

COSĂU VALLEY (MARAMUREȘ) – EVALUATION OF ANTHROPIC PATRIMONY (I)¹

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Abstract: The Romanian rural area is a real argument for shaping a revaluation strategy in tourism development. The methodology for identifying, evaluating, quantifying, mapping and integrated arrangement with tourism purpose is an essential component of a scientific approach to represent the basic elements landmark. The national and regional

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context, appropriate national plan of spatial-section areas with tourist resources, the high degree of generalization, giving particular note fades dominant areas/villages marked by specificity and originality in terms of everything traditional component. Study purpose to diversify the range of landmark elements, and multiplication of possible assemblies grafted on traditional patterns differentiated by the degree of specific traditional preservation. Also, the administrative report would be substituted with a specific territorial system shaped by its polarization area. A good example is Cosău Valley as a mental-ethnographic area with a very clear outlined value in this and the administrative-territorial frame which in most cases includes areas with axes or external polarizing centers. In general, the mental-ethnographic space, in the case of "countries" from the Romanian rural area which overlap natural systems with high functionality. Sârbi Village identified by its particular documentary sources and especially by actions of land claims shaping tourism development concept generated by the preservation degree of natural and anthropogenic inheritance, and its generalization for spaces with similar elements.

Key words: rural space, architectural inheritance, tourism development, Cosău Valley, Maramureș

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Valuing traditional authentic heritage is an essential condition for keeping the regional identity of the Romanian space, one of the most heterogeneous areas in terms of European architectural popular diversity. Identification, evaluation, quantification, authentic heritage promotion and integration of natural and anthropogenic traditional inheritance it must be mandatory part of an integrated sustainable development strategy as essential resource for tourism sector development.

The Romanian space, the celto-dacian continuity, how to build was directly related to natural resources which were the basis for building materials, level of economic development, climate conditions, to the relief and its morphology etc. Construction materials were ground, an inexhaustible source and the wood was generously offered by huge forest areas. "*Copac*" (*Tree*) is a word with dacian origin (I. Godea, 2007, pp.26), the differences being given by the used essences, as for example the pine is dominant from Iza and Vișeu Valleys, while in Oaș, Cosău Valley and Mara Valley dominant is oak (I. Godea, 2007, p. 28). The stone, with a wide range was also the foundation of houses, from the river stone till the sectioned naturally and diversified as chromatic part as a result of intense volcanic activity, diversified in various stages of combustion and not least contemporary materials which we consider to be an unfair competitor in the struggle to preserve traditional character (figure 1).



Figure 1. Wood and stone/old and news houses – materials which preserve traditional features in Maramureș Land

Using an appropriate methodology, based on interdisciplinary research, and effective management application based on knowledge of geographic territorial realities, are the minimum components of an effective strategy for re (inventory) and traditional resource mapping authenticity bearing the mark of the Romanian rural area of Maramureș “Land” in a global international context built on the trend to standardize regional cultural values. The conditions under which the Romanian space, these values hard to find in other European countries in the west because of rural modernization, and the center and east due to the universalisation of socialist values are still invaluable, inventory of existing assets and creation of in situ conservation models are necessary measures to prevent danger of extinction, displacement (figure 4a and 4b) or their transformation (table 4). If the Romanian space in general, and particularly from Maramureș part is still full of authenticity and tradition, in the current globalize a universal context as one major issue of great sensitivity, as it must be resolved, is to support, motivate and empower peasant authentic to preserve the customs and specificities of each area identified with high level of originality. The main obstacles to this approach are kitsch supported by low costs, outdated and inaccurate information territorial, and creating a false image (dominant in the media) for authentic peasant look at the concept of a modern lifestyle realistic and based dominant on local resources.

One way to develop rural predominant areas with recognized regional identity is to increase their attractiveness for investment in clean conversion into a particular tourism brand. Promoting the image and services, in print and digital as performance materials was and is a main concern throughout the continent. Major research centers have mapped the main goal of enhancing the performance of digital products but also in printed form. Specialists in marketing and branding know very well that becomes an attractive tourist destination depending on how it is presented and less depending on the density of tourist attractions. Any small progress made throughout the tour of leverage creates special position and the economic, cultural, educational, social, living standards, environment, regional identity etc. In view of the emerging models of good practice, we aim to promote and use a common language to translate the meaning of contiguous areas that anthropogenic effects have impact on general economic and cultural heritage and in particular on solutions to concrete measures aimed at conservation and promotion as: financial resources, clear laws to protect, promote and stimulate awareness in local host communities their impending loss and the benefits that can result from the preservation and strengthening their personal best level from the best community.

Contributions of this study to develop scientific knowledge will consist in obtaining specific models able to lighten the burden of travel document, with a significant effect in the sphere of activity that promote heritage tourism. Recent concerns arising from literature reveals an existing tourism potential, and that in most cases was processed without further meet the qualitative/quantitative known descriptions. Logical sequence of a scientific approach based on geographically effective management based on objectives and associated activities as: shaping the spatial characteristics of habitat analysis, setting specific scientific approach methodology, analysis and updating existing cartographic materials their identification, evaluation, and tourism potential quantification and integration/differentiation of its regional tour system, study the effects of globalization on the authentic component of tourism potential, identify the main ways and means threatening authentic traditional resources, promoting traditional conservation benefits from the involved geographical landscape, interest in the field of spatial integration strategy sustainable economic development of the area, identify new solutions for financial support of this sector and the promotion of the existing tourism offer active and latent, regional tourism integration solutions, due to potential national and international position, develop a work by a manner that permits an integrated arrangement based on

territorial cohesion and sustainable development supported by anchored in the territorial realities etc.

Demarcation of overlapping analyses area for the one of the most preserved architectural and ethno-cultural point of view is based on three basic components: the physical, geographical and administrative-territorial frame, the mentor led many papers prepared by specialists from different areas and teams highlighted the interdisciplinary over time spatial features some of the most preserved and authentic regional systems, and a real physical-geographical framework and administrative and mentally determined by a sustained field activity based on an inventory and real mapping with recent existing tangible and intangible heritage. Such an approach, supported by a tremendous amount of paperwork and, in particular land, with a very substantial budget time, we facilitated the delimitation of huge areas within themes of interest for information collected by the confrontation stage office reality on the ground, updating and expanding their documentation with the newly identified features. He brings a real situation of what's left from traditional and authentic, to measure the weight of non-authentic built in relation to the destroyed authentic, respectively would be preserved in situ. The need for such an approach, where the information collected in the field are marked, measured, quantified and ranked, is a prerequisite, as most of the existing information in the literature with reference to natural resources are outdated and inaccurate due to deep changes that took place especially after 1990, at the same time build upon the study of the globalization effects on authenticity, of the tourism potential component and identify the main ways and means threatening authentic traditional resources.

Physical-geographical, administrative and mental framework

Cosău Valley is the result of modeling activities, one of the major tributaries of the Mara River, namesake river and the main architect and builder is one of the most preserved in situ dented ethnographic areas of Maramureș Land archi-knew space.

Administrative territorial division creates structural and political discontinuity lines which do not fully coincide with the physical and geographical territory being identified with the 3 communes: Budești, Călinești and Giulești (figure 2) which in turn includes 5 villages (upstream to downstream): Budești, Sârbi, Călinești Cornești and Ferești. Thus, 3 administrative-territorial institutions manage 9 villages in which only 5 are positioned in space ethnographic-mentally superimposed Cosău Valley.

Mental area identifiable by ethnographic structural features of the villages in the looked area dominant overlapping hearth these villages as the main area dominated and defined the elements that give specific site by site, and a superimposed peripheral area of agricultural land that revolve/polarized activities the homes from the 5 villages.

Actors and institutions. Promoting conservation and protection of authentic ethno-cultural heritage in situ and legislative support at national and local levels of this imperative and necessary approach creates difficult but not impossible goal to achieve and that requires a broad awareness campaign mainly at local levels and then vertically up to international level. It found that property damage is due largely authentic local actors and non-implicated specialists in decisions concerning to conservation, planning and management of rural wealth is increasingly poor. It requires a fair evaluation and promotion of the position and responsibilities of local actors and institutions involved in managing this important heritage. The detailed analysis of economic factors, social policies that compete in this result is reached by integrating solutions suitable for this activity phenomenon in logical structures identifiable in the reality area. To summarize these points are obtained in the final elements underlying the model construction appropriate to local realities and with a degree of functionality is given by the

arrangement of horizontal and vertical hierarchy of key actors and institutions involved in size, dynamics and function of the local territorial systems.

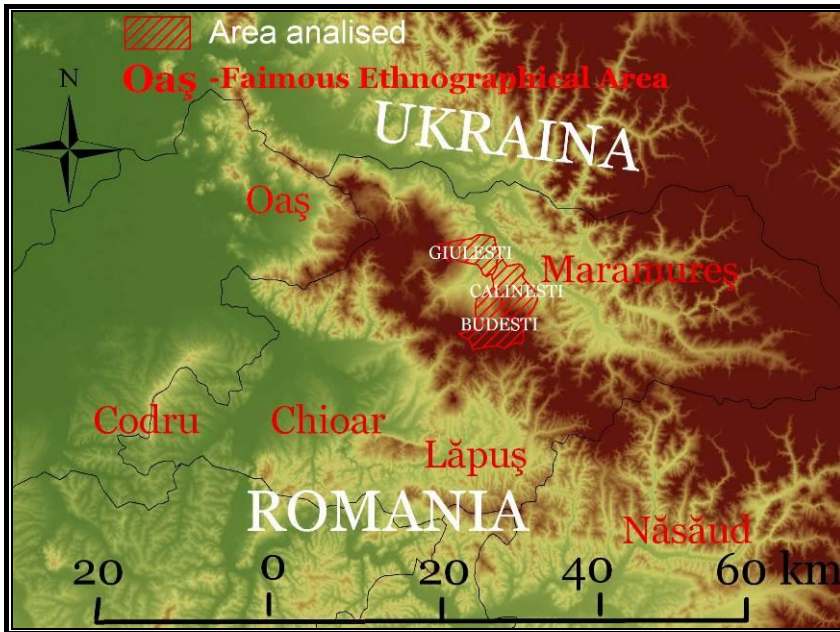


Figure 2. Physical-geographical and administrative analyzed area – Cosău Valley: Budești, Calinești and Giulești administrative division



Figure 3. Budești Village - panorama

Continuous studying the effects of "*globalization*" and "*cultural leveling*" the authentic component of our tourism potential ease the access to identify the main ways and means threatening authentic traditional resources alongside the development of measures and "*cessation*" means of this approach grader or more to generate an immune system to react to harmful "*modernism*" and non-culture impulses. This approach is based on continuous actions resulting in the investigations and surveys in the studied

area, the actions of awareness of local actors on the threats posed by "*globalization*", because ultimately to identify, structure and to prove scientifically alternative solutions at local origin to those universal. From territorial realities we can assess the effects of "*cultural leveling*" are maintained by those who endorse the tourism structures whose content is consistent with a territorial reality.

Promoting conservation and protection of authentic ethno-cultural heritage in situ and legislative support at national and local levels is goal-based approaches embodied in promoting activities among local actors and local heritage values. Extremely important in this sense is promoting laws to preserve and protect authentic heritage to avoid actions that led to the reduction of authentic rural heritage. In this sense we mention the sale of timber houses in Maramureș foreign entrepreneurs, who then dismembered them, and the wood with an old and good value became significant for the export industry as raw material for furniture or other structures (fig 4a and 4b).

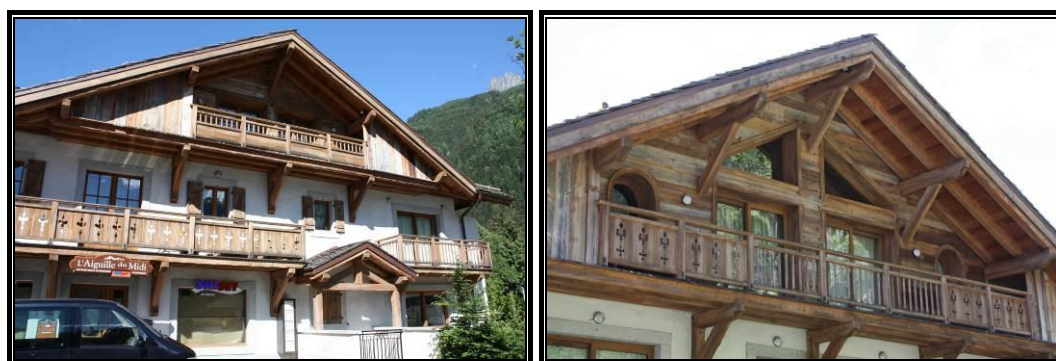


Figure 4a and b. Hotel in Chamonix-Mt. Blanc
build from wooden material from Maramureș, part of old houses dismembered

In the same approach on field, we mapping and inventory activities of new elements introduced into the areas under the rural infrastructure development and significant contribution to government and European funds. This approach is absolutely necessary to limit the qualitative scale disaster affecting values of a traditional countryside. Lack of specialists and decision-making structures created "*real architecture monsters*" analyzed in terms of location, purpose building, which appeared in the credits sequences and in the authentic and traditional concept.

Sârbi Village positioned in the central Cosău Valley belongs to the administrative-territorial Budești village, and whose common namesake village residence is located in the upper basin of the Cosău Valley. On the topic of this study is the one of the localities where traditional architectural heritage can be characterized by a high degree of conservation, a situation due to factors such as limited financial capabilities; artificially peripheral position and not peripheral to the main movement axes of Maramureș, the mentality and spirit of conservative population, the degree of population aging, the village has a common component without administrative duties which resulted in a secondary position in political and administrative hierarchy etc.

An important role in preserving and promoting the heritage of a city tour of the kind similar to those it has its position in the hierarchy of the common part because the risk is that in most assessments of their value to be dimmed or "*transferred*" at the level of wide administrative-territorial units. In the case of Sârbi village, administrative dependent from Budești village residence, this aspect is reflected primarily in how the redistribution of financial resources and priority projects under the theme of this narrative.

For example in the case of National Spatial Plan (Section VI - areas with tourist resources are clearly outlined in the 9 items: the frame and priority directions of action and tourism development strategy of territorial-administrative units with high concentration of natural and anthropogenic resources, targeting priority investments to these areas generate economic development through tourism activities, permission to update the database of tourist resources and continuous demarcation of tourism areas by extending or restricting the old or new framing ones. Important to remember is that there are a number of institutions involved (8 ministries) in the clearance of such a document (PATN) which causes a complex and burdensome system to implement any strategy.

Table 1. Assessing tourist potential in Cosău Valley
(Extract from Romania-PATN - Section VI – tourism areas)

		Focusing on the ground of anthrop natural and human tourist resources			
		Low (0-4.99)	Medium (5.00-13.99)	High (14.00-24.99)	Very high (over 25.00)
Areas with natural and anthropogenic resources	Dominant natural resource				
	Anthropogenic dominant resource				Budești
	Both dominant			Călinești, Giulești	
Specific tourism infrastructure in areas with specific natural and natural resources of large and very large anthropics	Infrastructure problems			Călinești	Budești
	Without infrastructure problems			Giulești	
Technical infrastructure in areas with natural resources and large and very large anthropics	Infrastructure problems			Călinești Giulești	
	Without infrastructure problems				Budești
Specific tourism and technical infrastructure in areas with natural resources with large and very large anthropics	Specific tourism infrastructure problems				Budești
	Technical infrastructure problems			Giulești	
	Both situations			Călinești	

Methods for assessing tourist potential used in national and regional strategies are generally based on an outdated and incomplete database (in most cases inaccurate with territorial reality and based on substitution of ingredient elements).

Table 2. Potential for tourism development in analysed area
(source: PATN - Section VI – tourism areas, 2009)

	Administrative-territorial unit	Budești	Călinești	Giulești	minimum	maximum
1	Natural resources	8.5	9.0	9.0	6.0	21.0
2	Heritages	25.0	8.0	8.0	7.0	25.0
3	Total score	33.5	17.0	17.0	6.0	39.0
4	Tourism specific infrastructure	0.0	0.0	0.05	0.0	0.79
5	Technical infrastructure	14.0	5.0	10.0	0.0	21.5
6	Total score	14.0	5.0	10.05	0.04	21.5
7	The total score potential tourism development	47.5	22.0	27.05	6.5 Gărdani	51.79 Desești

Table 3. Maramureș Land - anthropic tourist resources.
 Evaluation of historical monuments with national and universal value
 (sources: Center for Studies and Research in Culture;
 extract from PATN - Section VI – tourist areas: www.wikipedia.org)

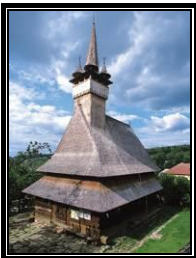


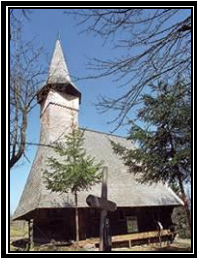



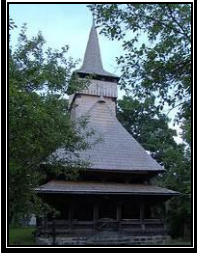












































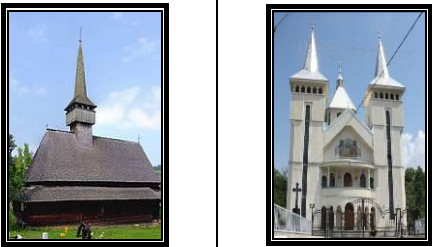

Commune (UAT)	Village	II Architecture				Score
Budești	Budești		1. Wooden Church "Sf. Nicolae" from Josani (1643)		2. Wooden Church "Sf. Nicolae" from Susani (1760)	25
	Sârbi		1. Wooden Church "Sf. Nicolae" from Josani (1665)		2. Wooden Church "Cuvioasa Paraschiva" - Susani (1667)	8
Călinești	Călinești		1. Wooden Church "Adormirea Maicii Domnului" from Susani (1758)		1. Wooden Church "Nașterea Maicii Domnului" from Josani-Căieni (1663)	8
	Cornești		1. Wooden Church "Sf. Nicolae" from Susani (1800)			8
Giulești	Ferești				1. Wooden Church "Sf. Nicolae" from Susani (1700) Ferești	8

Table 4. Anthropic tourist heritage elements proposed to be taken for evaluation the potential for tourism development of rural settlements (identified elements in Sârbi and Budești villages).

Traditional houses with roof by:			
wood	tile	metal	asbestos
			
			
			
Traditional gates and fences with roof by:			
wood	tile	metal	asbestos
			
			
			
			

			
Traditional stables with roof by			
wood	tile	metal	asbestos
			
			
			
Traditional annexes with roof by			
wood		metal	asbestos
			
			

			
Old and modern church		Modern traditional architecture	
			



a.) virtual model
(**source:** www.metaneira.ro)



b.) Traditional wooden households preserved in Village Museum in Bucharest



c.) Partially traditional wooden households (the metal roof of the gate) - Sârbi



d.) Traditional wooden households - Budesti



e.) Partially traditional wooden households (the metal roof and iron gate) – Sârbi



f.) Partially traditional wooden households (the asbestos roof) – Sârbi



g.) Partially traditional wooden households (the asbestos roof) – Sârbi



h.) New and modern households – Budești



i.) Mixed traditional wooden households (the metal, tile and asbestos roof) – Budești



j.) Mixed traditional wooden households (the asbestos roof of the fence) – Budești

Figure 6. Traditional households consist from: traditional specific elements for habitat analysis

The present study highlights the shortcomings of a purely statistical evaluation system which does not cover the activities to identify, assess, quantify and achieve integration by specialists. To exemplify we present the situation of Coșău Valley in the national strategy and the resulting county level by statistical quantification of some incomplete information and hard to find it locally.

Evaluation at national level from Table 1 positioned the 3 common category of administrative-territorial units with large and very large tourist resources, but these values in the tourist/villages areas level are general and in some cases, when there is a large number of villages components difficult to transpose practically territorial reality (see the overlap of the 3 categories of reporting frameworks. An important a role in this

kind of reviews they have a geographical position and structure of area settlements within analyzed areas.

The evaluation described in Table 2 is a very brief and subjective comparison of the situation resulting from natural resources in the two communities Budești (8.50) and Călinești (9.00). Value attributed to the first joint is very small compared to the second common situation in very clear terms the assessment is based on an actual research field.

Analyzing the data in table 3 and their reflection in table 2 we consider that the number of elements taken into account when determining a potential tourism development areas should be supplemented with identified elements, assessed and mapped in the territory between we offer: architecture buildings - houses, annexes, fences, gates etc, the conservation degree of traditional households, building material used, maintaining traditional customs and not least the penetration of non-authentic and external influence in settlement systems, and assess awareness of existing property values by the local population, etc. In table 4 we suggest a number of items that could be taken into account in assessing the development potential of rural settlements, and where the dominant note should be given by the weight of authenticity and tradition in the local community.

In **conclusion** we believe that by documenting the land is done/update an important database, as well as being in same time an important informational support to achieve other specific goals of a comprehensive approach. Thus, in determining an area/city potential tourist development, is necessary to increase the measurable elements by including those who create specificity and can distinguish tourist cities/areas within the quantitative values but the degree of authenticity and traditional storage in comparison with the what does mean the alochton element or which deforms an identified area as a specific time keeper of traditions. Also, the reporting can be improved by assessing the settlement level and not administrative-territorial structure, knowing that a municipality may include several villages which fall within their territorial arrangement in different functional territorial systems. In this sense is exemplified Ferești village, administratively part of the village Giulești which legally belong to an ethnographic mental space to Mara Valley, the Breb village from the carrier of commune Budești, located in the area of physical-geographical space that gravitates toward ethnographic same Mara valley. We believe that the proposed elements at table 4 level can contribute substantially to what shape models means for tourist villages whose value is determined by the traditional specifics preservation degree. On the same direction we believe that an element of pecuniary value, characterized as unique in a whole upgraded may be damaged sufficiently valued or treated as being insufficient to determine a functional travel system.

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