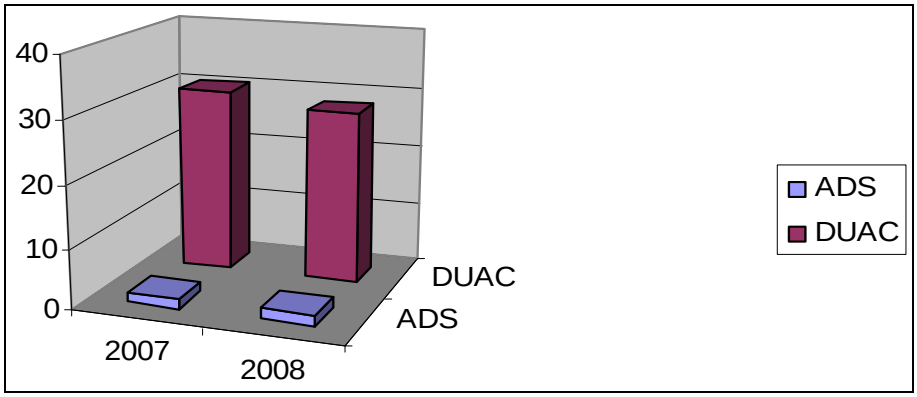

Figure 6. Quantitative analyse of touristic indicators: Average duration staying (ADS) and Degree of using accomodation capacity (DUAC) in Piatra Neamţ town during 2007-2008

This quatitative analyse leads us to word as a partial conclusion that, the Cozla Project is only a segment inside a long process and the first stage (2005-2008) in developing the touristic infrastructure in Cozla Mountain area is only a try because this achievment can't attract tourists by itself but only excursionists or occasional visitors.

PROSPECTS

Prospects for touristic development in Cozla Mountain area

In this study vision, there are two opposite perspectives in touristic developing process in Cozla Mountain area and and generally for whole town of Piatra Neamţ:

1. Local administration perspective;
2. Present study perspective.

Local administration perspective marches on the same approach, taking into account to continue the development of transport and amusament infrastructure in Cozla Mountain area, as if that by itself would magnitize tourists and automatically increase the touristic flux towards Piatra Neamţ. This intention is revealed in the projects portofolio

for local tourism for 2010-2013 period, from that present study selected the only projects linked with Cozla Mountain. The analyse of table 3 leads to the following observation for the stage 2010-2013:

- Registration of a progress concerning to the financing sources directed to structural European funds;
- Existence of real preoccupations for developing and valorizing the historical and cultural patrimony;
- Persistence into a limited vision upon the tourism phenomenon, thinking that the only transport and amusament infrastructure is sufficient for tourism development.

Table 3. Portofolio of projects for touristic development in Cozla Mountain area during 2010-2013 (Sources: dates supplied by Townhall of Piatra Neamț)

Project title	Financing sources	Implementation duration	Project amount (Euro)	Cofinancing beneficiary (%)	Cofinancing beneficiary (Euro)
Development of touristic infrastructure in Cozla Mountain area	Structural funds OPR	36 months	8 000 000	2	160 000
Bulding the hung tram between Cozla and Pietricica Mountains	Structural funds OPR	36 months	7 000 000	2	140 000
Restoration and valorizing the historical and cultural area "*Princely Court*"	Structural funds OPR	36 months	5 585 000	2	111 700

Present study perspective proposes an equal capitalization of all the 4 types of touristic potential existent in Cozla Mountain area, trying an integrated approach, giving priority to the development of balneary and climatical structures, which by themselves power can attract tourists and the transport and amusament infrastructures should be complementary developed. The existence of some solid bases for accomodation and balneary-climatical treatment would assure a permanent and constant flux of tourists, and futher more during the stay, they should profit by the transport and amusament infrastrucure in Cozla Mountain area as a way of diversification the touristic tender.

CONCLUSIONS

When a local administration contracts banking credits for investing in achieving some transport and amusament infrastructures, generating a financial obligation for community for about 20 years without having any profit during this time, neglecting to draw and stimulate private investments in this field, it can be easily thought as an unwise investment. If this mistake is accompanied by projects for developing other segments of transport and amusament infrastructure neglecting to conduct the financial resources to develop accomodation and treatment bases which only can capitalize totaly and efficiently the balneary and climatical potential of Cozla Mountain which really can attract a permenant and constant flux of tourists in town area, logically the next questions arise themselves:

The first stage of Cozla Project was an imagery exercise having an electoral substratum or it was simply ignorance in investing public money? The investments almost

only in transport and amusament infrastructure, even though there is desired the town to become a touristic resort, is also a proof of ignorance or indolence, or something else!?

Taking into account the variant of ignorance, present study proposes the following priorities concerning the idea of a reasonable and efficient capitalization of the rich touristic potential of Cozla Mountain and entirely of Piatra Neamţ town:

1. Political and administrative will have to be allways accompanied and substantiated by scientific knowledge, otherway that can generate anomalies and great casualties for the community hardly to remedy later;

2. Necessity to draw with priority of private investments for the projects of local touristic development because the private factor represents the key of economic progress due to its dynamism and adaptability opposite to public factor;

3. Avoidance of involving some public financial resources in far-reaching investments for productive purpose or for exploitation of a local potential, because in this case, the local administration transfers its administrative role to a productive one, generating public suspicions about a reasonable and sustainable administration of local public patrimony.

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