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MOTIVES OF TOURISTS ATTENDING SMALL-SCALE EVENTS: THE CASE OF THREE LOCAL FESTIVALS AND EVENTS IN ISTANBUL, TURKEY

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Abstract: Festivals and special events are considered important motivators for tourism. Thus, event tourism has become one of the fastest growing types of tourism. In a competitive festival and event tourism market understanding visitor motivation is extremely important for tourism promotion and planning. Therefore, designing better products and services to meet the participants' demands and motivations is vital to maintain high satisfaction levels and to determine return visits and this can be achieved only through a clear understanding of the motives to attend these events. While there is a solid literature on event tourism motivation, this is mainly based on studies of large-scale events and festivals from Western, developed countries. The present study investigated whether the existing motivation scale could be reliably used in a different cultural and economic setting and for small-scale events. Consequently, it focused on three small-scale festivals and events organized in Istanbul, the largest city in Turkey with over 13 million inhabitants. The study found that, while there may be differences in the motivations (and the strength of the motivations) for attending different types of events, the event motivation scale, as designed by previous studies could be considered universally valid.

Key words: event tourism, tourism motivation, Istanbul, Turkey.

* * * * *

INTRODUCTION

Special events represent an important motivator for tourism (Getz, 2008). As a matter of fact, festivals are today recognized as one of the fastest growing types of tourism attractions (Crompton & McKay, 1997, p. 429). O'Sullivan and Jackson (2002, p. 325) define festival tourism as "a phenomenon in which people from outside a festival locale visit during the festival period".

The first known festival tourism was probably the opera festival in Bayreuth, organized specifically for admirers of Wagner who would arrive from all parts of

* Corresponding author

Germany and even from other countries (Hjalager, 2009). However, apart from this and a few other isolated events, we could say that event tourism is a relatively new phenomenon being established in the 1980s but has, since then, followed a spectacular trajectory (Getz, 2008). The number of events has also increased considerably over the same period of time due to the perception, more or less justified (Gursoy et al., 2004; Bres & Davis, 2001), that special events may serve important roles in local and regional development (Moscardo, 2007; Tohmo, 2005; Chhabra et al., 2003; Dwyer et al., 2005) and in local economic restructuring and revitalization (Quinn, 2009; Gursoy et al., 2004; Prentice & Andersen, 2003; Formica & Uysal, 1998; Getz, 2005; Getz, 2008; Felsenstein & Fleischer, 2003; Çulha, 2008; Horvath, 2011). After analyzing two cultural festivals in Ireland, Quinn (2006) concluded that tourism has acted as key force in promoting festival growth. It has not only increased revenue but has also improved the art venue infrastructure and increased arts activity.

In the USA approximately 10,000 festivals are organized annually, attended by over 31 million visitors (Lawton & Weaver, 2010). Over 1000 festivals in a year are organized in Texas alone (Crompton & McKay, 1997). Similarly, approximately 1000 cultural events were organized by the British Tourist Authority in 1995 which resulted in 50 million pound sterling being spent by international tourists alone (Smith & Jenner, 1998, p. 87, quoted in O'Sullivan & Jackson, 2002, p. 325). Even more peripheral or extreme regions could be successful hosts for festivals and special events. For example, in Finnmark, the northern county of Norway, with only 72,000 inhabitants, almost 60 festivals are organized annually between the 19 municipalities (Jaeger & Mykletun, 2009).

According to the Turkish Ministry of Culture and Tourism¹, a number of 1350 festivals and events were organized in Turkey in 2009. Practically each city, and even some small towns and villages, organizes its own festivals (Yolal et al., 2009). The primary role of these festivals is preservation of local cultures (Çakır, 2009) and construction of the city image (Doğan, 2011) but many local festivals in Turkey have also brought significant economic benefits (Çulha, 2008; Özbacı & Var, 2013) and have contributed to increased social cohesion in the community (Yolal et al., 2012; Yolal et al., 2009; Gül et al., 2013).

Getz (2008) argued that many local festivals are organized without any concern for tourists and tourism. However, Yardımcı (2007), analyzing recent festival development in Istanbul, lamented that, while previously “the festival was for the city and for its people” and served an “educational role” helping with the creation of a modern nation-state through “identity formation”, lately festivals have become “accessories of the global city” (Yardımcı, 2007, pp 3-5). Festivals organized in Istanbul are now part of the globalization process and help develop “an ethos that fits the emerging order” (Yardımcı, 2007, p.4). On the one hand, festivals have become more standardized to reflect the Western model and, on the other hand, they have become more “touristified” as they seem to be organized more for (foreign) tourists than for the local residents (Yardımcı, 2007, p.5).

Although there is no shortage of studies on event tourism, the majority of these studies are from developed countries while only a few are from developing countries (e.g. Elgammal, 2012; Kim et al., 2006; Kruger et al., 2011; van Zyl & Botha, 2004; Schofield & Thompson, 2007; Dewar et al., 2001). The number of studies from Turkey is also reduced (Çulha, 2008; Gül et al., 2013; Özbacı & Var, 2010; Yolal et al., 2009; Yolal et al., 2012, Çakır, 2009; Özdemir & Çulha, 2009; Özdemir, 2011; Çalışkan, 2010; Altıntaş, 2009;

¹ <http://www.kultur.gov.tr>

Donlon et al., 2010). A few studies were also multicultural or cross-cultural (Lee et al., 2012; Schneider & Backman, 1996) and some studies explored visitor motivation in a variety of settings and in a number of locales (Scott, 1995; Nicholson & Pearce, 2001; Bres & Davis, 2001; Kim et al., 2002).

Also larger events dominate the literature on event tourism (Getz, 2008) while smaller events have rarely caught the interest of tourism researchers (McKercher et al., 2006; Nurse, 2001; Baptista et al., 2010). This may be justified by the fact that it is mainly these bigger events and festivals that attract tourists whereas smaller events are organized mainly by and for the local residents (McKercher et al., 2006). Olympics, world cups, world trade fairs and other mega- and hallmark events are particularly preferred by event tourism scholars because of the scale of such events (Kim & Petrick, 2005; Kim & Chalip, 2004; Gursoy & Kendall, 2006; Fourie & Santana Gallego, 2011; Leung et al., 2012; Lamberti et al., 2011; Waitt, 2003; Funk et al., 2009; Gursoy et al., 2011). Given the popularity of this subject among tourism and other (social) scientists the literature has grown beyond anyone's capability to cover it in its entirety (Getz, 2008). Most works on event tourism can be grouped under a few major categories (Getz, 2008): meetings, conferences, conventions and exhibitions (Weber & Ladkin, 2004; Yoo & Weber, 2005; Lee & Back, 2005; Hoeyer & Naess, 2001), sport events (Wright, 2007; Gibson et al., 2003; Lorde et al., 2011; Hinch & Hingham, 2001) and festivals and other cultural celebrations. Getz (1991, p. 54) defined a festival as a "public themed celebration". The category of festivals includes different types of arts (music, dance, film, arts and crafts)(Bowen & Daniels, 2005; Elgammal, 2012; Formica & Uysal, 1996; Özdemir, 2011), traditional (indigenous) cultural and sports heritage (Schofield & Thompson, 2007, Caliskan, 2010; Çulha, 2008; Donlon et al., 2010), seasonal rites and agricultural products (Altıntaş, 2009; Özbalcı & Var, 2013), and even food and wine festivals (Wan & Chan, 2013; Lee & Arcodia, 2011; Einarsen & Mykletun, 2009; Yuan et al., 2005; Park et al., 2008).

But what make(s) events so appealing? Why do people participate in special events? Each event is unique as it results from the interactions among the geography, the people and the management system (Getz, 2008). This uniqueness constitutes the main appeal of events, the very reason for people to participate (Getz, 2008).

There are three main reasons why we need to learn more and better to understand the primary motives for attending a festival event (Crompton & McKay, 1997, p. 426):

1. By identifying the needs of the visitors, organizers could prepare the program to meet their expectations.
2. If the visitors are satisfied with their experience they are more likely to return and many festivals rely on repeat visitation for their viability.
3. To understand and prioritize motives.

Analysis of tourist motivation is often followed by the identification of market segmentation which allows for target marketing (Shaw & Williams, 2002). Often festivals are attended by a diversity of people who visit the event for a great diversity of reasons. This could make profiling the attendees for marketing and managerial decision purposes difficult (Lee et al., 2004). In this situation, market segmentation is very important to profile attendees (Tkaczynsky & Rundle-Thiele, 2011; Allen et al., 2008; Getz, 2007; Lee et al., 2004; Chang, 2006; Shaw & Williams, 2002; Schofield & Thompson, 2007; Koç & Altınay, 2007). Segmentation is used to create smaller and more homogenous groups from a large and heterogeneous population in order to serve for marketing purposes (Tkaczynski & Rundle-Thiele, 2011). Market segmentation allows for the maximization of the market demand because the marketing efforts could be directed at economically significant groups (Thompson & Schofield, 2009).

In this sense, Kruger et al. (2011) investigated whether there were significant differences between those who visited different art genre shows at the Aardklop National Arts Festival in South Africa and those that did not. The purpose of the study was to determine each genre aficionados' individual needs and wants so that organizers could develop more effective marketing strategies to attract more of these genre supporters.

LITERATURE REVIEW

According to Iso-Ahola (1980, p. 230), "a motive is an internal factor that arouses, directs and integrates a person's behavior". Motivation for tourism is conceptualized as arousing from a state of tension and disequilibrium within individuals generated by their internal psychological factors (needs and wants). This will determine counter-actions to restore equilibrium through satisfying those needs and wants (Crompton, 1979; Crompton & McKay, 1997). However, it is important to mention here that the state of equilibrium implies an optimal level of arousals so that excessive stimulation would be just as damaging for individuals as a complete absence of stimulation (Iso-Ahola, 1989).

The earliest works in tourism motivation were inspired by the social psychology literature. Maslow's (1943) seminal study has remained until today one of the most cited works on motivation (Hall & Page, 2006). He created a hierarchy of individual needs with five levels. The most basic needs for humans refer to access to water, food, rest and shelter (biological and physiological needs). So long as these are not fulfilled they would dominate human behavior. However, once these needs are satisfied the individual's needs would move to the next level of the hierarchy until reaching the fifth level (self actualization/personal fulfillment). Although the theory was later criticized not least because needs are not necessarily hierarchical in reality as they could occur concomitantly, it does, nevertheless, point out that individuals are striving toward personal growth (Hall & Page, 2006).

Many studies on event tourism have dealt with motivation (Mohr et al., 1993; Park et al., 2008; Park et al., 2009; Backman et al., 1995, Van Zyl & Botha, 2003, Nicholson & Pearce, 2001, Bowen & Daniels, 2005, Kim & Chalip, 2004, among many others). Most of these studies have built their theoretical frameworks on two major theories:

1. The push and pull theory (Dann, 1981; 1977) which stated that people are motivated to travel by push factors (e.g. their emotional needs) and pull factors (offerings of a specific destination). The theory was later improved by Crompton (1979) who demonstrated that push factors will not only determine when a person chooses to travel, as was earlier established by Dann (1977), but also where he/she will travel.

2. The seeking and escaping theory (Iso-Ahola, 1982), derived from the leisure pursuit theory (Iso-Ahola, 1983; 1980), stated that people travel outside their locality of residence to escape their stressful or boring lives and to seek personal rewards and relaxation. Iso-Ahola (1990) argued that the two are not mutually exclusive as it is possible for a person to be engaged in both motives simultaneously. He distinguished two dimensions for each of the two factors: personal (psychological) and interpersonal (social) (Iso-Ahola, 1990). This means that needs may occur at the individual level of analysis as well as at aggregate level of analysis. In other words, the same individual may engage in tourism activities for cultural enrichment (psychological dimension) and for socialization (social dimension) at the same time. According to Park et al. (2008, p. 162), motivations include two major categories: extrinsic (outside the person) and intrinsic (inside the person). The latter could be further subdivided into physical, mental (cognitive, affective and conative) and spiritual. Although there are many possible motivations, only a few of them will explain tourism decisions at any given time (Park et al., 2008).

Subsequent studies have shown that people, indeed, attend events for a combination of generic (escapist) reasons (entertainment, socializing, learning and doing something new or just get away from the mundane) and specific (seeking) reasons (which are event and place dependent) (Getz, 2008). In a review of the existing literature on festival and event motivation, Li & Petrick (2006) found that a great number of studies have adopted Iso-Ahola's seeking and escaping theory as their theoretical framework and subsequently confirmed its validity.

One of the first studies on motivation for tourism was conducted by Crompton (1979). Building on the two foundational theories, he identified seven socio-psychological (push) and two cultural (pull) motives.

Later, in the 1990s, Uysal et al. (1993), based on a survey of 174 visitors identified a number of motivations for attending the festival which could be grouped under five domains: escape, excitement/thrills, event novelty, socialization and family togetherness. Similar domains were compiled by Mohr et al. (1993) although some of their motivation factors were different.

Crompton & McKay (1997) refined the earlier study and arrived to motives grouped into six domains: cultural exploration, novelty/regression, recover equilibrium (rest and relaxation/escape), known group socialization, external interaction/socialization and family togetherness.

Hanqin & Lam's (1999) study of Chinese visitors to Hong Kong identified also five motivating factors: knowledge, prestige, enhancement of human relations, relaxation and novelty (including attributes related to finding thrills and excitement).

Another study, by Cleaver et al. (2000) in Australia found that motivations to visit festivals could be reunited under six dimensions: self-betterment, thrill seeking, discovery, status seeking, reminiscence and escapism.

Lee (2000) researched motivation to attend the 1998 Kyongju World Expo in South Korea. He found that motivation could be summarized under the following domains: cultural exploration, family togetherness, escape, novelty, event attractions, external group socialization and internal group socialization. In a subsequent study (Lee et al., 2004) he arrived at very similar conclusions but merged the two groups of socialization into one.

Kim et al. (2002) investigated various festivals and events in Virginia, USA. They organized their findings in terms of motivation under five categories: social/leisure, event novelty, family togetherness, escape and curiosity.

In a study by Prentice & Andersen (2003), "experiencing the festival atmosphere" was cited as the most important reason for participation (69.7%) followed by "socializing with friends" (46.7%). Motives related to performances of participant artists were ranked lower in the motivation lists. These included "seeing new experimental performances" (39.2% ranked this motive as very important), "enjoying plays and musicals performed by internationally famous companies" (around 32%). Surprisingly, much fewer tourists were driven to the festival by the prospect of seeing local and national performing artists.

Van Zyl & Botha (2004) tried to understand the main reasons for attending the Aardklop National Arts Festival (South Africa). They found that the main motives could be integrated under the "push dimensions" (family togetherness, socialization, escape, event novelty, community pride, self-esteem) and "pull dimensions" (entertainment, food and beverages, information and marketing, transports).

Schofield & Thompson (2007) investigated the main motivations to visit the Nadaam festival in Mongolia and verified whether these reflect universal traits or have unique characteristics. The study found that novelty and culture were the most important motivations for visiting this festival. The five major dimensions identified by the study

were: cultural exploration, togetherness, socialization, sports attraction and local special events. As visible from these enumerations, some of the dimensions were indeed universal but unique motivations were also ranked highly.

Table 1. Scale of motivation domains (compiled by the authors)

Motivation domain	Study
Novelty/uniqueness	Crompton (1979), Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Hanqin & Lam (1999), Lee et al. (2002), Schofield & Thompson (2007), Nicholson & Pearce (2001), Dewar et al. (2001), Yen & Yu (2012)
Socialization	Crompton (1979), Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Backman et al. (1995), Schneider & Backman (1996), Scott (1996), Formica & Uysal 1998, 1996, Lee et al. (2004), Lee (2000), Chang (2006), Schofield & Thompson (2007), Prentice & Andersen (2003), Nicholson & Pearce (2001), Dewar et al. (2001), Li et al. (2009), Park et al. (2008), Regan et al. (2012), van Zyl & Botha (2004), Woosnam et al. (2009), Yuan et al. (2005), Yolal et al. (2009)
Prestige/status	Crompton (1979), Hanqin & Lam (1999)
Rest and relaxation	Crompton (1979), Crompton & McKay (1997), Hanqin & Lam (1999), Lee et al. (2002), Backman et al. (1996), Scott (1996)
Educational value/intellectual enrichment/knowledge	Crompton (1979), Hanqin & Lam (1999)
Enhancing kinship and relations/family togetherness	Crompton (1979), Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Hanqin & Lam (1999), Lee et al. (2002), Backman et al. (1995), Lee et al. (2004), Lee (2000), Formica & Uysal (1998), Schofield & Thompson (2007), Nicholson & Pearce (2001), Dewar et al. (2001), Kim et al. (2002), Yuan et al. (2005), Park et al. (2008), Prentice & Andersen (2003), van Zyl & Botha (2004), Yolal et al. (2009), Li et al. (2009), Yen & Yu (2012)
Regression (a desire to engage in behavior reminiscent of an adolescent or child)	Crompton (1979), Crompton & McKay (1997)
Escape and getaway	Uysal et al. (1993), Mohr et al. (1993), Crompton & McKay (1997), Crompton (1979), Lee et al. (2002), Scott (1996), Lee et al. (2004), Lee (2000), Schneider & Backman (1996), Nicholson & Pearce (2001), Dewar et al. (2001), Kim et al. (2002), Li et al. (2009), Van Zyl & Botha (2004), Yuan et al. (2005), Yolal et al. (2009)
Excitement/thrills	Uysal et al. (1993), Mohr et al. (1993), Nicholson & Pearce (2001), Dewar et al. (2001)
Cultural exploration	Crompton & McKay (1997), Lee et al. (2004), Lee (2000), Formica & Uysal (1996), Chang (2006), Schofield & Thompson (2007), Prentice & Andersen (2003), Yen & Yu (2012)

The study by Park et al. (2008) has identified the main factors that motivate first-time visitors to attend the South Beach Festival in Miami Beach. These could be organized under the following groupings: taste, enjoyment, social status, change, meeting people, family togetherness and meeting experts.

Kruger et al. (2011) investigating a major festival in northwestern South Africa, found that the most important motives to attend the festival could be grouped under two domains, escape and festival productions/shows while festival attractiveness was found not to play a central role as a motivator to attend the festival.

As clearly visible from this review, many studies shared very similar motivation domains. In order to avoid repetition we will stop here with the review but the reader could consult table 1 for a comprehensive compilation of motivation domains.

In general, visitors are driven to attend a special event by a multiplicity and complexity of motives (Uysal et al., 1993); however, as the table above demonstrates, many studies found very similar motivations with a few specific components due to the particular context of each festival (Yen & Yu, 2012; Schofield & Thompson, 2007). Still, Nicholson & Pearce (2001) contended that multiple variations are the norm. Studying motivations to attend four very different events in New Zealand, they have shown that, while socialization was found as motivation for all four events, it varied in its nature (Nicholson & Pearce, 2001).

A few studies have compared motivations for two or more events (Tudoricu, 2008, Nicholson & Pearce, 2001; Larson, 2009) or for several categories of festival attractions (de Bres & Davis, 2001; Yolal et al., 2012; Schofield & Thompson, 2007).

There are few studies on event motivation in Turkey. Yolal et al. (2012) investigated the underlying dimensions of motivation for attending an international festival in Turkey and how those motivations varied across six different festival products (symphony, rock, world music, dance, ballet and theater). Yolal et al. (2009) examined whether there is significant variation in motivation across a number of demographic characteristics. They found that female visitors are more likely than male visitors to select “escape and excitement”, “family togetherness” and “event novelty” as primary motivators for participating in a special event. Differences in motivation were also found to exist for age. Whereas younger participants placed more importance on “socialization” and “event loyalty”, older attendees were driven more by “family togetherness” and “event novelty”. A very similar pattern was also noticed for educational level.

Investigating motivation to attend a blues festival in Izmir, Turkey, Özdemir Bayrak (2011) found that satisfaction of event participants was enhanced by the festival performance and by their motivation. Her study has also confirmed the existence of critical relationships among “socialization”, “escape” and festival as motivation attributes. Based on these findings, Özdemir Bayrak (2011) concluded that the escape and socialization attributes are antecedents of the festival motivation.

PURPOSE AND METHODS

There is no shortage of studies on event tourism motivation and, as our (extensive) literature review has shown, a scale of motivations, based on Dann’s (1981, 1977) and Crompton’s (1979) push and pull factors and on Iso-Ahola’s (1983, 1980) seeking and escaping theory was developed (table 1). This was tested and found to work in many subsequent studies. However, almost all of these studies were from the Western, developed world. While Backman & Schneider (1996) and Dewar et al. (2001) have determined the reliability of this instrument in two different cultural-economic settings in non-Western developing countries, more studies are necessary to

demonstrate its universal validity. Moreover, almost all event tourism motivation studies are based on large-scale festivals and events whereas small-scale events were generally overlooked due to their low appeal to tourists.

The main purpose of this study is to investigate whether the existing motivation scale could be reliably used in a different cultural and economic setting and for small-scale events.

We selected three small-scale events organized in Istanbul in April and early May 2013: an international film festival, a day-long jazz festival and Justin Bieber's concert, that was part of a global tour. Istanbul is a global city with over 13 million inhabitants and hundreds of festivals and events are organized here every year. Our choice of the three festivals and events was based on the availability of our student research assistants and on the need to select different types of events, with different demographics and characteristics.

A number of five research assistants were selected and trained to conduct the fieldwork. They were instructed to approach each "n" participant where "n" was left at the latitude of the assistants and differed for each event. If the person selected for the survey turned out to be a resident or declined to participate, the assistant moved on to the next person. In the end, between the three events a number of 209 questionnaires were collected (88 from the international film festival, 25 from the jazz event and 96 from the pop music concert). The questionnaire had two parts. In the first part we gathered information on the demographic characteristics of the event attendees, their place of origin and their primary motivation for visiting Istanbul. In the second part, using a Likert scale (in which 1 represented strong disagreement with the statement and 5 strong agreement) we gauged attendees' support for a number of statements regarding their motivation to attend the event. Motivation statements were inspired from previous studies (Prentice & Andersen, 2003; Schofield & Thompson, 2007, among others) to which we added few other motivation statements adapted to the particular setting and situation. The data collected was then analyzed using the Statistical Package for Social Sciences (SPSS).

FINDINGS AND DISCUSSION

Demographic Information

The three small events were selected purposely because they addressed different demographics. The respondents attending the international film festival (F.F. for short) were almost equally split between males and females with the dominant age group being 25 to 44 years (54.5%) followed by the 45-64 category (37.5%). None of our respondents was 65 or older and very few (8%) were younger than 25 (Table 1). The group of people attending the jazz day (J.D.) was quite similar in terms of demographics, except the sample included somewhat more young persons (16%). Very different was, however, the group of respondents attending Justin Bieber's (J.B.) concert. This was clearly dominated by very young (85%) females (also 85%) (Table 2). Most people attending the film festival and the jazz day were highly educated, with 81.6% and 88% respectively having a university degree or higher (Table 2). On the other hand, attendees of the pop music concert, being much younger, have achieved much lower education levels (table 2). In terms of occupation, the majority of our respondents attending the film festival and the jazz event tended to be from categories of professions that needed a higher education, such as "management/administration" and "education" with significant proportions of students and retirees (Table 2). However, respondents surveyed at the pop concert presented a very different demographic, the population being dominated by students (83.2%) (Table 2).

Most participants at the film festival and the jazz day have rated their income as satisfactory or good while with the participants at the Justin Bieber concert the situation was more complex as they were mainly students who did not work for a living (Table 2). Some of them, perhaps, received generous allowances from their families and rated their income as “excellent” or “very good”; others, with more modest backgrounds rated their income as “not satisfactory”.

Table 2. Demographic characteristics of festival attendees

Attribute	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Total number of respondents	88	25	96						
Gender									
Male	44	13	14	50.0	52.0	14.6	50.6		14.7
Female	43	12	81	48.9	48.0	84.4	49.4		85.3
Valid	87	25	95	98.9	100.0	99.0	100.0		100.0
Missing value	1	0	1	1.1		1.00			
Age									
Younger than 25 years	7	4	81	8.0	16.0	84.4			
25-44 years	48	10	13	54.5	40.0	13.5			
45-64 years	33	11	2	37.5	44.0	2.1			
65 and older	0	0	0	0	0	0			
Education									
Post-graduate	12	1	1	13.6	4.0	1.0	13.8		
University	59	21	10	67.0	84.0	10.4	67.8		
High school	16	3	52	18.2	12.0	54.2	18.4		
Less than high school	0	0	33	0	0	34.4	0		
Valid	87	25	96	98.9	100.0	100.0	100.0		
Missing	1	0	0	1.1					
Occupation									
Factory worker	5	0	2	5.7	0	2.1		0	2.1
Education	14	2	3	15.9	8.0	3.1		8.0	3.2
Health care	5	2	1	5.7	8.0	1.0		8.0	1.0
Management/administration	20	4	3	22.8	16.0	3.1		16.0	3.2
Service job	5	3	0	5.7	12.0	0		12.0	0
Technical/engineer	7	3	2	8.0	12.0	2.1		12.0	2.1
Retired	10	1	2	11.4	4.0	2.1		4.0	2.1
Student	12	5	79	13.6	20.0	82.3		20.0	83.2
Other	10	5	3	11.4	20.0	3.1		20.0	3.2
Valid	88	25	95	100.0	100.0	99.0		100.0	100.0
Missing	0	0	1		0	1.0			
Income									
Excellent	1	0	5	1.1	0	5.2		0	5.4
Very good	5	2	16	5.7	8.0	16.7		8.0	17.4
Good	24	14	24	27.3	56.0	25.0		56.0	26.1
Satisfactory	41	7	34	46.6	28.0	35.4		28.0	37.0
Not satisfactory	17	2	13	19.3	8.0	13.5		8.0	14.1
Valid	88	25	92	100.0	100.0	95.8		100.0	100.0
Missing	0	0	4			4.2			

Few respondents were from abroad (13.4% when including all three events). Close to half of the jazz event attendees were international tourists but only 17% of the respondents attending the film festival and 1% of those attending the pop music concert came from abroad (Table 3). Attendees of the film festival were mainly Turkish tourists who traveled to Istanbul from more than 100 km (60.2%) whereas attendees of the Justin Bieber concert came mainly from places situated between 50 and 100 km from Istanbul (51%).

Table 3. Place of origin for festival attendees

Place of origin	Film Festival		Jazz Day		Justin Bieber	
	Freq.	%	Freq.	%	Freq.	%
Abroad	15	17.0	12	48.0	1	1.0
Turkey, over 100 km from Istanbul city center	53	60.2	4	16.0	46	48.0
Turkey, between 50 and 100 km from Istanbul city center	20	22.7	9	36.0	49	51.0
Total	88	100	25	100.0	96	100.0

Only 43.7% of our respondents traveled to Istanbul specifically for the event while 56.3% traveled primarily for another reason. However, the three case studies presented three different situations More than 58% of our respondents came to Istanbul specifically to attend the Justin Bieber concert but only one-third came primarily for the film festival (table 4).

Table 4. Primary motivation for visiting Istanbul

Reason for coming to Istanbul	Frequency			Percent			Valid Percent		
	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.	F.F.	J.D.	J.B.
Specifically for this event	24	10	46	27.3	40.0	47.9	33.3	45.5	58.2
For another reason	48	12	33	54.5	48.0	34.4	66.7	54.5	41.8
Valid total	72	22	79	81.8	88.0	82.3	100.0	100.0	100.0
Missing	16	3	17	18.2	12.0	17.7			
Total	88	25	96	100.0	100.0	100.0			

Reasons for attending the events

As we selected three different events, two being somewhat similar and the third one different we created two different types of questionnaires. When possible the questions were the same but there were also many questions that could be found only in one questionnaire.

Reasons for attending the film festival

Our respondents were big movie fans (median 4.78, mode and median 5) (Table 5). They chose to come to the Istanbul film festival not because it is conveniently located, being closest to home (mean 2.75, mode 1) but because the festival is indeed famous (mean 4.15, mode 5) and different from others (mean 3.77, mode 5) and the productions shown are of very high quality (mean 4.31, mode and median 5). Although many were attracted by a particular production presented at the festival (mean 3.76, mode 5) it was not about a production from the home country (mean 1.75, mode and median 1). As a matter of fact many were attracted by the international character of the festival as they

were interested in the cultural differences reflected in productions from different countries (mean 4.41, mode and median 5) although there were not so many participating countries (mean 3.60, mode 3). Many came because they thought the festival was a good way to break the routine (mean 3.98, mode 5) and to meet well-known artists (mean 3.78, mode and median 5). It was also an opportunity to meet people who share the same interests (mean 3.82, mode 5) and to spend time with friends (mean 3.97, mode 5) but not with family (mean 2.61, mode 1). Although few of our respondents can travel to the festival every year (mean 2.75, mode 1) they enjoy the festival atmosphere very much (mean 4.57, mode and median 5). It also helps that tickets have reasonable prices (mean 4.39, mode and median 5) (Table 5).

Table 5. Motives to attend the international film festival

Motivation Statement	Mean	Median	Mode	Standard dev.
I like watching movies	4,78	5	5	0.596
The festival is famous	4,15	4	5	1.012
Productions are very high quality	4,31	5	5	0.975
There are participants from many countries	3,60	4	3	1.099
I am interested in cultural differences as reflected in these productions	4,41	5	5	0.721
I am interested in a particular production that will be presented here	3,76	4	5	1.365
I am interested in productions from my country	1,75	1	1	1.117
Ticket prices are very reasonable	4,39	5	5	0.794
To meet people who share my interest	3,82	4	5	1.419
This festival is different from others	3,77	4	5	1.266
I wanted to get away from my routine	3,98	4	5	1.134
I wanted to meet well-known artists	3,78	5	5	1.579
I wanted to spend time with friends	3,97	4	5	1.208
It is the closest festival for me	2,75	2	1	1.690
I participate at this festival every year	2,75	2	1	1.541
It is an opportunity for our family to spend time together	2,61	2	1	1.497
I enjoy the festival atmosphere	4.57	5	5	0.740

Reasons for attending the concerts

In the case of the Jazz Day the most important reasons for attending the event are because the festival atmosphere is very enjoyable (mean 4.72), to see well-known performers (mean 4.32) and because the productions are of high quality (4.08) and the ticket prices are reasonable (4.04). The diversity of performers and of productions also allows participants to analyze the cultural differences as reflected by these productions and this is another major reason for attending the festival (4.21). On the other hand, meeting people who share the same interests (mean 2.20) and spending time with family (2.40) were ranked as the least important reasons for participating at this one-day festival (Table 6).

Attendees of the Justin Bieber concert ranked highest the following reasons: “I enjoy the festival atmosphere” (mean 3.93), “the festival is famous” (mean 3.90) and “I am interested in cultural differences as reflected in these productions” (3.84) while the lowest ranked were: “It is an opportunity for our family to spend time together” (mean 2.97) and “the ticket prices are reasonable” (3.08) (Table 6)

Table 6. Motives to attend the two musical events

Motivation Statements	N	Mean	Std. dev.	Mean Jazz Day	Mean Justin Bieber
The festival is famous	117	3.83	1.410	3.56	3.90
The productions are of very high quality	117	3.83	1.334	4.08	3.76
I am interested in cultural differences as reflected in these productions	116	3.91	1.241	4.21	3.84
To see well-known performers	116	3.54	1.568	4.32	3.32
To see my favorite artists	117	3.65	1.464	3.60	3.66
Ticket prices are reasonable	116	3.30	1.452	4.04	3.08
To meet people who share my interests	116	3.16	1.480	2.20	3.43
I wanted to get away from my routine	115	3.57	1.421	3.64	3.55
I wanted to meet well-known artists	115	3.33	1.509	3.80	3.20
I wanted to spend time with friends	115	3.61	1.461	3.68	3.59
It is an opportunity for our family to spend time together	115	2.90	1.595	2.40	2.97
I enjoy the festival atmosphere	113	4.11	1.359	4.72	3.93

Discussion

We grouped the above tested motivation factors into five domains (Table 7) reflecting also results from previous studies. However, we merged the “novelty / uniqueness” dimension with “thrills / excitement”. We also saw fit to merge “family togetherness” with two other categories called by Crompton & McKay (1997) “known group socialization” and “external interaction / socialization” and by Lee (2000) “external group socialization” and “internal group socialization” resulting in a wider domain which we named “family and friends’ togetherness and socialization”. Finally we created a new domain to include motivations specific to the local festival.

The dominance of motivations from the “novelty / uniqueness / thrills / excitement” and “cultural exploration” domains support the findings from other event motivation studies (see table 1).

What may seem surprising is the relative weakness of motivations from the “family and friends’ togetherness and socialization” which in other studies (for example, Schofield & Thompson, 2007) represented important explanations for attending festivals. Particularly worth mentioning is that, unlike many earlier studies, we found that the three local festivals were not used as opportunities to spend time with the family.

Our results show a dominance of seeking factors as opposed to escaping factors. Especially motivations related to “seeking of personal rewards” (“cultural exploration”

and novelty/uniqueness/thrills/excitement), as described by Crompton & McKay (1997) are well represented, whereas motivations related to “seeking of interpersonal rewards” (“family and friends’ togetherness and socialization”) are weaker. The dominance of seeking motivation factors may suggest that these festivals are more important for recreationists than for tourists (Crompton & McKay, 1997).

This idea is supported also by the table showing attendees’ place of origin (table 3). Attendees of the film festival, of whom over 77% arrived from more than 100 km rated the escapist motivation (“I wanted to get away from my routine”) higher (mean 3.98) than attendees of the jazz day (64% from over 100 km and 3.64 motivation mean) and attendees of the Justin Bieber concert (49% coming from over 100 km and 3.55 escapist motivation mean).

Table 7. Grouping motivation into domains

Domain	Variable	Mean score
Cultural exploration	I am interested in cultural experiences as reflected in these productions	4.12
	There are participants from many countries	3.60*
Novelty/ Uniqueness/ Thrills/ Excitement	The festival is famous	3.96
	Productions are of very high quality	4.04
	I enjoy the festival atmosphere	4.29
	I wanted to meet well-known artists	3.52
	I wanted to see well-known performers	3.54**
	I wanted to see my favorite artists	3.65**
	I am interested in a particular production that will be presented here	3.76
	I am interested in productions from my country	1.75
	I like watching movies	4.78
Family and friends’ togetherness and socialization	I wanted to meet people who share my interest	3.45
	I wanted to spend time with my friends	3.76
	It is an opportunity to spend time with my family	2.75
Local characteristics of the festival	Ticket prices are very reasonable	3.75
	It is the closest festival to me	2.75*
	I participate at this festival every year	2.75*
Escape	I wanted to get away from my routine	3.74

Explanation: * only the film festival considered; ** only the Jazz Day and Justin Bieber concert considered

Attendees of the film festival are the most interested in socializing with people who share their interest (mean 3.82) while attendees of the jazz day are least interested in this type of socialization (mean 2.20).

The price of tickets was an important motivation for participation at the film festival (mean 4.39) and at the jazz day (mean 4.04) but a very weak motivator for attending the Justin Bieber concert (mean 3.08). This may be because Justin Bieber is a well-known artist whose concerts demand a premium price and because most of those attending his concerts are students with no direct incomes.

Although “family togetherness” was not found an important motivation to attend any of the three small-scale festivals, it seemed to carry more weight for the attendees of the Justin Bieber concert. The reasons are not difficult to understand: as many of the participants were underage they were joined by older members of the family.

Festival atmosphere was a stronger motivation to attend the jazz day (mean 4.72) and the film festival (mean 4.57) and a weaker motivation to attend the pop music concert (mean 3.93). This is because the first two are recurring events that are taking place every year and many of our respondents were frequent participants whereas the Justin Bieber concert is a one-time event and most participants were too young to have had participated in many similar events. Cultural experiences were, expectedly, more important for participants at the film festival (mean 4.41) and the jazz day (4.21) than for the participants at the international pop star concert (mean 3.84). Similarly, expectations for the quality of the productions (as motivations to attend) decline in the same direction.

CONCLUSIONS

The main purpose of this study was to understand the motivation of tourists to attend small-scale events in Istanbul. Previous studies have focused mainly on large scale festivals and hallmark events in developed countries. There are only a handful of event motivation studies in developing countries and even fewer dealing with small-scale events. To our knowledge this is the only study dealing with motivations of tourists to attend small-scale events in a developing country.

The main limitation of our study was determined by the small number of tourists attending the three events selected. Even though we used a number of five research assistants who tried to cover all festival venues at different times of the day and at different days of the week (in the case of the film festival), tourist participants were hard to find and survey, thus confirming the findings of McKercher et al. (2006) that small-scale events are generally attended by local residents. It is also true that two of the events selected were very short (one day in the case of the jazz festival and a few hours in the case of the pop music concert); thus the time to find tourists to participate in our study was limited.

Our research also found that less than half of the surveyed participants came to Istanbul specifically for the studied event which again confirms McKercher et al.'s (2006) results on small-scale events in Hong Kong. The possible explanation is that both Istanbul and Hong Kong are very big cities with hundreds of events organized throughout the year and with many other attractions for tourists.

With an average length of stay of only 2.1 days² (Gezici and Kerimoğlu, 2010) and with so many potential objectives to visit most tourists would probably focus on what they believe is most representative for Istanbul which may not include such small-scale festivals and events.

Another important result of our study is that there are differences in the motivations (and the strength of motivations) for attending different types of events. The findings support Gyimothy's (2009, p. 179; also in Yuan et al., 2005 and Yolal et al., 2009) argument that "Festival type seems to be an important predictor of attendance and may yield event-specific motives which would otherwise remain hidden in universal event motivation scale". On the other hand, our motivation dimensions reflect results from earlier studies.

Thus our study confirms the existence of a set of event motivations that are universally valid (Lee et al., 2004). With a few minor modifications reflecting the nature of the festival or event or reflecting different geographical characteristics of the event place, this scale of motivations could then be easily transferred from one location to another, and it is valid for both large-scale and small-scale events in developed and developing countries (Yolal et al., 2009).

² Down from 4 nights in 1993 (Yıldız and Akbulut 2013)

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GEOLOGICAL AND GEOMORPHOLOGICAL ELEMENTS AS MANAGEMENT TOOLS IN PROTECTED AREAS OPEN TO PUBLIC USE: A CASE STUDY OF THE PEDROSO'S NATURAL MUNICIPAL PARK, SANTO ANDRÉ, BRAZIL

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Abstract: Covering an area of 842 hectares, the Pedroso's Natural Municipal Park lies to the southeastern from the Santo André city centre. The region congregates a large variety of rocks, landforms and natural processes that are important to understand the evolution of our planet and its influence in the current landscape configuration. The catalogued sites illustrate the relationship between the metamorphic and tectonic structures, the effects of the weathering processes and the steep slopes on the soil erosion. Another field of practical application of those geological data is in the natural hazards prevention. With well-preserved outcroppings and easy access at the site, the park provides wide space for scientific research, educational activities and a fascinating place for leisure.

Key words: Pedroso's Natural Municipal Park, protected areas, geological and geomorphological elements

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INTRODUCTION

The protected natural areas are territorial spaces with high environmental values and require a special careful to ensure the preservation of an ecologically balanced environment. The term “public use”, on the other hand, denotes a set of programs, services, activities and infrastructure that the administration should provide for a safe and comfortable amusement of the visitors, establishing rigorous measures for the preservation of the natural and cultural heritages (Hernández & Gómez-Limón, 2005). In the light of these principles, conciliate use and conservation of natural protected areas have been increasingly more difficult, mainly, when the area is surrounded by a densely populated urban centre, and the demand for leisure, involving outdoor physical activity, has been growing significantly.

In view of the realities presented above, and taking into account the need of incorporating new management forms to minimise the environmental damages, since the nineties have been continuously approached in numerous publications (Cendrero et al., 1996; Sharples, 2002; Mata-Perelló, 2005; Brilha, 2005) the importance of the geological elements as an alternative tool for the effective protection of the natural resources (Mata-Lleonart, 2004; Sarmiento, 2005). The practical application of the geodiversity includes several areas of the knowledge, including the aspects scientific, educational, cultural, aesthetic and economic (Brilha, 2005). Wherefore, it was judged timely to perform a systematic survey of the geological and geomorphological units occurring in the Pedroso's Natural Municipal Park (PNMP).

CONTEXTUALISATION OF THE STUDY AREA

The PNMP, located in the midwestern from the Santo André city, has a perimeter of roughly 19.5 km and an area of 842 hectares. With its major axis oriented NE-SW, the northern border is contiguous to a densely urbanised area, whereas the southern limit accompanies lightly the northern margin of the Billings hydrographical basin. The access can be made by the Estrada do Pedroso, No. 3336, and through some trails that cross the park (Figure 1).

The park has the necessary infrastructure for the practice of outdoor sports, besides natural attractions as lakes, river springs, invasive exotic species of pines and eucalyptus, a significant area of remaining Atlantic Forest, as well as important wellsprings. A wide range of animal species, markedly birds, with about 100 species grouped into 79 different genera, forms part of the park's biodiversity. From among these species deserve to be highlighted the opossum (*Didelphis* spp), the white-eared opossum (*Didelphis albiventris*), the nine-banded armadillo (*Dasypus novemcinctus*), little spotted cat (*Leopardus tigrinus*), brown-throated sloth (*Bradypus variegatus*), the Brazilian guinea pig (*Cavia* spp), the Brazilian cottontail (*Sylvilagus brasiliensis*), the brocket deer (*Mazama* spp) and red-ruffed fruitcrow (*Pyroderus scutatus*) (SEMASA, 2007).

The region brings together a diversified natural environment and a landscape of great scenic beauty. In order to preserve this important ecosystem, the whole area of the park was declared a Conservation Unit in 2002. Although the PNMP is under environmental protection measures, approximately 20% of its territory presents severe biophysical transformation, and around 2% is taken by slums.

This critical situation is mainly due to an accelerated urban growth in the surrounding of the park (SEMASA, 2007). The historical aspect of the park can be summarised into three main events: a) dispossession of the ancient farm of the 3 Vianas in the early forties, b) permission of free access to the park for the users in the seventies, and c) recognition of the area as Conservation Unit by the National System of Conservation Units in 2000 (SEMASA, 2007).

A preliminary evaluation of the PNMP environmental conditions indicates that the area has been undergoing a constant and strong anthropogenic pressure. This unfavorable situation can come to trigger in the future an irreversible degradation, compromising the natural resources and the operation of the park. The natural or cultural heritages are the main identity of a region and as such should be preserved. The non-renewable resources of the park should provide new concrete tools to strengthen the protection of the ecosystems and to encourage the implementation of integrated program planning for a sustainable use. Under this perspective, the principal goal of this paper is to characterise the geological elements that occur in the PNMP, describing the peculiarities of the lithological units and the components of the landscape. This way, the intention is to catalogue the most relevant sites to the geotourism practice and to contribute for a possible management strategy and divulgation of the geoscience concepts, which can be inclusive used as an auxiliary tool in activities of environmental education.



Figure 1. Location map of the Pedroso's Natural Municipal Park

METHODOLOGICAL PROCEDURES

The field survey was performed using geological map of the region, satellite images (IKONOS and CBERS-2), with resolution up to 30 m, provided by the Geologic Institute-SMA/SP, and digital terrain model, generated from the SRTM data (IUGS), about 90 m (3 arc second) of spatial resolution. These iconographic documents have made possible the location and better definition of the geological features and anthropogenic activities. Besides the description of the outcroppings and the assessment of the environmental degradation, the fieldwork also allowed collecting some samples of the main lithologies

that occur in the region. The place visited have been positioned with GPS, GARMIN 12XL, that operates with twelve channels parallel to compute the position. The integration, interpretation and final edition of the data were performed using the software Global Mapper 12, Golden Surfer 11 and CorelDraw Graphic Suite X6.

REGIONAL GEOLOGICAL SETTING

The Neoproterozoic Ribeira Fold Belt is an important geotectonic unit that extends more than 1400 km along the southeastern region of Brazil (Almeida et al., 1973; Hasui et al., 1975), and it is composed of Archean, Paleoproterozoic and Mesoproterozoic rocks, which were reworked during the amalgamation of the Western Gondwana supercontinent (Tassinari et al., 2001). All previous models of tectonic evolution that are available in the literature for the central segment of the Ribeira Fold Belt suggest a simple ensialic mechanism under compressional regime (Tassinari, 1988; Sadowski & Tassinari, 1988; Hackspacher et al., 2000).

According to Tassinari et al. (2001), in São Paulo State can be recognised three geological domains - Costeiro, Embu and São Roque - in the central portion of this complex orogenic belt, and the contacts between the units are markedly controlled by extensive shearing zones. The crystalline basement that occurs in the surroundings of the PNMP (Figure 2) has been historically included into the Embu Domain and comprises three major lithological units: (i) Mica schist and metasandstone, (ii) Migmatite and granitic gneiss and (iii) Granite and granodiorite, which reveal a wide variety of metamorphic environments (Sadowski, 1974; Hasui et al., 1975; Hasui & Sadowski, 1976). Isolated outcrops of Tertiary sediments and Quaternary deposits overlying, locally, the highly heterogeneous Precambrian basement (Coutinho, 1979).

The Mica schist and metasandstone Unit occupies a large part within the area and is essentially constituted of medium grade metamorphic rocks, markedly foliated, with medium to large-grained mica flakes, biotite and/or muscovite, often finely interleaved with quartz and feldspar (Coutinho, 1979). In some cases, the layers are less micaceous and schistose, and the unit is described as metasandstone. The Migmatite and granitic gneiss Unit outcrop mainly outside the park, in the eastern sector, and, to a lesser extent, within the park, in the southern and western portions, and consists of a contrasting rock type, ranging gradually from migmatite, granite to gneiss, interlayered with mica schist (Coutinho, 1979).

An intensive brittle-ductile deformation, evidenced by the stromatic structure and blastomylonitic texture, may be observed in those rocks. The Granite and granodiorite Unit is characterised by congregating a series of igneous rocks of granitic composition that were emplaced throughout ancient faulting zones, forming elongated bodies in the NE-SW direction. According to Coutinho (1972), this lithological association reveals recrystallization texture and progressive comminution of quartz and feldspar, suggesting an accentuated post-magmatic deformation.

The Tertiary sediments occur essentially in the northern sector of the PNMP and correspond to the sedimentary basin of São Paulo. Lithofacies studies carried out by Riccomini & Coimbra (1992) indicate that those sediments were deposited in an environment of alluvial fan system grading progressively for floodplain and braided river, with local occurrence of lacustrine deposits. Quaternary unconsolidated sediments, and other fluvial deposits, are commonly found along the PNMP, forming smaller adjunct basins. The layers usually start with conglomerate or sandstone, passing, invariably, upward into mudstone. Although the radiocarbon datings available in the literature elucidate very little about the event that occurred during the Quaternary, the ages of the oldest colluviums are less than 30 ka B.P. (Turcq et al., 1989; Riccomini et al., 1989).

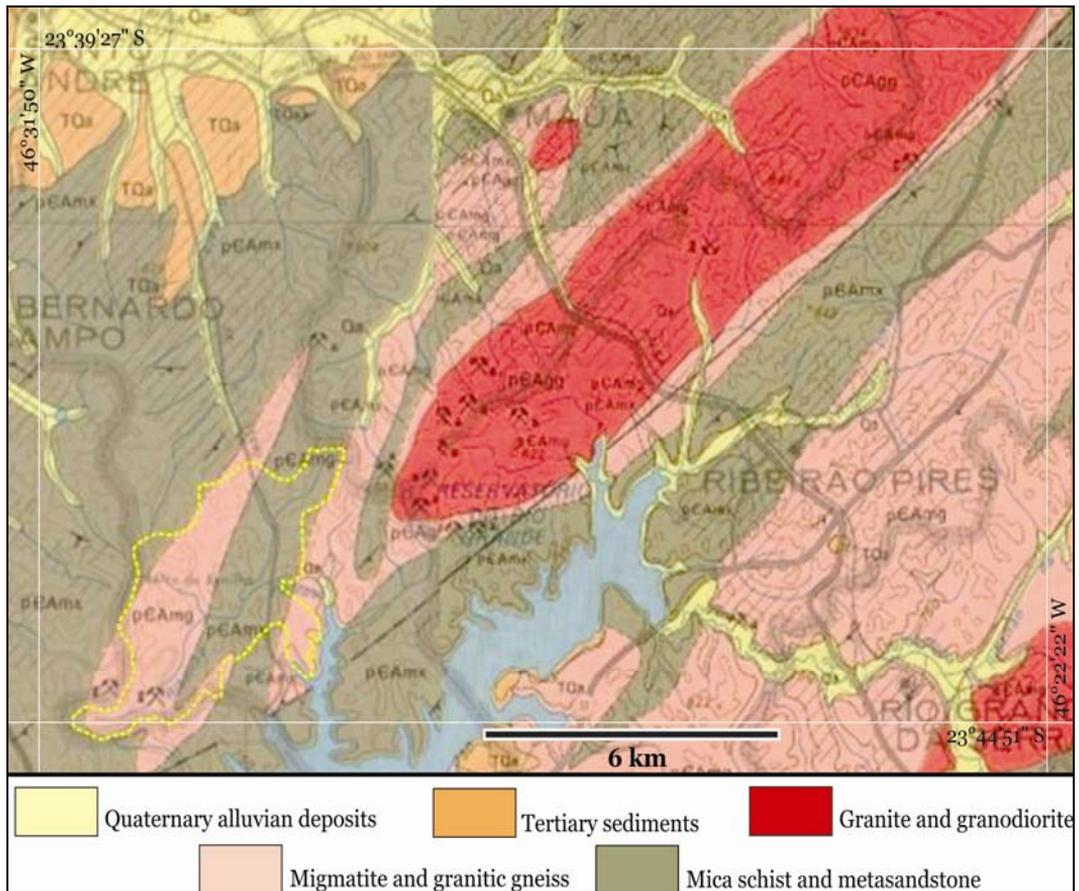


Figure 2. Regional geological map showing the main lithological units in the adjacent areas of the PNMP. Yellow dotted line delimits the region of the park (Source: Coutinho, 1979)

GEOMORPHOLOGICAL ASPECTS

The wide range of relief of the São Paulo State territory is closely associated with the diversity of the geological framework, including an immense variety of the crystalline basement lithological unit, extensive areas of sedimentary basin, different regions of major tectonic domain and a long continuous action of weathering and erosion. The major morphostructural features were grouped by Almeida (1964) and Ponçano et al. (1981) into five geomorphological units: Atlantic plateau, Costal province, Peripheral depression, Basaltic “cuestas” and Occidental plateau (Figure 3). The complexity of the relief forms within each unit led these authors to propose subdivisions for the morphological variations. Thereby, the Atlantic plateau was divided into different geomorphological zones, where the PNMP region has been included into the Paulist plateau zone (Figure 4).

The landscapes that predominate within the PNMP are similar to those regional morphological elements that have been characterised by Almeida (1964) for the Paulist plateau. They are largely constituted of hills and ridges showing flattened tops and an altitude between 720 and 940 m (Figure 5). These topographical expressions are likely sustained by metamorphic rocks, essentially schists and gneisses. The highest point of the park is situated on the western border, where the “Pico do Bonilha” reaches to an altitude

of 940 m, whereas in the eastern sector predominates the ridges of modest heights. Wide valleys, slopes with profiles varying from convex to rectilinear and alluvial plains of limited extension occur along the central portion.

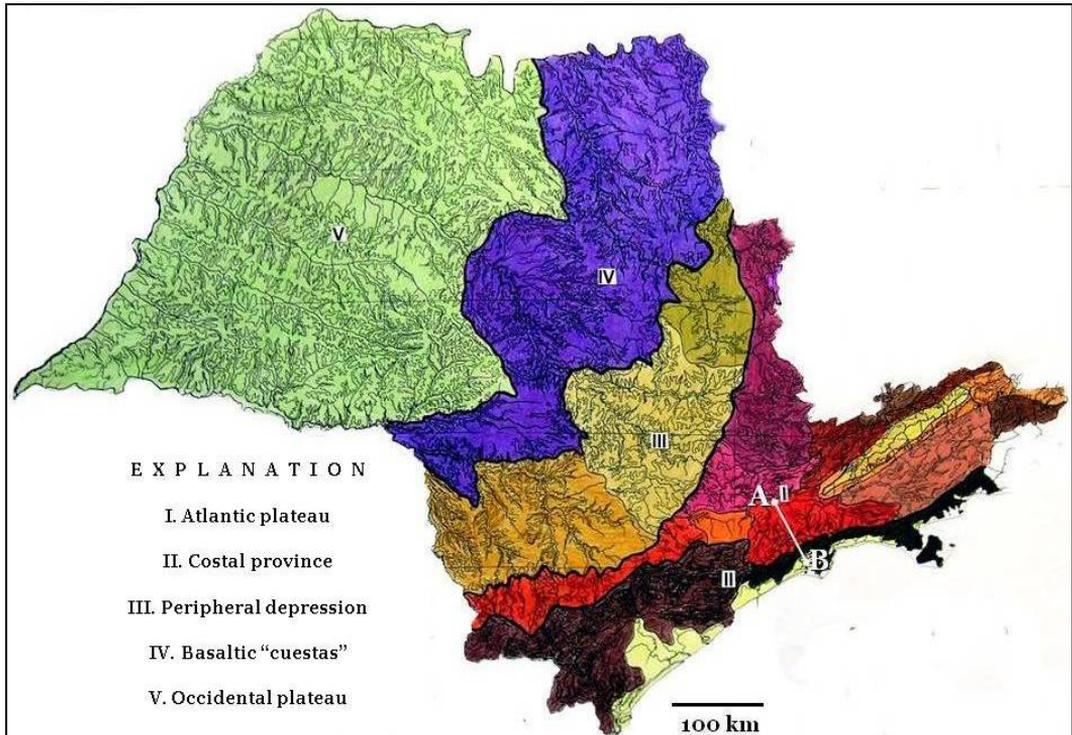


Figure 3. The São Paulo State geomorphological province. The transect A-B indicates the position of the profile shown in Figure 4 (Sources: Almeida, 1964; Ponçano et al., 1981)

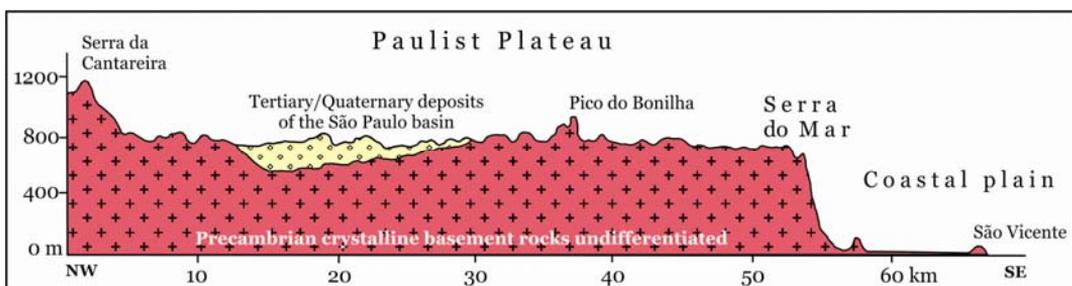


Figure 4. Paulista plateau morphostructural profile with emphasis for the "Pico do Bonilha", western border of the PNMP (Source: Ponçano et al., 1981)

According to Coutinho et al. (2012), the arrangement of the hills and ridges configures a broad elongated valley. With steep slopes and its opposite sides in parallel disposition, the runoff of the surface drainage tends to move towards a common centre, characterising a small hydrographical basin. An analysis of toplineaments based on the digital terrain model indicates that the PNMP geographical region is composed of much other minor headwaters (Figure 6). Although the morphological configuration of the park is favourable for the runoff of rainwater to a principal channel, three mains catchment

areas can be recognised along its entire extension. These include: (a) the northern sector, formed by elongated valleys and steep slopes, (b) the central segment, characterised by valleys narrow, steep and craggy with the almost parallel tributaries and (c) the southern portion, constituted of a single V-shaped valley, long and sinuous. Each zone has its particularity in terms of cross profile of the valleys, steepness of the slopes and the flow direction of the tributaries, resulting in a broad variety of topographical forms.

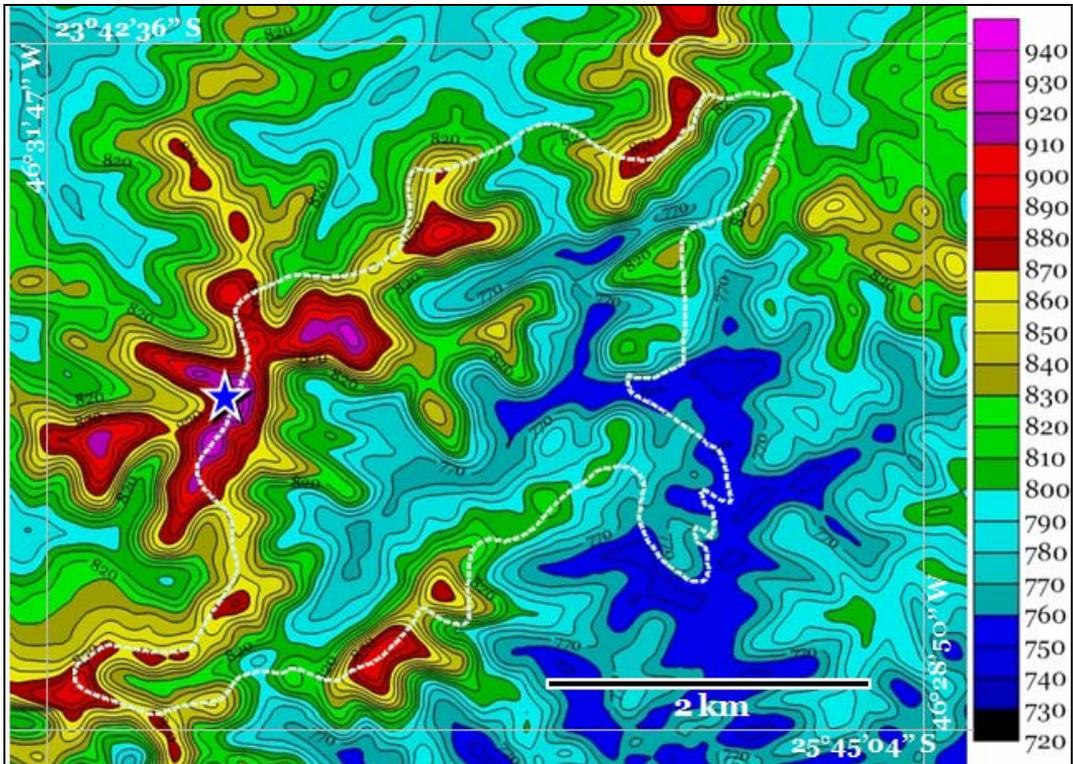


Figure 5. Detail of the PNMP local topographical features obtained from the SRTM data (IUGS). Dotted line and blue star indicate the park boundary, and the “Pico do Bonilha” location, spectively

GEOLOGICAL FEATURES OF SINGULAR IMPORTANCE

During the field survey was prioritised the characterisation of the rock types and the identification of the associated structures, its spatial distribution and the relationship between them, in order to perform a more detailed assessment of the geological features and providing the necessary tools to encourage the practice of the geoconservation. The selection criteria of geological elements were carried in accordance with the guidelines proposed by Brilha (2005) and Carcavilla et al. (2008). For these authors, the geodiversity is an intrinsic property of the territory with a wide variety of the geological, geomorphological and pedological elements. The catalogued sites are shown in Figure 7, having its most relevant aspects briefly listed in Table 1.

PNMP 01

On the left margin of the Estrada do Pedroso occurs a good exposure of mica schist. Although it presents strong evidence of weathering, it is still possible to distinguish the features that characterise a metamorphic rock. In the outcropping, the rock displays a marked schistosity, defined by the preferential orientation of the platy

minerals, and, usually, breaking into thin parallel layers. The most important constituents are mica and quartz, flattened and elongated, and the grains are large enough that can generally be identified with the naked eye. This site is particularly interesting to understand some of the processes that lead to the landslide. Steep hillside, foliation plane with high dip, and cutting unstable portion of a scarp for the road construction can substantially increase the mass wasting.

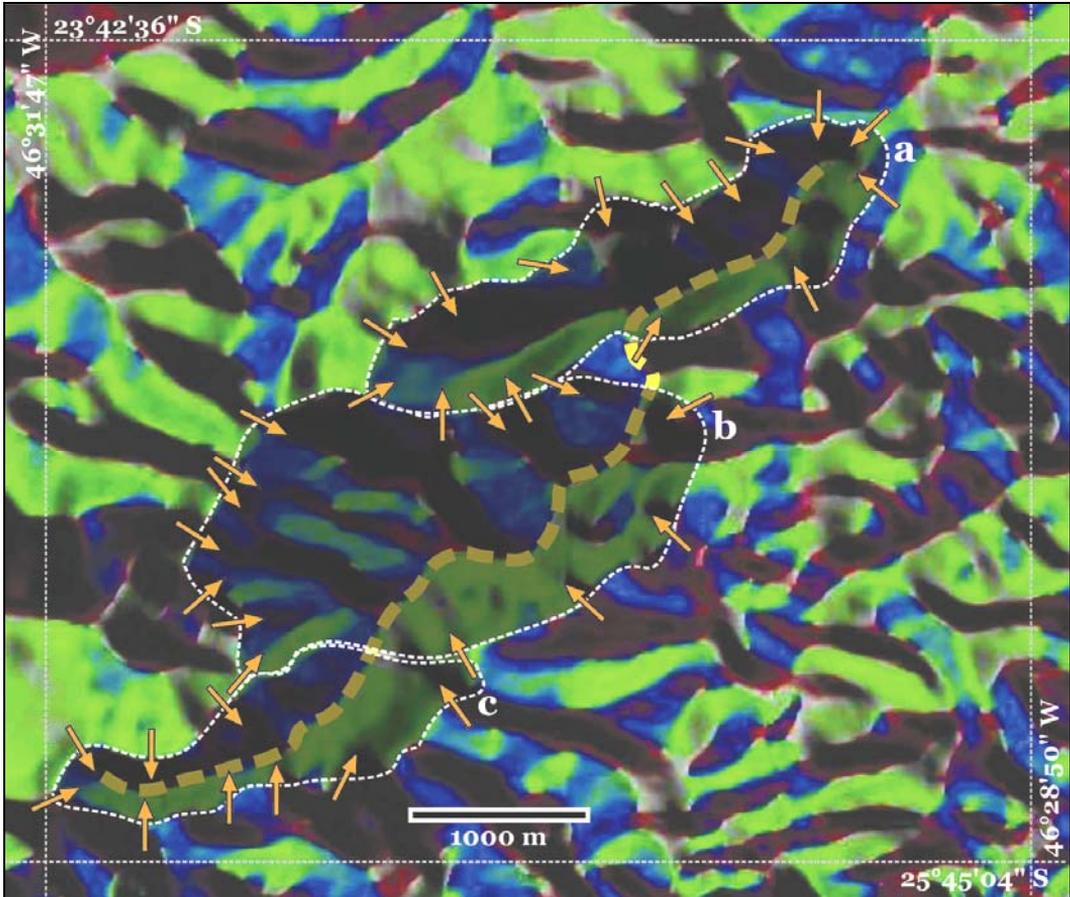


Figure 6. Map of slope shader obtained from the SRTM data (IUGS) illustrating the three main catchment areas mentioned in the text. The arrows indicate the direction of the overland flow, and the yellow dotted line represents the main runoff channel

PNMP 02

The lithology that occurs at this site is the same as the previous station. However, the presence of a thick layer of reddish soil, with small blocks of the parent rock, partially covered by secondary vegetation in regeneration stage, is a clear indication of an advanced weathering. Although the mica schist has altogether lost its original structure, the residual soil still contains some primary minerals. Quartz, mica and clay minerals are the most common components.

PNMP 03

The site represents an ancient secondary road that is now forbidden to the public access. According to SEMASA, agency responsible by the management of the park, the

interdiction was necessary for the restoration of vegetation cover. During the fieldwork was possible to verify that the forest is in the inicial stage of recomposition, with prevalence for the underbrush and a few trees that exhibit the trunk more developed. Some invasive exotic species, such as eucalyptus and pines, were also observed. In the future, the site could be destined for monitored visitation. With a little less than 2 km, the trail offers a pleasant environment for outdoor exercise, peaceful walk, and a singular panoramic view, where visitors will be able to see several reptiles, birds and mammals, as well as the remnant vegetation of the Atlantic Forest.

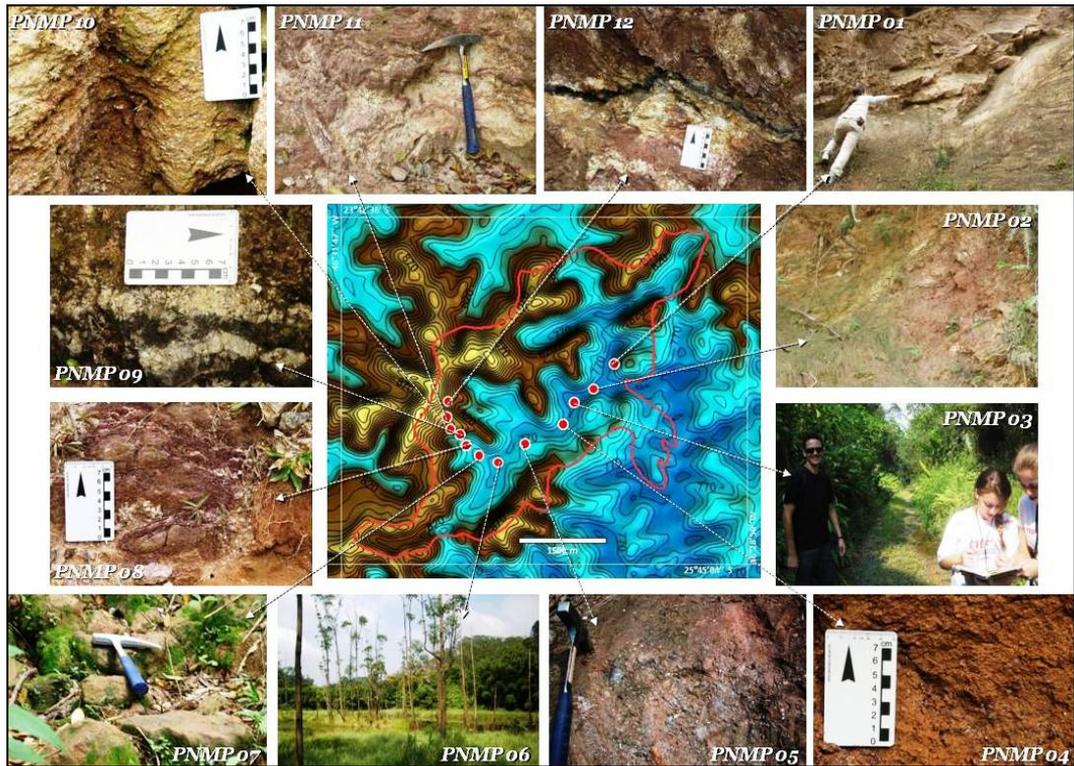


Figure 7. Main sites catalogued in the PNMP

PNMP 04

The site offers a very good exposure of weathered rocks, which are important to understand the processes that have acted so effectively for transforming a parent rock in typical latosol. The weathering mantle, with dozens of meters in thickness, is mostly formed by clay minerals and, to a lesser extent, detrital particle, including lithic fragments and monomineralic grains, essentially, quartz and feldspar. The lack of a continuous sequence of horizontal layers and the abundant presence of oxide and hydroxide of iron are particular aspects of the outcropping.

PNMP 05

The lateritic profile is quite similar to the previous station, but the lithology is different. In cross-section is possible to notice that the layers still preserve the morphology and composition of the parent rock. The occurrence of small angular fragments of granite gneiss, with clearly visible metamorphic textures, is a common characteristic in the weathering profile. Quartz and feldspar are the components that

were less affected by the weathering whereas the mafic minerals have been altogether extinct. Clay's minerals are also abundant compared with the other constituents.

PNMP 06

There is a small lake at the southern end of the park. This water body is stocked by the endorreic superficial drainage. In times of long droughts, an important formation of swamps can occur on the shores of lake. In this case, the environment configures a freshwater wetland ecosystem with prevalence of aquatic vegetation, coexisting, in part, with pine and eucalyptus. The lake has sufficient physical space to sustain a large number of biological communities, providing a remarkable view of various kinds of flora and fauna.

Table 1. Additional information of the main sites catalogued in the PNMP

Site	Latitude/Longitude	Rock type	Structure	Remark
PNMP-01	23°43'41"S 46°29'43"W	Mica schist	Foliated	Strongly foliated rock ranging in texture from medium- to fine-grained.
PNMP-02	23°43'50"S 45°29'51"W	Mica schist	Foliated	Rock showing advanced weathering stage and presence of litholic neosoil.
PNMP-03	23°43'55"S 46°29'58"W			Succession stages of vegetation regeneration in trail of restricted access.
PNMP-04	23°44'12"S 46°30'46"W	Granite gneiss	Foliated	Development of ferruginous clay soil from the granite gneiss.
PNMP-05	23°44'21"S 46°30'38"W	Mica schist	Foliated	Schistose rock with advanced weathering stage.
PNMP-06	23°44'15"S 46°30'31"W			Small lake with marshland vegetation in different stage of regeneration.
PNMP-07	23°44'08"S 46°30'53"W	Metasandstone	Nonfoliated	Metasandstone blocks with sandy deposits occurring locally.
PNMP-08	23°44'02"S 46°30'01"W	Mica schist	Foliated	Schistosity plane with parallel arrangement of relatively large grains of platy minerals.
PNMP-09	23°44'05"S 46°30'52"W	Gneiss	Foliated	Foliation as a resulted from alternating banding of light and dark minerals.
PNMP-10	23°43'58"S 46°30'59"W	Mica schist	Foliated	Schistose rock showing advanced weathering stage and relict sedimentary structure.
PNMP-11	23°43'57"S 46°30'59"W	Mica schist	Foliated	Rock showing advanced weathering stage with several deformation phases.
PNMP-12	23°43'50"S 46°30'5"W	Granite gneiss	Foliated	Gneissic banding with occurrence of tourmaline shaped like of narrow strip.

PNMP 07

At the site occur several blocks of fine to medium-grained metasandstone, very friable, that has preserved the original sedimentary structures. Due to the dense vegetation cover, its spatial distribution is difficult to define. In some outcrops is possible to recognise a typical granoblastic texture, where the quartz grains show boundaries forming 120° triple junctions, locally grouped into small polygonal aggregates. Sand deposits associated with the metasandstone blocks may occur locally.

PNMP 08

The mica schist that occurs at this site, consisting of muscovite and quartz minerals, exhibits a penetrative foliation and subvertical dip of the layers. The texture lepidoblastic is markedly controlled by the fine-grained mica flakes that are aligned parallel to each other. The quartz, that often appears as elongated grains, highlights the planar fabric of the rock. The weathering process has generated a reddish soil sandy loam that obliterated the primary structure partially. Ramps containing pebbles of mica schist are relatively common in the area.

PNMP 09

The outcrop offers an excellent exposure of granite gneiss. This rock occurs widely in the southeastern region of the park, and it is the lithology more frequent of the crystalline basement. The mineralogical assembly consists of quartz, K-feldspar and mafic (biotite and/or amphibole). The texture can range from medium to very coarse-grained, becoming almost pegmatitic in some places. The rocks is characterised by alternating light and dark bands differing in mineral composition. The lighter bands contain mostly quartz and feldspar, and the darker often contain biotite and/or amphibole. The bands present locally chevron-like structure, indicating a polyphasic deformation.

PNMP 10

At this place, the mica schist displays a marked foliation. The rock consists of varying amounts of mica, quartz and feldspar. The planar fabric is clearly defined by the remaining original bedding of the sedimentary protolith. The strong orientation of mica and the stretched quartz grains, partially recrystallized, characterise a typical lepidoblastic texture. In a setting of advanced weathering, the occurrence of quartz grains interbedded between the layers rich in mica is fairly common.

PNMP 11

Excepting the texture, that is particularly fine, the lithology is very similar to the previous station, having mica and quartz as main mineralogical components and a planar fabric with pervasive cleavage, subvertical dip, and a thickness less than few centimetres and. A temporal and spacial analysis of the several structures – schistosity plane, crenulation cleavage, microfolds and minor faults - indicates the region has been subjected to a complex polyphasic deformation.

PNMP 12

In the southeastern sector of the “Pico do Bonilha”, the highest region of the park, there is an outcropping of mica schist. The rock is exposed along an ancient road and it presents strong foliation, showing lepidoblastic texture that ranges from medium to fine-grained. The mineralogical and textural features indicate that this occurrence is a prolongation of the lithology described previously at the PNMP 01 site, having as main difference the pegmatitic veins rich in tourmaline (schorlite), which are cutting orthogonally the foliation plane of rock. The veins are composed of quartz, muscovite and K-feldspar. Field observation suggests that the tourmaline can occur as isolated grains, clusters or still as bands of modest thicknesses.

FINAL CONSIDERATIONS

The nature conservation has historically been debated within the context of the biodiversity. It should also be mentioned that a large part of society still sees the geological components as a physical substrate separated of the landscape, as well as of the territorial space in which we live. An effective conservation strategy should consider the whole of resources, abiotic and biotic, in order to ensure the maintenance of the functions and components of nature during a long period and with the utmost efficiency. In this sense, it is important to emphasize that the geological and geomorphological features that compose the PNMP, with a wide range of landforms and lithological units, exercise an influence on the contemporary landscapes and are particularly relevant for academic activities and scientific researches (Table 2). From among the many themes that can be treated, the questions involving the weathering processes of rocks, the preferential orientation of the metamorphic structures and the effects of the slope gradient on the soil erosion are considered as the most pertinent. At a local scale, the mineralogical compositions of the rocks are factors that control the weathering and the formation of major gullies. Insofar as geological agents operate over

a large interval of time and space, the combination of those data with other physical parameters can provide an enormous diversity of information on the environmental conditions of the park, with emphasis on the potential dangers of geohazards, mainly, rock avalanches and landslide.

Table 2. Potentiality and intrinsic values of the main sites catalogued in the PNMP

Site	Intrinsic value	Potentiality	Practical example
PNMP-01	Lithologic	Academic	Identification of metamorphic rock, particularly, texture and structure. Factors that influence mass wasting.
PNMP-04	Lithologic	Academic	Identification of metamorphic rock, weathering and soil formation.
PNMP-06	Landscape	Recreational	Appreciate the natural environment that compose the lake.
PNMP-07	Lithologic	Academic	Identification of texture and structure in metamorphic rock.
PNMP-09	Lithologic	Academic	Identification of gneissic banding and metamorphism type.
PNMP-10	Lithologic	Academic	Identification of metamorphic rock, particularly, foliation of relict sedimentary structure.
PNMP-11	Lithologic/Tectonic	Academic	Identification of metamorphic processes and tectonic deformation.
PNMP-12	Lithologic/Tectonic	Academic	Identification of metamorphic processes and tectonic deformation.

The lithological units of the Embu Domain that outcrop in the park reveal different metamorphic conditions. The metasandstone and quartzite exhibit granoblastic texture and some sedimentary structures that were partially preserved. Although these rocks are relatively resistant to erosion, the physical weathering process disaggregates the quartz grains to form colluvial boulder deposits in the hillsides. The schistose rocks, represented mostly by mica schist and quartz mica schist, show a well-developed planar fabric, with the thin layers arranged in parallel, and a typical lepidoblastic texture.

Unlike a quartzite, the schist when is exposed to weathering can break into small splinters along the cleavage plane, leading to the V-shaped gullies formation that, in a more advanced stage of the erosion, the slopes of these gullies become naturally in large valleys. Such landforms are common inside the park. The gneissic rocks show banding with centimetric to decimetric thickness, formed by an alternating of mafic (biotite and/or amphibole) and felsic (quartz and K-feldspar) mineral concentrations. Due to its mineralogical composition, the gneiss is less susceptible to weathering and appears on the landscape sustaining rugged hills with steep slopes.

The overlapping tectonic structures, suggesting a complex deformation history, and the thick laterite layers, as a result of an intense weathering process, are features highly variable in local-scale. The most conspicuous deformations are those that were generated under compressional stress during the regional metamorphism. Schistosity plane, crenulation cleavage, gneissic banding and microfolds are fairly frequent.

These structures configure today the major physiographic divisions of the park. Although the climate exerts an important role on soil formation, the textures and structures observed in the weathering profiles suggest that the mineralogical composition of metamorphic rocks has particularly been relevant for the

development of the soil in the PNMP. Two main groups can be found on a regional scale: sandy soil, often associated with the occurrence of metasandstone and quartzite, and clay soil rich in organic matter and iron oxides, having mica schist and gneiss as parent material.

Besides its remarkable scientific importance, the outcroppings offer numerous alternatives that can be included in tourist routes, as well as in environmental education activities, in order to change the conception of the local community about the nature preservation. The mission of supervising those sites is a growing challenge, once the anthropogenic pressure is fairly large around the park. In the context of a successful protection, count with the support of government authorities and an effective environmental legislation are essential. However, a full dissemination of the importance of geological resources that the society uses in the everyday life, encouraging to its conservation, is likewise relevant to meeting the environmental challenges.

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THE CREATION OF THE CIOCĂNEȘTI TOURIST DESTINATION BRAND

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Abstract: This paper aims at identifying and analyzing the main tourist attractions (natural and anthropogenic), the tourist infrastructure, the forms of tourism, and other elements of uniqueness, specificity and authenticity, in order to build the Ciocănești tourist brand destination. Currently, tourist destinations are more determined to build a competitive and unique image in the consumer's mind, but this requires an objective evaluation and realistic elements that confer specificity of the place, making it different from others. Ciocănești tourist destination has a range of tourist attributes with unique character, both tangible and intangible, which can differentiate it from other rural destinations in Suceava County. All these issues may be unique in Ciocănești brand identity elements, which can be promoted under the umbrella of the regional tourist brand of Bucovina.

Key words: tourist destination, destination identity, destination image, brand destination, tourist potential

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INTRODUCTION

The importance that brand destination has acquired in time has been anticipated more than a decade ago by Morgan & Pritchard (2001, p. 214), who stated that “the battle for customers in the tourism industry of tomorrow will be, yes, not for the price, but for customers’ hearts and minds - in essence, the brand (...) will be the key to success”. Market economy means competition, the competition being everything and everyone, including: products, services, people, cities, regions, countries etc., which will reach and behave on the market as a result of campaigns with brands promotion.

Nowadays when the market has become saturated with goods and services, and most have a high quality standard, the brand becomes a very powerful force. Due to the brand is possible the recognition of the each product, including the touristic product (the offer) as well as the differentiation of it from the ones of the competitors.

For a tourism destination, the brand is a very important element; it is more than products and services, it includes trust, experiences and emotions. Also, for a tourism

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destination to become a brand it is necessary for all tourism organizations to participate in the national, regional and local branding process in order to establish cooperation with all stakeholders. Attention should focus on the following activities: development of the infrastructure, development of competitive tourist products, protection of the natural environment and promoting tourism.

Ciocănești tourist destination has all the advantages to become a tourism brand. The tourist offer of this complex and competitive destination is based on tourism products, covering a wide range of tourist motivations (rest, recreation, learning, relaxation etc). To be known by tourists and differentiate from competitors, it should be promoted through a tourism brand. An important step in creating a destination brand is designing the visual identity of the brand. Therefore, we intend to identify those elements/aspects which confer specificity, originality and make unique the tourist destination Ciocănești, by analyzing natural and anthropic tourism potential, the natural and socio-economic conditions, the general infrastructure and the tourist specific infrastructure.

DATA AND METHODES

To achieve this work, classic research methodology was used, respectively consulting the geographic related literature upon the researched area, on relief, climate, geology, hidrography, vegetation and so on. Also, the economic literature referring to the tourist destination marketing has been studied, both international and national literature.

The field researches were focused on prospecting the natural resources and human exploration, tourism infrastructure, identification of specific local features, conducting interviews with both staff travel, and with tourists.

Tourist prospecting phase was followed by the laboratory in which the issues identified, located and described in the field were analyzed, synthesized and transformed into a final text which aims to create a model of the Ciocănești tourist destination brand.

RESULTS AND DEBATES

Theoretical aspects. Conceptual delimitations

Specialized studies in marketing gives us a multitude of definitions of the brand, the most frequently cited the definition of Aaker (1991, p.7), which claims that the brand is “a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods from those of competitors”.

Brands and the practice of brand development are methods to differentiate the products on the market. Thus, the following types of brands can be distinguished: products (goods and services), spatial entities (municipalities, regions, countries/nations, tourist destinations) and individual entities (people, organizations, companies etc.). A product, a spatial entity or an individual entity are brands when their image transcends visual perception and remains permanent in the mind of the consumer/visitor, associating values and unique characteristics of the product that it represents.

Tourism brand is part of spatial entities brands and it appears often, as a brand destination. This, in addition to features in common with the other brands (goods and services), has a number of personal features.

Therefore, the development of a tourism brand will have many aspects in common with that of a brand of goods and services, and its own issues. Tourism destination brand marketing is a relatively new concept in the tourism industry and also a subject of academic research. The first studies on this subject appear in the late 90's (Gnoth, 1998). Among the first authors who deals with this topic, we remark: Chon, 1990; Ritchie J.R. & Ritchie J.B, 1998; Crockett & Wood, 1999; Hall, 1999; Buhalis, 2000; Pride, 2002; Morgan, Pritchard & Piggott, 2002, 2003.

Tourist destination brand is a topic discussed in many academic studies of foreign literature. Theoretical studies aimed at various aspects of the destination brand, such as: brand image (Echtner & Ritchie, 1991; Baloglu & McCleary, 1999; Pike, 2002; Hankinson, 2005), brand identity (Upshaw, 1995; Saraniemi, 2010), strategic brand management (Kapferer, 1992, 2004), brand equity (Aaker, 1991, 1996; Ambler, 1995; Keller, 1993, 2001, 2003; Vicari, 1995) etc. Case studies and the applicative approaches, empirical studies, regarding destination brand are very well represented in the international literature.

Most studies are focused on the analysis of urban tourist destinations brands (Hankinson, 2001; Mommas, 2003; Ashworth & Kavaratzis, 2010; Dinie, 2011), as well as national ones (Szondi, 2006; Rausch, 2008; Pike, 2010). Studies for regional brands are relatively recent and, according to Dumbrăveanu (2010) and Ryan & Mizerski (2010), are limited in number. Some researchers address this issue are mentioned by Lucarelli and Berg (2011), who focus on time evolution of specialty studies regarding city branding, highlighting growing of their importance. In Romania, this issue has been addressed recently by: Ilieș et al. (2008), Groza et al. (2010), Herman & Wendt (2011), Stăncioiu et al. (2011), Țarcă (2011), Paftală -Ciubotărița (2012), Drule et al. (2013). These studies are generally focused on the analysis of regional tourism brands.

Regarding the rural destination brand, there are few attempts in this direction in the literature of Romania. Among the recent note on this topic, we notice the work of Vicol Otilia (2013): Branding rural destinations. Case study - Moldoviței Valley. The paper highlights the main elements of destination brand image forming Moldoviței Valley of Suceava. Although the destination brand is very little developed in Romania, there is a growing interest among the researchers, both in geography and in the economy in terms of its approach.

Until now, many researches were focused on comparing the destination brand of consumer product to distinguish whether the two practices are sufficiently different to require separate strategies.

The results of the researches highlight that the brand destination is sufficiently different from the brand of a single product; however, the lines of approach are still unclear regarding the relevant dimensions of brand destination.

Ritchie (1998, p. 103) defines the brand destination as “a name, a symbol, a logo, a keyword, or any sign that identifies and differentiates the destination at the same time, moreover, it expresses the promise of a memorable travel experience that is uniquely associated with the destination; (brand) serves to reinforce the emotional connection between the visitor and the destination”.

Buhalis (2000) considers that a tourism brand destination is seen by tourists as an **entity** (continent, country, region, city, tourist attraction etc.) **unique**, with a political and legal framework for the planning and promotion of tourism. Tourist destinations include a comprehensive range of tourism products, offering an integrated and unique experience to tourists. This amalgam of tourism products, and services offered by a destination is “consumed” by tourists under the name of **brand destination** during their stay.

Blain (2005) claims that “a brand destination includes: image, recognition, differentiation, consistency, message, emotional response and expectations”. Konecnik (2007) argues that “brands offers visitors a safe destination and a quality experience, and to destinations, a way to establish a unique offer”.

From the above definitions we noticed that the brand destination consists of two major components: **image** and **identity**. Since the two terms are often confused, we try to be clear: brand identity is created by the transmitter (the main role is of the destination marketer) and it is sustained by the natural and man-made tourist attractions, historical and socio-economic characteristics of the destination, in other words, all the elements

that constitute the tourist motivations and brand image is the way the brand is perceived by the receiver/tourist from its previous experiences and communication strategies of the transmitter (Kapferer, 1997, p. 32).

In conclusion, we can say that the tourism brand destination represents:

- a way to communicate to the tourists a destination's unique identity;
- a mean to differentiate a tourist destination from its competitors;
- a promise made to tourists and that should be respected;
- a name, a logo, a slogan, design or a combination of these, which shall be communicated to the destination brand values and promises;
- basically all the attributes that define a tourist destination.
- a collection of intangible elements (ideas, feelings, associations of words etc.) that is stored in our minds.

Framing administrative and physical-geographic study area

Ciocănești commune is located in the north of Romania, in the western part of the Suceava County. From the physic - geographical point of view it is framed to the corridor of the Transcarpathian Bârgău - Dorna - Gura Humorului, situated on the Bistrița Aurie Valley, between Obcina Mestecăniș and Suhard Mountains (Figure 1), at an altitude of 850 - 940 m (Barbu, 1976; Roșu, 1980; Ielenicz, 2011).

Ciocănești commune is bordered by the following communes: Cârlibaba at north; Fundu Moldovei, north - east; Pojorâta at the east; Iacobeni south; Dorna Căndrenilor south - west and Coșna in the west.



Figure 1. Administrative and physical geographic location of the tourist destination Ciocănești

Socio-economic aspects of the Ciocănești tourist destination

Because of the vast areas occupied by pastures and mountain meadows, Ciocănești fit in the first stage of its development, in the category based on agro-pastoral villages,

specializing in raising animals for milk and meat. Later, the rise of mining and logging town perform a mixed agro-industrial. After cessation of the mining and forestry activities decrease, residents of Ciocănești were oriented to tourism development, exploiting thus a sustainable, natural resources and human interest valence. Currently, the commune of Ciocănești fall within the agro-tourist villages' function.

The technical infrastructure equipment of the village is satisfactory, the Ciocănești commune benefits of water supply, sewerage system and waste management system. According to the latest census, 60% of households, out of 510, are equipped with bathroom and 70% are connected to the sewerage system and benefits of drinking water. Most households (90%) have a high level of media (mobile, television, radio), 25% of the houses have Internet (source: Ciocănești Hall).

In terms of infrastructure access, a national road that crosses the village is presented in good condition, but the common streets are not paved and it is difficult to use cars, there are pathways to the tourist pensions.

According to the latest census, the population of the village had 1384 inhabitants, Ciocănești registering a significant decline from 2002, when it had 1519 residents. The age structure of the population is as it follows: 0 - 14 years old, 11.19%, 25 - 39 years old, 18.71%, 40 - 59 years old, 15.82%, 50 - 64 years, 20.73%, over 65 years, 17.77%. Active labour force is 60% of the total population (<http://www.suceava.insse.ro/>).

The main socio-economic problems that Ciocănești tourist destination is facing are:

- depopulation, unemployment, population aging, declining birth rates;
- human resources have a higher qualification in Ciocănești commune, most people are busy with farming, wood (in the background) and tourism. There is a predominance of labour inactive due to layoffs in the mining industry and lower activity logging operations.

Currently, there are a number of projects at the local council for the asphaltation of the local access roads, arranging a ski slope on the north eastern side of the Suhard Mountains, tourism promotion programs at local, regional and national levels.

Analysis of the tourist potential of the Ciocănești destination

a) Natural tourist potential

The location of Ciocănești commune on the Bistrița Aurie Valley, surrounded on one side by Obcina Mestecăniș and on the other, Suhard Mountains, confers it a varied landscape of great aesthetic value and multiple possibilities of leisure.

Obcina Mestecăniș site has a particular type of landscape geomorphology: altitude, gentle hills, the presence relief inversions named by the locals as "bâți". All these features are favouring tourism development through the contemplation of nature, mountain rural landscape, making marked hiking trails etc., meeting thus conditions for development of a rural tourism place in a pleasant, relaxing and refreshing way.

Culmea Mestecăniș, which forms the western section of Obcinei Mestecăniș and left guards the Bistrița Aurie Valley (Figure 2), is punctuated by a few rounded peaks (Căprăriei, 1249 m; Oița, 1250 m; Orata, 1360 m; Runcu Ciocănești, 1095 m), which can become particularly attractive vista points.

Suhard Mountains, whose western slopes gently down towards Bistrița Aurie, along which, on both sides, are arranged Ciocănești houses, the landscape is characterized by dark green coniferous forest, alternating with large areas occupied by pastures and meadows (Figure 3). The presence of subalpine, periglacial relief with very strange microforms (isolated rocks, debris covered the base) of towering peaks that may be true pinnacles (Fărăoane, 1715 m; Bâta Târșului, 1548 m; Văcăria, 1358 m), has led to several tourist routes, some of them having the starting point in commune of Ciocănești.

Bistrița Aurie Valley is very picturesque: meadows and pastures, covered terraces, slopes dressed in spruce forests and mountain meadows alternating with fragmented by many tributaries and the cozy houses with "ornamented" walls, creates a particularly attractive landscape favourable for tourism.



Figure 2. Culmea Mestecăniș and Bistrița Aurie Valley



Figure 3. Suhard Mountains

From the point of view of climate suitability for the human body, common bioclimate of Ciocănești fall tonic, stimulant, slightly sedative. Tourists in Ciocănești can make walking or mountaineering, thereby benefiting the curative properties of ozone-rich air, laden aerosol terpene (resin).

The hidrographic tourist potential valences of the Ciocănești commune, is conferred by other elements of the nature (topography, climate, vegetation). Bistrița Aurie and its tributaries (Suhărzulul Mic, Orata, Oița, Pârâul Puiu, Pârâul Sătesc, Pârâul Recele, Scoruşu etc.) supports practicing several types of recreational (fishing, rafting, “corking”), streams meander, sometimes, through people's yards, under small wooden bridge, giving the place a special charm.

In terms of tourism potential of the vegetation, meadows and grasslands meet, in full color, an important aesthetic function, landscaping, representing a great tourist attraction. They cover large areas, both in Obcina Mestecăniș and Suhard Mountains. Beauty is given not only by the many species of plants but also by the diversity created by alternating areas with wooded grassland. Coniferous forest becomes consistent on the slopes and peaks of the north-western end of the village, where it becomes compact in Suhardului forested slopes towards the base, to the edge of the village, and favours making hiking because of dense network of forest roads, horse riding and cure land (terpene aerosol presence, negative ionization). Glades or a clearing creates an environment conducive to relaxation and special visual effects.

Within the commune of Ciocănești there is the Nature 2000 site of “Bistrița Aurie” (375 ha), which was established to protect and preserve forests alluvial alder and willow (source: www.natura2000sv.com).

Fauna that inhabits the sub-alpine and coniferous forest of Suhard and Obcina Mestecăniș is represented by mammals (deer, bear, lynx, wolf, wild cat, wild boar, fox etc.). Species of birds (mountain grouse, black grouse, golden eagle - declared natural monuments, sparrow hawk, owl, unruly, falcon, spotted eagle etc.) (Geografia României, 1983; Ielenicz, 2009). Fauna contributes to dynamic landscape and to the practice of some types of tourism, as well as some forms of agreement. Photohunting is the main form of entertainment that capitalizes this resource, followed by scientific tourism and less than the hunting, because the hunting reduced the species number. The ichthyofauna is represented by trout (found on Bistrița Aurie until the limits of the locality Ciocănești), huchen, barbel, grayling, European bullhead (*Cottus Gobio*) and broad snout. As a form of recreation, sport fishing is practiced, especially during the “National Festival of Trout”.

b) The anthropic tourist potential

Ciocănești tourist destination has a rich anthropogenic heritage represented by the unique features of the architecture of the houses, the specific character of the traditional household, the existence of traditional occupations and crafts, ethno-cultural manifestation.

The traditional household represents the expression of the socio-economic, natural and historical peculiarities. In Ciocănești the household belongs to the category of double backyard households: the first part is reserved for the house and its needs, and the second is the rearing and care of animals; the house is placed parallel or perpendicular to the street, followed by household outbuildings.

The components of traditional households are: the household itself (the garden, the courtyard with the house, the stable divided in spaces for cattle, sheep, horses and poultry, the wood store and the yard for the cattle), the agricultural land occupied by meadows and the fields outside the household occupied mostly by meadows, pastures and forests. The households are delimited from each other by log fences. The basement, present in each of traditional household was built in the ground, located either near the house or the garden.

Currently, the households have been modernized, but generally, the structure of the traditional model have been kept: in the first yard are usually located the garden with flowers, the residential house, the summer kitchen, the fountain and a new element: the garage for the car; the second part of the household includes related construction (stable/shed) destined to shelter the animals as well as the provenders that constitutes their nutriment during the winter time (hay store). The fence over the road is built in many cases as a combination of iron, wood and stone. The traditional construction techniques (“the fork” or “dovetail”) are still present in the household, especially the outbuildings (stable, shed, hay store).

Traditional house architecture

The traditional house architecture from Ciocănești consists of the room - hallway - room type (Figure 4), the construction material is wood and the technique used in the construction is the one of houses in “forks” or “dovetail”.

The entrance hall (lobby) is simple and separates the two rooms of the house. One room served as a kitchen and bedroom in the same time, the other being “the guest room”. In front of the house there is the clay or the wooden terrace, enclosed later by a porch. It fulfilled many functions: increasing the living space, protection against weather, storage, and aesthetic role. The roof of the traditional house was made of wooden nailed weatherboard and the used technique was of the “whole - hip roof”. The room - hallway - room with verandah house type appears later, the front of the house was endowed with a threshold where the door or the wicket was (Cojocaru, 1983).

The planimetric and volumetric evolution of the traditional peasant house was done in parallel with the evolution of the constructive systems, the evolution of the construction techniques and the materials used. Thus, the floor-garret houses had appeared by converting the attic into a garret an adding the “balcony” (Figure 5). In the architecture of the house are appearing the fretwork elements with geometrical figures or floral polychrome motifs; especially adorning the eaves of the houses.

The custom of decorating the exterior walls of the house began in 1950, when Leontina Țăran – a well-known local for her woven and embroidered folk costumes - decides to embellish the walls of the house with patterns present in the traditional folk costume. The custom of “painting” the houses increases; the exterior walls are embellished with floral and geometric decorations (Figure 6), of a rare artistic expression. Gates, as well as the edges of the eaves are richly decorated with folk motifs, carved or cut in wood. The porch disappears from the architecture of the house, being replaced by the verandah.



Figure 4. Room - hallway - room with porch house type



Figure 5. House with floor - attic and balcony

The house with floor of the urban type (Figure 7) is a modern building, inspired by urban architecture. The construction material used is the prefabricated; the houses are more often built on a wooden frame. They usually have 3-4 rooms or even 5-6, being houses with floor. The hallway was replaced with a wider or narrower aisle, the threshold with verandah, the porch with balcony and attic by the garret. The urban type house must be integrated “disguised” in a specific conception of the landscape of this place.



Figure 6. Traditional house with walls decorated with geometric motifs



Figure 7. House with floor, urban type

The interior of the traditional house reflects the material and the cultural level of the family, its mentality and taste for beauty. In the traditional house there can be distinguished: household woven (towels, tablecloths and pillowcases), decorated woven (the towels from the icons and dishes, wall carpet, rugs), ritual woven (the carpet on which the grooms are kneeling at church on, the carpet from the table where the dead is placed, towels and bag materials which alms at the funeral) and embroidery (on pillowcases, tablecloths, traditional costume).

Traditional occupations and crafts

Livestock farming (sheep, cattle), due to extensive areas of pasture and meadows has led to the development of grazing with all of its features (the fold,

making cheese, kitchenware, pastoral holidays etc.); manufacturing the woollen fabrics, the masks used in ritual dances at Christmas and New Year and not at least to the creation of a specific cuisine based on sheep and cows meat and dairy products.

The rhythm of the pastoral activities is in tune with the specific of the seasons: the cleaning of the pastures, milking and making of the sour cream and cheese, mowing and drying of the hay. In Ciocănești, there is one single farmhouse that trade these traditional crafts in tourism through various tourist animation programmes (initiation into the “art of making cheese”, trips to the sheepfold by waggon or horseback, milking sheep, grazing, counting, cutting and last but not least, tasting of sheep yard products: cheese, cottage cheese, smoked cheese, shepherds’ polenta, smoked cheese etc.).

Wood harvesting and processing does not know the extent of the past anymore, there is only one functioning local company profiled in the processing of wood and three carpenters. In the past, this occupation has led to the development of the **run logs on the Bistrița Aurie**, creating household items (barrels, looms, tools and kitchen furniture, benches), elements of decor in the architecture of the house (porch, wooden gates, crosses, wells), plants and agricultural tools (carts, rakes, forks), techniques and traditional tools (carving the wood by the ax, cutting and slitting of thick wood with a saw and backsaw, scrapers, chisels, drills). The use of horses for transport of wood from the forest led to the development of blacksmithing; to which Ciocănești identify itself with the historical past—related to the “ciocănari/hammers’s masters” of weapons, from the time of Ștefan cel Mare. Currently, there are four forges in the village, of which only one is functional.

Gathering from nature is a secondary activity that capitalizes species of mushrooms, herbs, fruits and leaves of bushes, through their use in folk medicine, to food, to obtain natural dyes used in textile dyeing and painting of the eggs etc.

Domestic pursuits, such as wool processing (washing, teasel, spinning, warping, and weaving) and dressing of the wool fabrics (making costumes, textile interior decoration objects) are traditional activities practiced only isolated in the village Ciocănești. Currently, some of these activities are capitalized trough tourism by organizing within the National Museum of Painted Eggs of demonstrations of weaving or spinning wool.

Elements of Ethnography and Folklore

The traditional song includes the shepherd related repertoire (habits and specific games, “Goat”, “Bear”), wedding repertoire (“Song of the bride”, “Song of the groom”, “Chickens’ game”, “Dowrys’ game”, “The great game”, “Mourning of the bride”, “Brides’ hora”, “The big hora”, “Wishing at the gate of the bride” and so on).

The traditional dance is present in the community during festivals, traditional holidays, family events, various manifestations of ethno-cultural. Artistic movements of the community are represented by folk ensembles “Bistrița Aurie” and “Bistricioara” in there Ciocănești School of Music “Ionică Țăranu”.

The Traditional Folk costume is specific to Bucovina with influences from two ethnographic subzones: Câmpulung Moldovenesc and Dorna Land. The traditional folk costume is present in almost every home, being worn at special events and community events (festivals, religious celebrations, family events) (Secoșan, 1984).

Ethno-cultural events

In Ciocănești takes place various ethno-cultural manifestations, the most important being the National Trout Festival, Winter Customs Festival and National Festival of Painted Eggs. Winter Customs Festival valorize the shepherd repertoire through a series of ritual dances such as “Bittern”, “Goat” (Figure 8), “Bear”, “Horses”, habits of life-cycle (“Wedding”) or related past history (“Gang of Jianu”, “Gang of Novac”). Winter habits are closely related to the way of life, with crafts, history, tradition and culture of these places.

Painted eggs Festival is held every year before “Lăsatul secului” (religious fasting). The art of eggs painting was transmitted from generation to generation, as well as the symbols used, the predominant color, working tools, raw materials and the process of obtaining substances pigmentation.

The festival program includes: eggs painting competition (Figure 9), nature crafts exhibitions, exhibitions and traditional cooking contests. Continuity of this craft is provided by local craftsmen in common and there is a school of art decorating eggs, which operates the Museum of painted eggs. Also, through the project “Ciocănești - living museum of folk art and traditions” is held annually in the period 22 to 30 June, the so called “închistrit” (painting) eggs camps.

National Trout Festival is the only festival of its kind in Europe and takes place on the feast of “Saint Mary”. The festival includes events aimed at knowing the traditions, folk, gastronomy and local crafts. In addition to know the material and immaterial cultural heritage, tourists are engaged in recreational activities and competitions related to the fishing and preparing of the trout, the contest of “gold screened” etc. On this occasion it is awarded the household that has the best preserved traditional features and the most beautiful flower garden. Also, it is revealed the hospitality of the Ciocănești residents: they are greeting with bread and salt the guests at the entrance to the village.



Figure 8. Popular masks parade – the “goat dance” (source: promotional DVD)



Figure 9. The eggs painting contest at the National Museum of Painted Eggs

Cultural tourist sites

National Museum of Painted Eggs (Figure 10) was established in 2007, the only one of its kind in the country. The museum contains a special section dedicated to the art of decorating eggs, this exhibition contains all the awarded painted eggs from all editions of the “painted eggs Festival”. The exhibition bears the name of the teacher Novac Norbert Ioan. There are also exposed folk art collections and traditional handicraft reflecting traditional occupations of the inhabitants of Ciocănești blacksmithing, run logging, carting, animal husbandry, weaving.

House - museum “Leontina Țăran” (Figure 11) reflects the traditional house typology of Ciocănești. However, this was the first house “painted” by Leontina Țăran, a local peasant woman; she is the one who laid the foundation of a new style in decorating the walls of the houses. Inside, visitors can admire the handmade things: carpets, tablecloths, rugs, towels, rugs, costumes etc.

Other cultural attractions in the Ciocănești village are: “Furnica” library, “Florin Gheuca” Culture House, the Eco - Museum and an impressive number of traditional houses, whose walls are decorated with geometric and floral paintings.



Figure 10. The National Museum of Painted Eggs

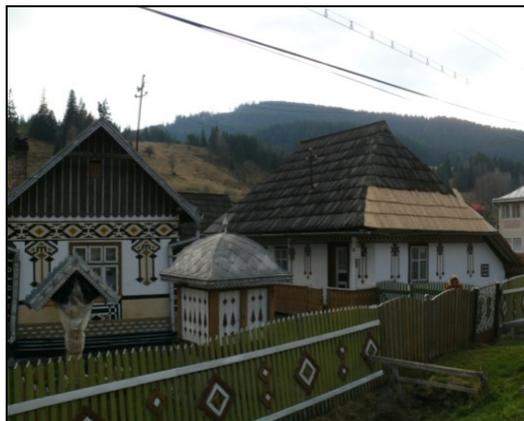


Figure 11. The house - museum "Leontina Țăran"

The traditional cuisine is specific to Bucovina, but there are some dishes with local specific: trout beet leaf tied with thyme, lamb, the cream cheese, chickens, cow sponge, and forest stew with garlic, served with polenta. As a form of tourism leisure, is practiced picnic with a housewife basket that actually brings in actuality a practice from the past. The food in basket for cork men former was transformed into a picnic basket for tourists. It contains foods that can be served cold: smoked bacon, fresh cheese, boiled eggs, onions, and meat scraps, homemade pies "hem the belt" curd cream etc.

c) The touristic infrastructure

In terms of infrastructure access, the commune of Ciocănești enjoys a very high potential position, being crossed by Route 18, which is drawn from European road E576 and connects the northern Moldavia with Maramureș Depression trough Prislop clough (1416 m). European road E576 connects northern Moldavia and Transylvania Depression by Tihuța clough (1201 m). Railway access is provided by Vatra Dornei or Iacobeni stations and air transport from the airport "Ștefan cel Mare" in the town Salcia, Suceava County.

Access roads to tourist destinations are the trails starting from Ciocănești to the sights in Suhard Mountains (peaks: Bâtea Târșului, 1548 m; Șveițaria, 1542 m; Văcăria, 1358 m; the pastoral cottage Recele etc.).

Also commune of Ciocănești is close to major tourist spa resorts and winter sports, namely Vatra Dornei (20 km) and Borșa (69 km) and of protected areas, namely: Maramureș Mountains Natural Park, Călimani National Park and Rodna National Park.

The accommodation infrastructure is represented by guesthouses and agrotourism pensions. Currently there are 15 units of accommodation operating of which two guesthouses classified three stars and 13 rural locations classified at two-three stars with a total of 151 beds (<http://www.antrec.ro/>). Also, to this are added about 70 households who are providing rooms for rent by hey are not recorded for tourism purpose. Basic nutrition is provided in most of the tourism and agrotourism pensions and in two restaurants (Gabimar and Melios). A traditional pastry shop with a snack bar and four grocery stores provides foods for the tourists.

d) Reception of tourists

Among the components of rural tourism, in addition to the natural and anthropogenic resources and tourism infrastructure, welcoming of the tourists has a significant role. The far-away welcome uses the following ways of tourist information: tourist local newspaper "Journal of Ciocănești" which provides information on major cultural events in the village, brochures, leaflets, street posters, internet, tourist

information point; indicators signalling the anthropogenic attractions on maps or panels, the existence of panels at the village entry with the term “village tourist” and “commune - museum”.

Although there is a far-away welcoming system for tourists relatively well developed, we consider as necessary to establish a tourist booking office (dispatcher), which is equipped with computer connected to the Internet, a catalog of guest houses (owner name, phone, address, category of comfort, tourist offer) and the installation of street tourist boards containing a map of the village with the positioning of tourism and agrotourism pensions. Welcoming (hospitality) is an essential element in tourism, especially in rural tourism, where we can not speak of mass tourism, but a personalized tourism. Often we find phrases like “people of the place are hospitable” or “humanity” or “welcoming host”, each one trying to support their arguments on differentiation of the tourist destinations. Hospitality is a characteristic of the Romanian people, however, each ethnographic area, region, area, has its own “methods” or a certain specificity to define hospitality. Ciocănești people hospitality lies in the attitude towards the guests who visit the village. Tourist are perceived as guests of the household in addition to the services requested (accommodation) they have all the attention from the host, which makes it's a pleasure in everything, giving tourists the best in the house, putting himself entirely at its disposal, discreet and not ostentatious. In Ciocănești, every tourist is perceived not only as a guest of the house, but as a guest of the entire community, this being shown by the attitude of benevolent friendship, from each inhabitant, as if ready to respond to any requests from tourists.

e) Leisure and tourist animation

Tourist animation is the sum of activities deliberately or spontaneously manifested by the local community in order to enrol the tourist in the local life by experiencing moments of exceptional originality. Leisure is, along with accommodation, food, transport etc., an essential component of the tourist product. Tourist animation programs may include the following activities: mowing hay, tasting of alcoholic products specific site (cranberries, pickled raspberries), pastoral (sheep milking, dairy preparing the sheepfold, sheep grazing, catering to the sheepfold), learning of dances or playing traditional instruments, walking with “cork” on the Bistrița Aurie etc.

Ciocănești locality, through its tourist heritage, the opportunities offered by natural and anthropogenic patrimony, offers multiple ways of spending spare time, reflected in the ways and means of leisure tourism present in this area. Leisure tourism activities practiced in Ciocănești are: hiking, horseback riding, boating and raft rides animal-drawn vehicles, cycling, contemplating landscapes, photography, attending sporting events and competitions gourmet, practicing extreme sports (rafting, gliding study nature flora spontaneous knowledge, studying wildlife etc.), harvesting from nature (the harvesting of berries, mushrooms, medicinal plants), participation in festivals, celebrations, involvement in creative arts and crafts.

f) Forms of tourism in the tourist destination of Ciocănești

The main form of tourism in Ciocănești is the rural tourism, defined as “a particular form of tourism, based on a certain art of receiving tourists and a behaviour different from that practiced routinely in other types of tourism. From this perspective, rural tourism is a state of mind involving both the hospitality of the rural community and the respect and consideration for the countryside, from the tourist” (Petrea, 2004).

Rural tourism capitalizes rural tourism resources (natural, cultural and economic), tourist facilities and equipment, including rural tourist pensions, takes various forms with a wide range of activities: rest and recreation, transit, culture, knowledge, religion, the practice of sports etc. (Petrea, 2000; Glăvan, 2003). Rural tourism exploit local traditions, traditional architecture, social events of the community (religious feasts, weddings), crafts, craft creations, local customs and traditions (winter habits, Easter).

Agrotourism is “a form of rural tourism using accommodation and meals only agro hostels, benefiting from an unpolluted environment and scenic tourist attractions natural and cultural values - historical traditions and customs of the rural areas. Rural areas, through its components, satisfies a wide range of reasons: rest and leisure, knowledge, culture, sport, clean air or bathing, hunting and fishing, agrotourism providing a large area of coverage opportunities for leisure” (Glăvan, 2003). In Ciocănești, agrotourism exploits the availability of accommodation and food from local farms, trained and specially equipped to receive tourists. Farmhouses owners shall, in addition to accommodation and dining, leisure to provide activities with specific economic characteristics of the village and the household (close hay riding, eggs painting, preparing local cuisine dishes etc.).

Recreation tourism and leisure tourism combines features such as those of health tourism, through a series of specific activities: harvesting medicinal plants, berries, contemplating the landscape, spontaneous flora knowledge, marked hiking trails.

Sports and adventure tourism is characterized by the practice of sport activities: tourist-orientation, fishing and rafting on Bistrița Aurie, paragliding in the Suhard Mountains, “Suhard Cup” in football etc.

Religious tourism is practiced, especially during major holidays of the year (Easter, Saint Mary) and the wake of the church “Adormirea Maicii Domnului”.

Transit tourism capitalizes especially UNESCO monasteries both in Maramureș and northern Moldavia, spa resorts and winter sports, Vatra Dornei and Borșa, national parks or natural like Călimani and Rodna, Maramureș Mountains etc.

The creation of the Ciocănești tourist brand

Creating a tourism brand destination involves several steps, the most important phases of destination branding is based on defining and communicating the key values of the brand. To achieve these objectives, the first step of the branding strategy involves identifying the main elements that make up the brand and define the destination brand identity (Keller, 2003; Kapferer, 1997). Selecting the components of the brand represents an important phase of their consistency and relevance depending entire imaging process which in turn contributes to the strength and uniqueness of brand's identity (Cai, 2002).

A brand destination effectively highlights the following elements: natural and human heritage (attractions both natural and anthropogenic landscapes, favorable climate conditions for tourism, customs and traditions, and cultural events, traditional gastronomy, hospitality), tourism infrastructure (accessibility, bases of accommodation, meals and entertainment), the types and forms of tourism. All these aspects underpin tourism destination brand identity and will be further analyzed to create the visual identity of the Ciocănești tourism brand destination.

Brand identity explains more or less detailed, subtle or direct, the elements that define the brand inherently resorting to associations with other elements, background. To fulfil this role, coherent identity needs of a close and harmonious relationship between the elements that compose it, on the one hand, and between itself and associations evoked, on the other hand, influences the perceived quality of the brand and the identity helps the brand associations, brand voice and audience designs.

After analyzing Ciocănești tourist destination, we identified the following elements of differentiation needed to create Ciocănești tourism destination brand's identity: traditions and crafts, traditional cuisine, Bucovina specific mountainous countryside and hospitality. To create the brand identity of Ciocănești destination, we used the following brand elements: brand name, logo, isotype, slogan, text and background.

The logo is represented by a graphic - egg - classified as tourist destination name - Ciocănești - by substituting the letter “O” (Figure 12).

Argument: the egg symbolizes tradition (“Închistritul” - Easter egg painting), authenticity (the egg painted, specific for Ciocănești - black background), traditional

house architecture - houses “painted”, presented by the diamond symbol, highly stylized; wood carving elements are shown by irregular contour of the egg; the top of the egg has a mixture of colours that suggest artistic creation reflected in the art of painting eggs, in folk costume and decorating exterior house walls; also suggests attractive valences of the natural, polychrome meadows, although the change of the seasons of vegetal notes and not the least suitability for tourism in all seasons. The egg is the symbol of perfection, of love, fertility and the cyclical nature life.



Figure 12. The visual identity of the Ciocănești tourist destination brand
(Source: own processing with the Adobe Photoshop CS3 software)

The isotype is the second graphic element - two rows of gentle and parallel hills - symbolizing Obcinele Bucovinei, suggesting dark green coniferous forest. Under the izotyp appears the name of regional brand “Bucovina”, underneath of which umbrella is intended to promote the brand “Ciocănești”. Bucovina is already an established brand through which the brand of Ciocănești can be recognized, located and can benefit from the confidence gained from it.

The slogan - “Together we continue the tradition” - is a brand promise made to the tourists. This is simple, concise and catchy.

The text contains two fonts that reflect the arching artistic letters represented in models painted on the exterior walls of the houses, in models sewn on the traditional costumes, the painted Easter egg. The colours are brown and green text specific for Bucovina. For the slogan, was used a different color - red - to be more visible, but also because this colour is found on decorative fabrics, folk costume and on the “painted” egg.

The background is made up of a collage image, and the following aspects:

- the first plan reflects: the traditions and crafts (eggs painted, decorating the exterior walls of the houses with motifs from folk costume, manufacturing of the textile objects for interior decoration, masks and folk costumes, habits of the New Year and Easter); traditional cuisine (suggested by the presence in the forefront of Easter basket).

- the second plan reflects: the traditional household (rustic fence, fence with geometric patterns applied and painted, well, crosses, home, yard, barn, hay barn, meadow); rural architecture and painting custom houses;

- the third plan reflects: the specific mountain countryside of Bucovina, by the arrangement of village and household organization; highlights the diversity of the landscape given by Obcinele Bucovinei, Suhard Mountains and Bistrița Aurie Valley and the possibility to practice many forms of leisure tourism.

CONCLUSIONS

Creating a brand is a complex process, whether it is about products, services and travel destinations. One of the main phases of a tourism destination brand is the brand identity development, which involves identifying those elements that confer unique tourist attraction, specificity, originality, distinguishing it from others. This can be achieved through market studies, which involve the identifying of those attributes that tourists consider to be valuable, and will then be promoted, but also by analyzing the tourism potential of the respective destination. For the tourism destination brand of Ciocănești we approached the latter, based on a study of the geography of tourism.

Our analysis identified the following specific elements that can define the brand identity of Ciocănești:

- the custom of decorating the outer walls of houses (over 70% of houses have walls painted);
- crafts and traditional activities well preserved: eggs painted (specific fonts white and black), manufacture of textile articles for interior decoration of houses, masks and folk costumes (specific elements: geometric and floral motives: diamond, tree of life);
- habits of the New Year and Easter;
- traditional cuisine (dishes of Bucovina, with some local characteristics);
- traditional household (specific items: fence with geometric patterns, fountain “dressed” in wooden with geometric sculptures painted);
- the traditional architecture of the houses (houses with floor - attic).

All these attributes contributes to support the brand promises that Ciocănești, emphasizes with the slogan “Together we continue the tradition”. To the logo of the tourist destination name - Ciocănești, has been integrated a graphic element highly stylized - “the egg” by substituting the letter “O”. The second graphic element (isotype) - two rows of gentle and extend hills represents Obcinele Bucovinei and appears above the regional brand name.

In conclusion, we can say as a tourist destination, Ciocănești enjoy all the attributes to develop a strong and competitive brand through which will be able to promote the tourist offer, both internal and international.

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STUDENTS' ATTITUDE AND EFFECTS OF SPORT AND RECREATIONAL TOURISM ON SUCCESS IN SCHOOLS

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Abstract: This research is supposed to establish if there is a significant difference in attitude of boys and girls and their peers to sport and recreational tourism and its' correlation with success in schools. Tools used in the research were: the questionnaire compiled of socio-demographic data; the questionnaire on the attitude towards sports. The participants in the research were teenagers, 357 of them (189 girls and 168 boys), aged 12- 15. The research was carried out in primary schools all over AP Vojvodina. The obtained data showed that the participants who prefer sports or recreational activities manifest greater interest in student trips and excursions and generally have greater success in school. However, there is, statistically, little difference in dependent variables between older and younger participants.

Key words: Students, Sports, Recreation, Tourism, Success

* * * * *

INTRODUCTION

Sports in modern tourism is becoming the new reason and most often one of the motives for travelling to a specific tourist destination (Bartoluci, 2003). Sport tourism includes all types of active and passive involvement in sport activities which are done occasionally or regularly out of noncommercial or business related reasons for which the leave of one's own residence or work place is necessary (Plavša, 2005). One significant motive which is at the core of recreational tourism is certainly the welfare of one's health and fitness. However, recreation in tourism can be anything, from revivification of folk and traditional activities (hunting, fishing, gathering fruits etc.), to participation in modern games (Plavša, 2005).

Temporary trips to sport attractions or staying of an individual outside their usual residence for participation in or watching a physical activity are all part of sports

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(Kesar, 2011). Sports and recreational tourism in schools has its' own psychological and pedagogical justification, because it is the schooling that students gladly attend. Outside the school, students experience and achieve more. They discover and experience beauties and functions of their environment, expand their curiosities and most importantly, they work on their health and fitness.

So, we can say that sports and recreational tourism is a specific form of tourism for which sports and recreational benefits are the motives for travelling to and staying at a destination. Sports and recreational tourism implies tourists doing sport and recreational activities chosen by them for purposes of satisfying the need for movement and stretching, playing games, being involved, recreating, amusement etc. (Plavša, 2007; Vujko, 2008). The children's need for movement, games and fun alone is the reason for implementation and application of extracurricular sports and recreational activities in schools (Kermeci, 2011).

Sports and recreational tourism can be regarded as social and economic factor based on the unique interaction of different sports and physical activities, people and place. Global Strategy on Diet, Physical Activity and Health (WHO, 2004) distinguishes the importance of school policies and programmes which support adopting healthy diets and physical exercise, providing everyday physical education, adequate facilities and equipment etc. The focus group in this case are indubitably children and young people, but further promotion of physical activity in schools and local communities should not be neglected (Strategy on Developing Of Sport In Schools In Autonomous Province Of Vojvodina 2013-2017, 2013). Engaging in sports or recreational activities can affect health and behaviour of young people in three ways:

1. It provides significant quantity of physical activity;
2. Deters young people from unhealthy things;
3. Reduces exposure to inadequate environments which can encourage inadequate behaviour (Patte et al., 1996).

Significance of school sports and physical education is recognised in Strategy on Educational Development in Serbia by 2020 (2012); among the policies, actions and measures of fulfillment of the devised strategy, there is the necessity to organise a complete sports life in schools (beside physical education), which involves all students, in accordance with their own abilities and affinities. Also, within the providing the different structure and timetables of school's workweek, it is expected that students have everyday 'working' hours (8-16 o'clock) which includes regular classes, extracurricular activities, learning time and teacher consultations and obligatory sports and recreational activities (Strategy on Educational Development in Serbia by 2020 (2012). Various school activities contribute to the drawing out of specific and recognisable school profile, and sports activities make the significant element of that unique profile.

When it comes to activities that schools could offer to students for more creative uses of their free time, most students (78 per cent) think that there should be additional content in terms of sports activities. In the opinion of secondary students in AP Vojvodina, the most significant obstacle to spending quality time is the lack of money (Petrović & Zotović, 2010). Information on the level of secondary students' activism in AP Vojvodina (2012) confirm that high membership fees represent a great barrier for greater involvement of young people in sports clubs (Strategy on Developing Of Sport In Schools In Autonomous Province Of Vojvodina 2013-2017, 2013).

METHODOLOGY

The research was based on pedagogical experiment and the application of statistical analysis of empirical data. Various methodologies were used: descriptive method- an overview of relevant research on the attitude of students of seventh and

eighth grade to sports and recreational tourism; while the technique of parallel groups was used in the empirical part of the research. Primary and secondary data were used in the research. Secondary data refer to the presentation of the existing condition regarding students' decision on taking up sports and recreational activities, while through the use of corresponding methods for collecting data (polls), necessary primary data which explain motives, thoughts and attitudes of those polled students to sport and recreational tourism were collected.

The aims of the research:

1. To establish the level of students' satisfaction with the existing state of things and a desired direction for the development of sports and recreational tourism; to ascertain the attitudes of those polled on the potential of sports and recreational tourism, resources and attractions and the level of their valorization;

2. To establish the connection of primary students' success in schools with sports and recreational tourism. The following instruments for collecting data were used in the research:

a. the questionnaire compiled of socio-demographic data

b. the questionnaire on the attitude towards sports and recreational tourism.

The research was conducted on the territory of AP Vojvodina in several primary schools. The participants, 357 in total, 189 girls (52,9 per cent) and 168 boys (47,1 per cent) were children and teenagers, aged 12-15. The poll was done in groups and they were anonymous. After all the questionnaires were handed around, instructions for answering the questions were given with a notification that the results would be used for scientific purposes only. Instructions were the same for everybody. The poll was not time-limited. The statistical analysis of data was done by statistical processing of data packets. Attitude scale was treated using frequency distribution and chi-square test.

RESULTS AND DISCUSSION

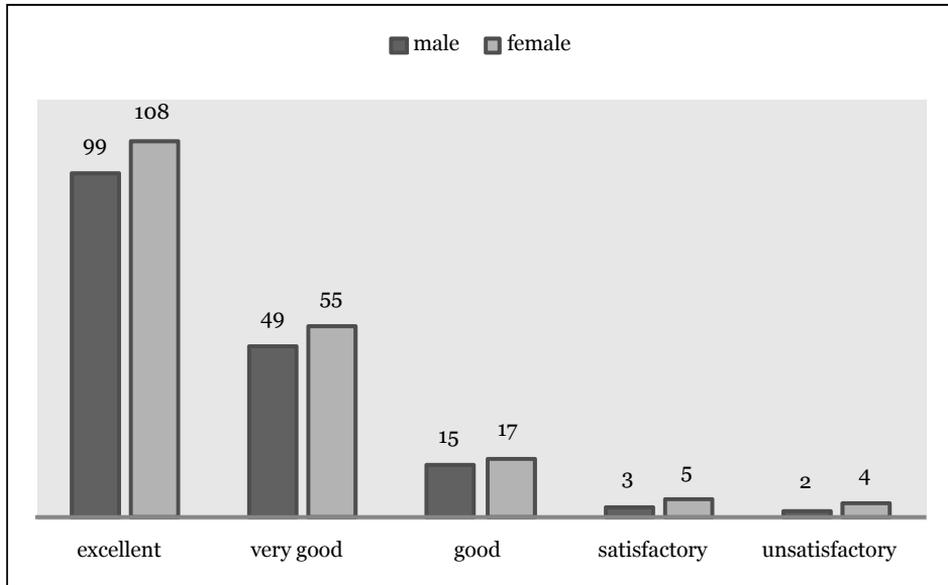
The form of physical activity for children and youth in Serbia is consistent with a pattern of physical activities of their peers in Europe (Brettschneider & Naul, 2004). Boys are more active than girls, and with age, level of physical activity declines. Boys are more involved in organized sports and prefer more intensive activities, while girls prefer informal and recreational types of activities. The boys positively evaluate their sports competence. They prefer to compete and compare with others in sports and like more intensive physical activity (Đorđić & Krneta, 2007). At the age of thirteen, the average number of interest is higher among students whose academic achievement is better. Approximately a quarter of young people, whose success at school is an excellent or very good, interest in various forms of sports and recreational tourism is extremely large, while significantly fewer number of students whose academic performance is weaker show the same interests (Maksić & Tenjović, 2008).

Table 1. Frequency of polled students with regard to gender and sports

		I do sport			Total
		Actively	Recreationally	I don't do sport	
Gender	Male	77	14	77	168
	Female	64	27	98	189
Total		141	41	175	357

When it comes to activities that schools can offer for more creative uses of free time, the majority of students (78 per cent) believe that the school should introduce additional content in the form of sports and recreational activities and trips (trips, camping, boy scouts etc.). Academic achievement of students (Figure 1) is an indicator of

many phenomena, including the development of interest in tourism related to the study of objects and phenomena in nature, exploring the ways people work and some parts of developing a positive attitude towards the national, cultural, ethical and aesthetic values, sports and recreational needs and habits, and positive social relationships. Developing interest in nature, developing ecological habits and encouraging them to display positive emotional experience and a healthy lifestyle. The boys in this study have a better average grade in school than girls (M - 4.4286, SD - .82311 M - 4.3651, SD - .06622).



N - 357, SD - .938, df - 356, p - .000

Figure 1. Academic achievement of students

Per cent 30 of students engage in organized sports, with boys significantly more likely to engage in sports in sports clubs, compared with girls. Most boys engage in football, followed by basketball, volleyball, martial arts and swimming. As far as for recreational activities outside of school (Table 1.) go, 12 per cent of students go to sports clubs (aerobics, gym, folk dancing, hiking, dancing schools, etc.). A significantly higher percentage of girls engage in recreational activities. Only 15 per cent of the students are involved in the school's sports extracurricular classes. Gender influences the cooperation of students with parents in the planning of sports and recreational activities. Male students are more cooperative when it comes to working with adults, while girls have their own attitude by which they govern themselves. Research suggests that the positive impact of parents can be achieved in two ways, so that they can exercise a positive influence as 'managers' of free time who, to a certain extent, control and plan children's and shared family activities, as well as models that shape the interests and habits of their children (Larson et al., 2001).

Among those polled, there are students who are actively involved in sports and recreational activities, three times a week for one hour (27,5 per cent), although there are students who stated that they spend more than seven hours a week doing various types of sports and recreational activities (Table 2.). The largest percentage of those polled use balls in their activities (92.6%), followed by bicycles (85 per cent) then a tennis racket (56.4 per cent), rollerblades (46.3 per cent) fishing equipment (24.93 per cent), skis (21.53 per cent) and the lowest percentage of those polled use skates and boats (8.6 per

cent). The results obtained show us that (24.6 per cent) of students believe that there is sufficient application of extra-curricular sports and recreational activities (excursions, camps, schools in nature etc.) in their schools, while a large number of students (67.5 per cent) believe that it is not enough.

Table 2. How many times a week, do you participate in sports and recreational activities?

0	175	49
1-3 hours	98	27.5
3-5 hours	28	7.8
5-7 hours	42	11.8
More than 7 hours	14	3.9
Total	357	100

Would you like to spend your winter vacation in the mountains, where they could do sports and recreational activities, 77 per cent of polled students gave a positive answer. The biggest reason why students would spend winter vacation in the mountains is skiing (42.2 per cent), 34 per cent of students preferred snowballing and playing in the snow, and only 5 per cent of those who would just ride sleighs.

When asked Have you travelled so far across Serbia with your parents, friends or as part of school trips, almost all polled students (98.9 per cent) gave a positive answer. When asked if they had ever gone abroad, 53.7 per cent of polled students stated that they had. Half of them said they travelled to Montenegro or former Yugoslav republics (Macedonia, Bosnia and Herzegovina, Croatia) and the other half said they travelled to European countries (Hungary, Romania, Greece).

Who would you like to travel on a summer vacation with, 73 per cent of those polled said they would travel with a friend, 17 per cent with parents, 3 per cent on their own, 2 per cent with cousins, 3 per cent with school, 1 per cent with a group and 1 per cent did not have any answers. When asked about visits to the theatre, cinema and museum in their free time, 73.43 per cent of those polled said they do not visit any cultural events. Among those who regularly visit, the frequency of visits is 1-3 times per month.

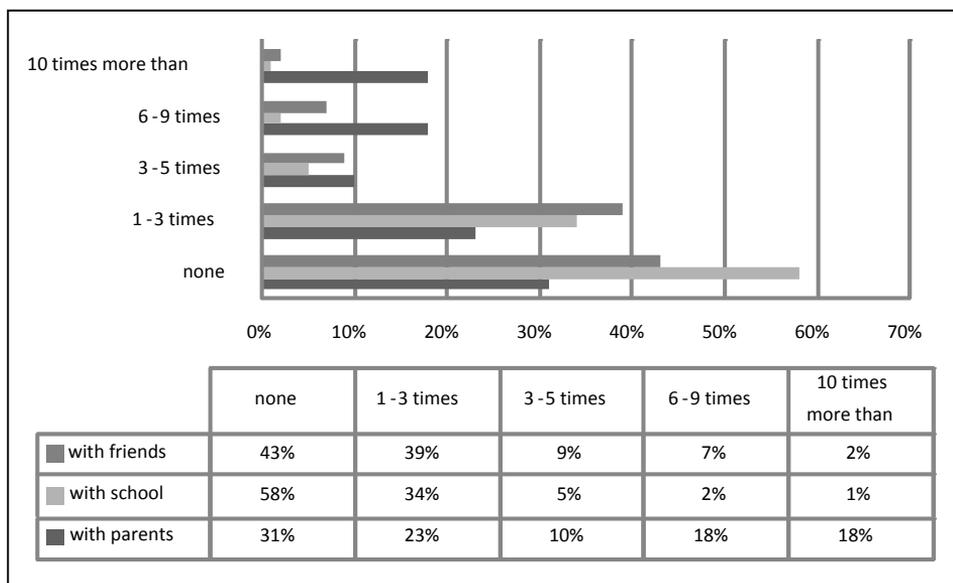


Figure 2. Have you been to a resort or gone on a tourist trip in the last year?

Figure 2 shows us that in the past year 58 per cent of those polled have not been on an excursion or a trip with their school, 36 per cent with their parents, and 43 per cent with their friends. 1 per cent went more than ten times on a trip to a city with their school, 18 per cent with their parents, and 2 per cent with friends. Schools should encourage children and young people to spend more free time in engaging in sports and recreational activities. The European Commission has announced in The White Paper on Sport (White paper on sport, 2007) the introduction of acknowledgement to schools which are actively involved in supporting and promoting physical activities in the school environment. When asked if they have any hobbies, 45.75 per cent of polled students said that they engage in cultivating and nurturing (of flowers, dogs, cats etc.), 27.23 per cent in art (drawing, writing, painting, playing instruments etc.), 16.03 per cent in collecting (posters, pictures, photos etc.) and 10.99 per cent in making or repairing things. Girls are more involved, in their free time, in collecting and artistic activities than boys (27.4 per cent: 9.4 per cent). Distinctive analysis shows that the values of young people prone to a party (going outs, socializing) differ from the values of those who do not care ($\chi^2 = 209.799, p = 0.00$). Differences exist between those who spend time with computers (listening to music, playing games and chatting) and those who do not ($\chi^2 = 98.190, p = 0.00$) and between those who often and rarely go out ($\chi^2 = 121.526, p = 0.00$).

Table 3. Students' interest in various kinds of sports and recreational activities during summer holidays

Sports camps	81 %	75 %
The art colony	12 %	20 %
Drama (literary) colony	7 %	19 %
Studying foreign languages	23 %	27 %
Computer workshop in nature	37 %	41 %
Sailing boats on rivers	57 %	33 %
Diving	59 %	38 %
Swimming	93 %	85 %
Fishing	18 %	2 %
Summer camps	76 %	68 %
Mountaineering	69 %	54 %
Nature trips	55 %	63 %
Sports academies	35 %	27 %
Exercising in the sports hall	21 %	13 %
Boy scouts camps	27 %	14 %
National parks visits	23 %	26 %
Visits to cultural and historical sites of Serbia	16 %	18 %
Visits to different areas of Serbia	33 %	37 %
Martial arts camps	48 %	19 %
Combining several activities	37 %	34 %
Cycling in nature	67 %	56 %
Miscellaneous	8 %	10 %

In Table 3, we can see the frequency of polled students for various types of sports and recreational activities during the holidays. Students are most interested in swimming, boys (93 per cent), girls (85 per cent), followed by sports and summer camps, cycling in nature, hiking, nature tours, etc. Students were asked in advance which new types of sports and recreational activities they would like to be acquainted with, so that they could, afterwards, do them successfully. When asked about the new sports we got the following answers: bungee-jumping, snowboarding, hang-gliding and ballooning, skiing, wall climbing. They also agreed, 95 per cent, that instructors are necessary on school trips.

Instructors have the task to, in addition to helping with traditional sports and recreational activities that are done on various sports courses, make the best out of nature and, if possible, implement various walking tours, orientation games, scouting skills (use of maps, compass, making a natural shelter, etc.), rock climbing (Figure 3), spelunking skills in case there are some caves, etc. (Ostojić, 2013).



Figure 3. Animation and recreation of children (Source: G. Vještica, 2013)

A smaller number of students dared to try out more adventurous activities, rafting (10 per cent), free climbing (11 per cent), mountain biking (9 per cent). The majority opted for all-day hiking (41 per cent) and recreational climbing (28 per cent). According to the frequency of being mentioned, leisure activities include sports, reading, recreation, fun with peers, listening to music, watching videos and TV, doing a hobby, doing art (playing instruments, painting, writing), further learning and self-education, household chores and other activities.

Approximately half of the students spend their free time at home, and the other half outside. When they go out of the house, young people often go to sports pitches and courts, parks, or they are in the streets and squares (Maksić & Tenjović, 2008). The resulting low but significant correlation between sports and recreational activities and academic achievement ($r = 0.18$, $p = .009$, $r = 0.19$, $p = .006$) was distinguished, which means that students who have better academic achievement prefer sports and recreational activities.

Table 4. Sports, recreational activities, spectrum of interests and the intensity of the educational interests of students

	Sports activities	Recreational activities	Spectrum of interests	Intensity of educational interests
Students' tourism	0,07	0,25**	0,30***	0,39***
School success	0,11	0,20*	0,28**	0,41**

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

As shown in Table 4, sports, recreational activities, spectrum of interests, the intensity of the educational interests are positively associated with students' tourism and

the average school success. The correlations are of low or moderate intensity, but significant. It can be said that students who prefer sports and recreational activities with the broader sense of interests and more intensive educational and artistic interests show greater interests in student trips and have better academic achievement.

CONCLUSION

Based on these results we can conclude that the sports and recreational tourism is insufficiently present in the free time of students. If sports and recreational tourism wants to strengthen its' position and its' presence in the school curriculum, and it is possible, it must adapt its' goals, contents, and bring down rigid barriers and resistance, which prevent positive change in the area. We are witnessing a big differentiation in relation to sport and recreational activities (Jenei, 2009), traditional sports are increasingly suppressed. It can be recommended that the experts in charge of sports and recreational activities are tasked with closely monitoring interests of youth in schools and determining what they want to do. A positive attitude to sports and recreational tourism proves just how important are diverse activities for leisure time as ways of emancipation.

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THE CHARACTERISTIC FEATURE OF TRAINING CAMPS IN A LESSER-KNOWN REGION: A CENTRAL EUROPEAN CASE STUDY

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Abstract: Sports-related training camps constitute a very dynamically growing branch of sports tourism. The aim of this paper is to examine training camps in the case of a Central European city, Debrecen, one of the most important settlements of Hungary in terms of sports, which hosted several sporting events of international significance in the past decade. There is a significant fluctuation in the number of training camps held, which is related to the economic crisis, preparation for the Olympics, as well as problems in public administration. As far as branches of sports are concerned, team sports play an outstanding role; in addition, swimming could also be highlighted. Regarding the timing of training camps the months of February, July and August play the most important role and distribution is closely linked to the nature of the individual branches of sports. Analysing the factors influencing countries of participants, geographical proximity plays a major role; besides the importance of personal connections could be mentioned.

Key words: training camps, branches of sport, monthly distribution, Debrecen

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INTRODUCTION

Tourism continues to be a growing focus of economic development policy in many regions (Ilies et al., 2013; Matlovcova & Pompura, 2013; Pénczes et al., 2014). Since 2008, international tourism makes up 8% of the total export incomes and 5% of the GDPs in countries worldwide (WTO/WTTC, 2013). The industry is considered as one of the most important economic sectors, providing opportunities both for

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economy and development. Since the 1950s we can witness a continuing growth with the expectation of some short economic recession. The tourist arrival rose between 1950 and 2013 from 25 million to 1 billion persons the growth exceeds the average of the global economy (WTO/WTTC, 2013).

States around the world are turning to tourism as a strategy for development and they are fiercely competing for international tourism receipts, which are forecasted to total over US\$2 trillion by 2020 and arrivals are predicted to top 1.6 billion (WTO/WTTC, 2013). Tourism is being used to generate foreign exchange, increase employment, attract development capital and promote economic independence (Britton, 1982). Others have also suggested that tourism can be a focus for local economic development tied into the maintenance of the physical environment (Wilkinson, 1992).

One of the branches of today's dynamically developing tourism industry is sport tourism (Gammon & Robinson, 2013; Hinch & Higham, 2011; Luo & Huang, 2013), whose receiving area is constantly expanding worldwide (Michalkó, 2008). There are several categories applied in the examination of sport tourism (e.g. Pitts, 1999; Pigeassou et al., 2003; Deery et al., 2004; Kurtzman, 2005a; Drózd et al., 2012; Bujdosó & Dávid, 2013), among which the most accepted one (Gibson, 1998) separates three types: active sport tourism, event sport tourism and nostalgia sport tourism. Active sport tourism means that participants take part in competitive or non-competitive/leisure sport activities during their trip. In the case of event sport tourism, the main objective of tourists is to visit a sport event, while nostalgia sport tourism refers to visiting sights connected to sports (e.g. museum, stadium, etc.).

Sport training camps are a rapidly developing branch of active sport tourism but as of today, only a few studies have been written on the topic of training camps (e.g. Koc, 2005; Michalkó, 2007). A common characteristic of all these studies is that they primarily concentrate on the Mediterranean region (e.g. Turkey, islands of the Mediterranean Sea) and Persian Gulf countries (e.g. Qatar), and that they mainly focus on football (mass media also concentrates mainly on these – e.g. the training camp of FC Bayern Munich in Qatar). Besides these, other regions and other sports have been unfortunately neglected so far.

Studies have analysed the positive effects of training camps from two main aspects so far. On one hand, the subject of examination was the positive effect of training camps on athletes; other analyses investigated the impacts of such events on the reception areas.

Regarding the aspects of athletes, there are different factors to be mentioned, many of which are in connection with each other. First of all, athletes are detached from their familiar environment while attending training camps (Hingham & Hinch, 2009). This kind of separation generates new impulses on one hand and also offers them the possibility to concentrate solely on their sporting activity.

Secondly, training camps may create an opportunity to get to know potential competition venues (e.g. swimming pools), which might be a factor in their future success (Kurtzman, 2005b). Thirdly, the advantages related to the natural environment of training camps are also important. Regions with mild winters (e.g. the Mediterranean) are very popular among training camps organised in January and February (Kartakoullis & Karlis, 2002), while high altitude training camps are useful when preparing to competitions held at greater heights above sea level.

For the receiving settlements, the most important advantages lie in the guest nights spent by athletes and their expenditures, both of which usually exceed the spending level of average tourists. Another positive factor is that training camps are often organised out of the peak season (for example, in the case of team sports, the preparation camps for the spring season), thus mitigating problems caused by seasonality (Koc, 2005).

With a view to the above, the aim of this study is to examine training camps in the case of a settlement situated in Central Europa whose region does not any climatic advantages. Our case study is the second largest Hungarian city (Figure 1), Debrecen (its number of inhabitants is about 205,000), which is one of the most important settlements of Hungary in terms of tourism (Dávid & Tóth, 2012) and sports (Kozma et al., 2012; Kozma et al., 2014).

Our research primarily focused on the following problems/questions:

- what factors had an impact on the number of training camps and their annual distribution within a given year
- what nationalities used the facilities of Debrecen, and which sports were the most popular.



Figure 1. Location of Debrecen
(Source: own work)

MATERIAL AND METHODS

In the course of our analysis, we have used the development concepts of Debrecen drawn up in various topics, the statistics of Sport Hotel pertaining to guest nights and training camps (What greatly facilitated our work was that all training camps coming to Debrecen used this hotel).

In addition, we also conducted interviews with the staff member of Debrecen Sports Centre Ltd. in charge of training camps. All the obtained results were statistically evaluated by the method of descriptive statistics (%). The data were statistically analysed using the Statistical Package for Social Sciences 14.0 (SPSS 14.0).

RESULTS AND DISCUSSIONS

If we examine the number of training camps held in Debrecen and the number of guest nights spent, a very significant fluctuation can be observed (Table 1). After the renovation of Sport Hotel in 2004, very few people were aware of this possibility, which may explain the low rates of utilisation in 2005 and 2006. As a result of the availability of more information and the infrastructural developments, and also related to the preparation for the 2008 Olympic Games, there was a significant increase in the number of training camps in 2007 and 2008.

The economic crisis, however, made its effect felt in this area as well, since interest in training camps generally decreased in the period after the Olympics, and a major decline in 2009 and 2010 is obvious from the numbers. The year 2011 shows an increase, followed by another decrease in 2012, despite the Olympics held in that year. This fact could be attributed to two factors. On the one hand, in May 2012, Debrecen hosted the 31st LEN Long Course European Swimming Championship and preparation for this (e.g. the transformation of the swimming pool) limited the possibility of organizing training camps. On the other hand, several teams from Ukraine and Arabic countries (Pap, 2013) had to cancel their planned training camps due to visa problems (the Hungarian state issued their visas too late). 2013 - the year after the Olympics - brought another decrease, partly because of the aforementioned problems related to visas.

Table 1. The number of training camps held in Debrecen and the number of guest nights spent there between 2005 and 2013 (Data source: Debrecen Sports Centre Ltd)

	Number of training camps	Number of guests nights
2005	11	2,454
2006	13	4,523
2007	26	6,250
2008	27	9,434
2009	19	6,061
2010	13	3,525
2011	22	6,084
2012	17	4,931
2013	15	2,922
total	163	46,184

Table 2. The monthly distribution of training camps held in Debrecen (Data source: Debrecen Sports Centre Ltd.)

	The number of training camps	The monthly distribution of training camps (%)	The number of guest nights spent in the training camps	The monthly distribution of guest nights (%) _i
January	15	9.2	3,942	8.5
February	20	12.3	5,672	12.3
March	12	7.4	1,943	4.2
April	10	6.1	5,251	11.4
May	10	6.1	2,242	4.9
June	7	4.3	2,047	4.4
July	31	19.0	10,889	23.6
August	31	19.0	9,282	20.1
September	7	4.3	1,769	3.8
October	11	6.7	1,893	4.1
November	4	2.5	763	1.7
December	5	3.1	491	1.1
total	163	100.00	46,184	100.0

As far as the timing of the training camps according to months is concerned (Table 2), the outstanding dominance of the summer months can be observed: nearly 40% of all training camps (and an even higher percentage if we examine guest nights) took place in the months of July and August, which is primarily due to the fact that this is one of the most important preparation periods for sports with events in an autumn-spring schedule. Third in the order of busiest months is February, which is no doubt due to preparation for the spring season.

If we analyze the breakdown of training camps according to branches of sports (Table 3), we can observe a clear dominance of team sports, with more than 60% of all training camps related to such sports.

The favourable situation with regards to sports facilities in the cities (and specifically the area of the hotel) are primarily in the background of this phenomenon: a sports arena and an artificial turf football pitch are located in the direct vicinity of the hotel, which provide excellent opportunities for the branches of sports concerned. The outstanding position of swimming, which is the second among the branches of sports, is attributable to the indoor aquatic complex nearby.

Table 3. The breakdown of training camps held in Debrecen according to branches of sports
(Data source: Debrecen Sports Centre Ltd.)

Branches of sport	Number of training camps	Percentage of training camps per branches of sports (%)	The number of guest nights spent in the training camps	Percentage of guest nights per branches of sports (%)
athletics	20	12.3	6,604	14.3
judo	2	1.2	250	0.5
air balloon	1	0.6	235	0.5
handball	30	18.4	5,600	12.1
basketball	11	6.7	2,073	4.5
football	44	27.0	18,434	39.9
boxing	3	1.8	1,100	2.4
pentathlon	4	2.5	1,048	2.3
volleyball	6	3.7	1,616	3.5
swimming	39	23.9	8,889	19.2
water polo	3	1.8	335	0.7
total	163	100.0	46,184	100.0

The monthly distribution of the training camps held in the individual sports (Table 4) greatly contributes to the understanding of the data in Table 2. The significant role of the months of July and August is clearly due to team sports; it should be emphasized, however, that while in July (similarly to June) football plays the most important role, in August (and also in September), indoor sports (handball and basketball), whose championship season starts later have a higher than average role.

With regards to sports, the most even distribution can be observed in case of swimming, which can be fundamentally explained by the fact that preparation for the 3-4 large events (national and international meets) requires year-round training. Behind the concentration of track and field athletics training camps in 2 or 3 months is the fact that the months of March, April and May provide the best opportunities for preparation for the summer outdoor championship season.

If we consider the distribution of training camps according to countries of origin (Table 5), we can state that participants arrived from a total of 21 different countries; in addition, there were also 5 mixed training camps also held (in statistics, participants

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arriving from Arabic countries were listed in a single group, therefore the real total number is higher than the listed values). An analysis of the data indicates that participants from 13 countries came to not more than 2 training camps, which means that the role of these countries is not significant.

Table 4. The monthly distribution of training camps held in the individual branches of sports (with those branches of sports highlighted in the table in which at least six training camps were held)
(Data source: Debrecen Sports Centre Ltd.)

	Athletics	Handball	Basketball	Football	Volleyball	Swimming	other	□
January	-	3	1	4	-	4	3	15
February	-	-	-	10	-	6	4	20
March	4	1	-	-	-	6	1	12
April	7	-	-	-	-	3	-	10
May	4	-	-	-	1	5	-	10
June	-	-	1	5	-	1	-	7
July	3	5	-	16	2	5	-	31
August	2	11	6	8	3	1	-	31
September	-	2	3	1	-	-	1	7
October	-	5	-	-	-	4	2	11
November	-	-	-	-	-	3	1	4
December	-	3	-	-	-	1	1	5
total	20	30	11	44	6	39	13	163

Table 5. The distribution of training camps on the basis of the countries of the participants
(Data source: Debrecen Sports Centre Ltd.)

	Number of training camps	The number of guest nights spent in the training camps
Romania	40	13,855
Hungary	38	10,616
Arabic countries	35	7,766
Germany	16	3,037
Ukraine	6	1,228
mixed	5	1,530
Czech Republic	3	2,559
Italy	3	512
The Netherlands	2	140
Latvia	2	996
Austria	2	148
Israel	2	640
USA	1	48
Cyprus	1	480
Finland	1	48
Lithuania	1	255
Angola	1	325
United Kingdom	1	51
Kazakhstan	1	224
Slovenia	1	312
Denmark	1	171
total	163	43,262

From among the countries that consider Debrecen as a significant base, fundamentally three must be highlighted. First, naturally, the proportion of Hungarian athletes is high; second, the significant role of athletes from Romania can be explained by the geographical proximity. The third significant group are Arabic countries, in the background of which is the fact that there is a large number of Arabic students at the University of Debrecen, and upon graduation some of them, working as sports organizers or sports physicians recommend the city to representatives of different branches of sports (the significance of this is inherent in the fact that Arabic athletes dominantly choose the location based on such personal connections). Major differences can be observed in the breakdown of the individual countries according to branches of sports (Table 6). In case of Romania and the Arabic countries, an outstanding role is played by ball games: in case of the former it is football, while in case of the latter group it is handball that can be regarded as dominant. In the group of Hungarian athletes, the most important role belongs to swimming, and the same applies (although in a much more concentrated way that in the case of Hungary) also to Germany.

Table 6. The distribution of training camps according to the countries of origin of the participants and branches of sports (with countries highlighted from which athletes participated in at least three training camps in Debrecen and branches in which at least six training camps were held)

(Data source: Debrecen Sports Centre Ltd.)

	Athletics	Handball	Basketball	Football	Volleyball	Swimming	Other	□
Romania	3	4	4	29	-	-	-	40
Hungary	3	5	3	-	2	19	6	38
Arabic countries	2	14	4	8	4	3	-	35
Germany	4	-	-	-	-	12	-	16
Ukraine	-	-	-	6	-	-	-	6
Czech Republic	3	-	-	-	-	-	-	3
Italy	-	2	-	-	-	1	-	3
Mixed	-	-	-	-	-	-	5	5
other countries	5	5	-	1	-	4	2	17
total	20	30	11	44	6	39	13	163

CONCLUSIONS

The most important findings of the study could be summarized as follows:

- There is a significant fluctuation in the number of training camps held, which is related to the economic crisis, preparation for the Olympics, as well as problems in public administration (in the case of some target groups, the existence of the latter means a serious threat to the city's competitiveness).

- As far as branches of sports are concerned, team sports (and within those, especially football) play an outstanding role; in addition, swimming could also be highlighted, due to the outstanding facilities of Debrecen.

- If we examine the timing of the training camps within the year, the months of February, July and August could be highlighted, and this distribution is closely linked to the nature of the individual branches of sports.

- As regards the countries from which participants of training camps arrive, geographical proximity plays a major role (a high proportion of Hungarian and Romanian athletes); in addition, the importance of personal connections could be underlined (e.g. athletes from Arabic countries).

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SOME ACTUAL ASPECTS ABOUT THE TOURISM ACCOMODATION IN HARGHITA COUNTY

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Abstract: The aim of the study is to synthetically present the tendencies of one of the most important elements of the tourism, the accommodation, within Harghita County. Analyzed for more than two decades, quantitatively it presents an evolution with different positive and negative rates. By categories, the tourist villas dominate at the beginning of the '90s, especially in the tourist resorts of the county (Borsec, Lacu Roşu, Izvoru Mureşului, Harghita-Băi, Băile Tuşnad, Băile Homorod). Later the situation changed for newer categories, existing and functioning on private initiatives (tourist pensions, agritourist pensions, bungalows), plus for some of the classic categories, the tourist chalet, adapted for the mountain tourism, the hotel, present especially in urban settlements and several resorts (Miercurea-Ciuc, Gheorgheni, Odorheiu Secuiesc, Topliţa, Băile Tuşnad, Harghita-Băi, Borsec), the motel and the tourist stop, specific to the automobile travel.

Key words: accommodation, comfort degree, villas, tourist pensions, Harghita

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INTRODUCTION

Aspects about the evolution of the accommodation in Harghita County were presented before in several studies approaching the geographic domain at national level (Geografia României, Geografia Umană și Economică, 1984), at county level (the Romanian Academy series about the Romanian Counties, Județul Harghita, Pişotă, Iancu, Bugă, 1976; Județul Harghita, Cocean et al., 2013) or in some doctoral theses regarding the mountain depressions (Şeer, 2004, Mara, 2008, Tofan, 2013).

Also, the mountain area was often presented in tourism geography papers. Important information about the accommodation was given in *Turismul din Carpații Orientali. Studiu de Geografie Umană, Ciangă, 1998*.

OBJECTIVES AND METHODOLOGY

In order to analyze the evolution of the accommodation in Harghita County, there was used data from the Romanian National Institute of Statistics

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(<https://statistici.inse.ro/shop>) and the public information from the Ministry of Economy, Department for Small and Medium Business Environment and Tourism (<http://www.minind.ro/>).

By processing data, there were made extrapolation and interpretation that allowed the development of the cartographic method, helpful both in easily studying the theme and lecturing the paper.

The first source offers data regarding the number of accommodation units and the number of accommodation places, by accommodation categories, at county level (2nd degree administrative-territorial units) and at commune/town/municipality level (3rd degree, rural and urban administrative-territorial units).

The second source allows access to more detailed data, regarding the type, name, exact location, comfort degree, dimension, juridical statute, the registration number and the release and end data of the classification certificate of the accommodation unit.

THE EVOLUTION OF THE ACCOMODATION AFTER 1990

The accommodation capacity oscillated in the last two decades, the data showing, when comparing the extreme years (1990 – 2013), important differences, both as number of places and as repartition on accommodation categories.

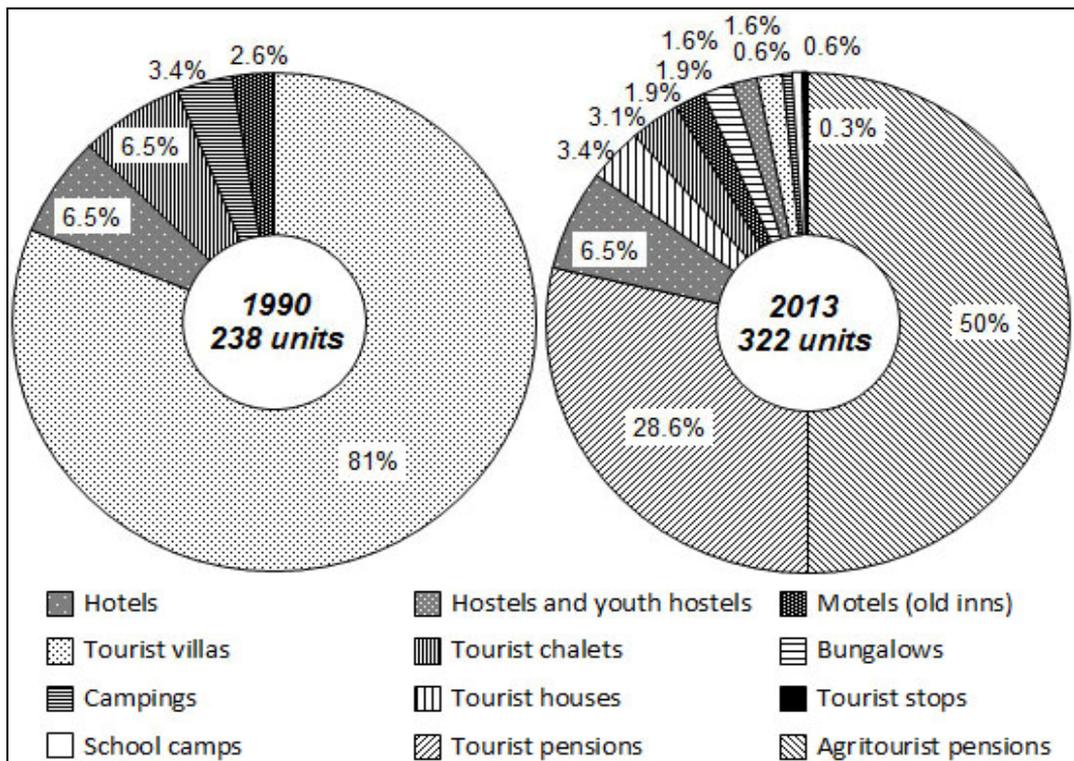


Figure 1. The total number and the weight of accommodation units categories in Harghita County, in 1990 and 2013

In 1990 the accommodation in Harghita County was varied and had important dimensions, summing 238 accommodation units (Figure 1) with a total of 10904 places (31.2% of the units in Center Region, and 24.6% of its total number of places).

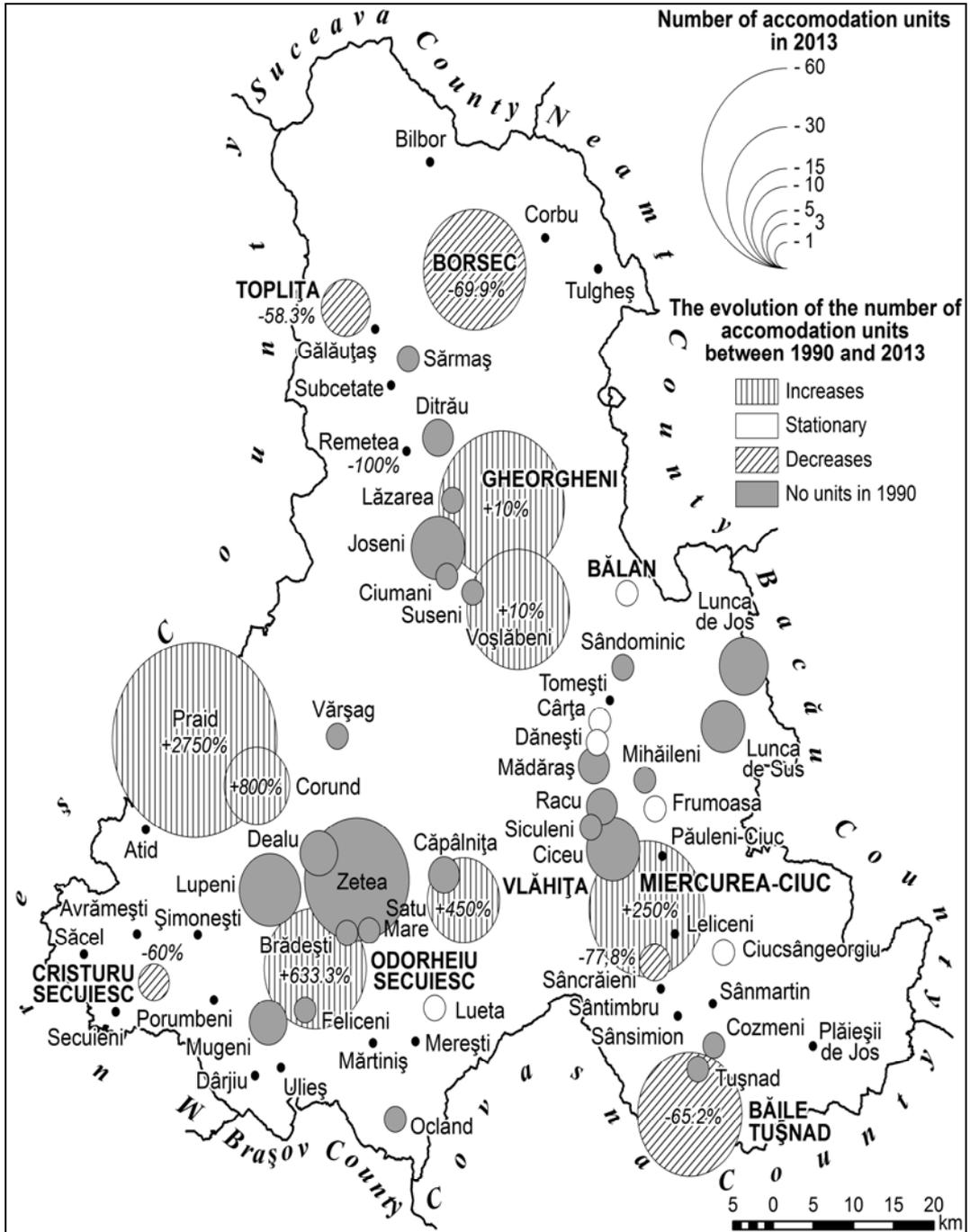


Figure 2. The number and repartition of accommodation units in Harghita County, in 2013 and its evolution between 1990 and 2013

On accommodation categories, there were 188 tourist villas with 5895 places (54% in the total number of accommodation places of Harghita County), 15 hotels with 1 910 places (17.5%), 3 school camps summing 1215 places (11.2%), 8 campings with 160

1069 places (9.8%), 15 tourist chalets with 546 places (5%) and 6 motels with 269 places (0.5%). Only one year later the accommodation capacity reduced by 1209 places, the moment marking the beginning of the numeric restrain of the villas (36 villas, summing 1085 places, were put out of service).

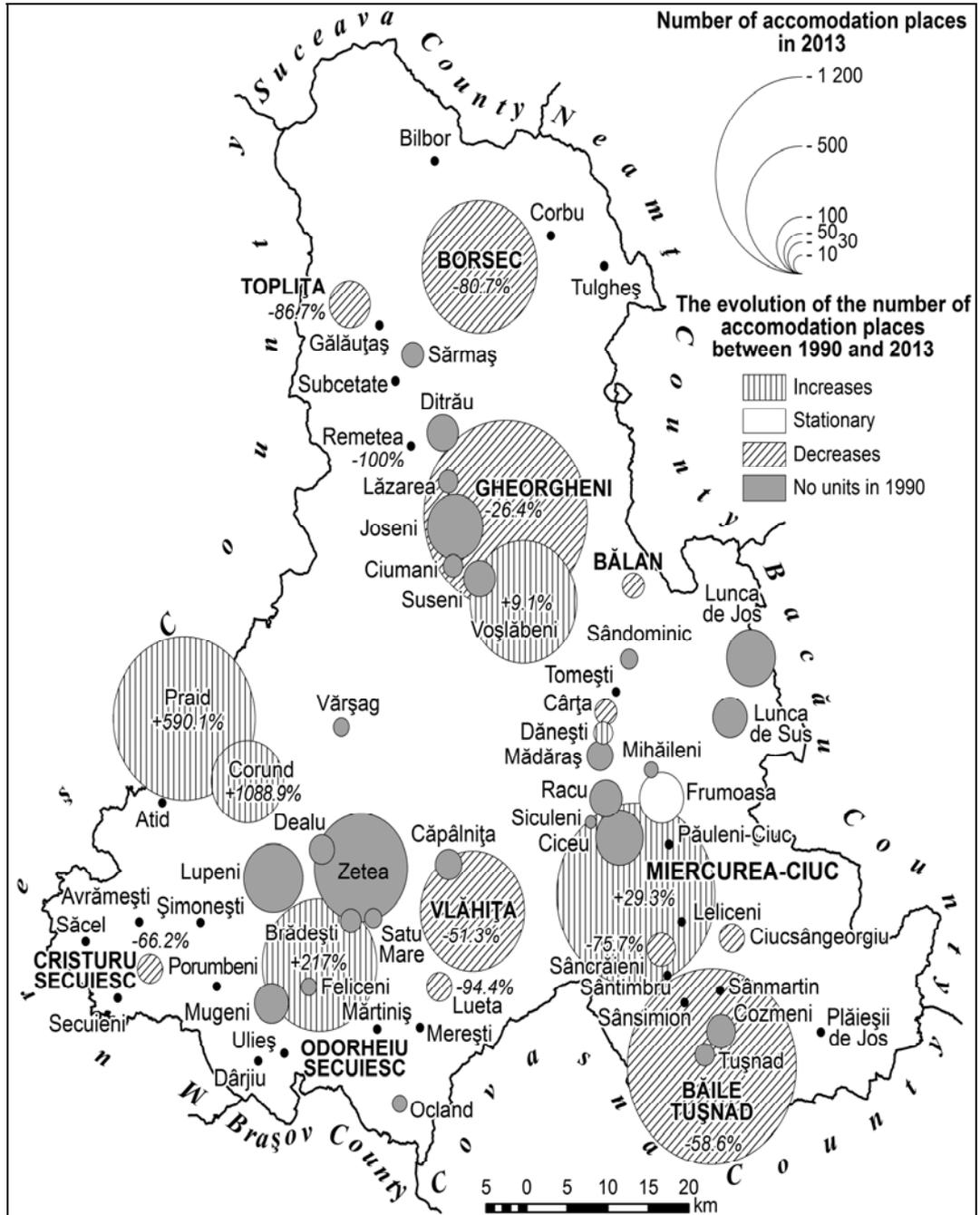


Figure 3. The number and repartition of accommodation places in Harghita County, in 2013 and its evolution between 1990 and 2013

The cause stood in the continuous degradation, corroborated with the lack of investment, which determined an ever lowering demand from the tourists. Their solicitations oriented towards another category, the hotel, offering superior comfort conditions, aspect reflected by the ascendant trend of the places in this type of accommodation (Ciangă, 2006).

In the following years, though with fluctuant evolution, the number of the accommodation units and places continued to decrease; in 2001 there was registered the lowest number of accommodation units (146) and by 2004, of the accommodation places (5 964). The process was caused by the lack of intervention to rehabilitate and reorganize the accommodation units, as well as of a strategy to attract the tourists in the resorts of the county. Most of the drastic decrease is consequence of the complete removal from the tourist circuit of the villas (2004).

After 2004 we witnessed an intense increasing of the number of accommodation units, reaching the highest value in 2008, consequence of capital infusion in tourism activity through the EU financing programs, especially in rural areas. Still, considering the newer units, especially tourist pensions with higher degrees of comfort than the old villas, oriented towards the personalized tourism, the number of places never reached again the values in the '90s (Niță et al., 2013).

Although in the last years we have noticed the intense increasing of the number of accommodation units and places in Harghita County (322 units with 8 015 places), in 2013 their weight in the total of Center Region was lower than the values in 1990, indicating less intensive dynamics (19.6% in the total of accommodation units and 14% in the total of accommodation places).

Considering the total number of accommodation units, in 1990 the most important settlement was Borsec resort (Mara, 2005, Mara et al., 2010). It had 73 accommodation units (30.6% of the ones in Harghita County), including 2857 places (26% of the ones in the county).

Almost all of the accommodation units were tourist villas; nowadays, many of them are not functional and only a small part was turned into tourist pensions. In consequence, on the background of the intense ascension of the tourist pensions, favored by the EU financing programs oriented especially towards the rural parts, these days the highest number of accommodation units is found in a newer resort, Praid (57 units, namely 17.7% of those in the county).

Still, yet since before 1990, Băile Tușnad Town maintained as the most complex tourism facility in Harghita County: 66 accommodation units (27.7% of the ones in the county) covering 2857 places (26.2% of the ones in the county) in 1990 and 23 units (7.1% of the ones the county) with 1 182 places (14.7% of the ones in the county) in 2013.

According to 2013 data, on accommodation categories, the situation is as follows: the agritourist pension category represents 50% in the total of the accommodation units and 31.5% in the total of accommodation places; the tourist pension category, 28.5% and 25.4%; the hotel category, 6.5% and 22%; the tourist house category, 3.5% and 5.4%; the tourist villa category, 1.5% and 3.7%; the motel category, 1.8% and 3%; the tourist chalet category, 3.1% and 2.6%; the tourist hostel category, 1.5% and 2.6%; the school camps category, 0.7% and 2%; the camping category, 0.7% and 0.8%; the bungalow category, 1.8% and 0.6%; the tourist stop category, 0.4% in both, accommodation units and accommodation places.

THE FEATURES OF THE MAIN ACCOMODATION CATEGORIES IN HARGHITA COUNTY

The accommodation in Harghita County is consists of varied categories, which can be grouped in main accommodation categories (tourist villas, hotels, motels, tourist chalets

and tourist and agritourist pensions) and complementary accommodation categories (bungalows, tourist stops, tourist houses, campings), with different comfort degrees.

The hotels are accommodation units planned in buildings or building wings, which are putting at tourists' disposal rooms, studios and apartments, equipped properly, and provide specific services, also having inside a reception hall and eating spaces.

In Harghita County one can find an increasing of the number of hotels (from 15 in 1990, to 21 in 2013), but, as accommodation places in hotels, it registered an almost continuous decreasing (1910 in 1990 and 1765 in 2013). It is to be mentioned that in 2005 and 2006 in Miercurea-Ciuc also functioned a youth hotel, sheltering more than 300 places, which made that in 2006 the number of hotel places in Harghita County to increase to 2120.

Nowadays the most of them are 3 stars hotels and, as size, many of them are middle sized (50 – 200 places; according to the classification of N. Ciangă, 2006).

As territorial extension, they are concentrated either in municipalities, like Miercurea-Ciuc (Salvator, 55 rooms and 128 places; Fenyó, 65 rooms and 110 places; Merkur, 30 rooms and 60 places; Flamingo, 26 rooms and 52 places; Park, 20 rooms and 39 places; Prince Hotel, 19 rooms and 34 places), Gheorgheni (Mureș, 70 rooms and 140 places; Rubin, 32 rooms and 79 places; Filo, 21 rooms and 49 places; Astoria, 21 rooms and 37 places; Szilagy, 10 rooms and 19 places), Odorheiu Secuiesc (Târnava-Kükülő, 73 rooms and 136 places; Septimia Resort Hotel Wellness and Spa, 25 rooms and 62 places; Gondzo, 22 rooms and 44 places; Europa, 8 rooms and 16 places) or Toplița (Mureș, 22 rooms and 46 places), either in tourist resorts, like Băile Tușnad (Ciucaș, 119 rooms and 238 places; Ozzone, 117 rooms and 234 places; Tușnad, 108 rooms and 214 places; Anna, 28 rooms and 56 places; Fortuna, 12 rooms and 26 places), Lacu Roșu, component of Gheorgheni Municipality (Iasicon, 42 rooms and 84 places; Turist, 44 rooms and 80 places; Lacu Roșu, 36 rooms and 64 places), Harghita-Băi, component of Miercurea-Ciuc Municipality (Ozon, 31 rooms and 57 places), Izvoru Mureșului, component of Voșlăbeni Commune (Bradul Argintiu, 30 rooms and 64 places) or Praid (Praid, 22 rooms and 48 places).

The hostels, predecessors of youth hotels, are accommodation units with capacity of minimum 3 rooms, studios or apartments, arranged usually in buildings with other destination than tourism, on upper floors, offering a number of minimal services.

This type of units targets the low budget tourists, generally young people; the accommodation is in commune bedrooms, with several simple beds or bunk beds and the payment is per bed. In Harghita County they were firstly initiated in 2005, nowadays covering over 50 places, framed in two stars comfort category. They are located both in municipalities like Miercurea-Ciuc (Casa Lasarus, Fodor) or Odorheiu Secuiesc (Septimia, Tranzit) and rural settlements like Ciucsângeorgiu (Școala Pădurii) or Praid (Ani).

The villas (the rest or treatment houses) are accommodation units with a relatively low capacity (up to a few tens places), with low comfort degree, functioning in independent buildings with a specific architecture, placed in tourist resorts or in other settlements with tourism importance, providing accommodation and specific services like treatment, recreation and leisure.

Between 1990 and 2013 the number of tourist villas in Harghita County reduced from 188 to 5, and their number of places, from 5 895 to 292; the main cause of the drastic diminution (by 97.3%, respectively, by 95%) was the lack of investment in this accommodation category, leading to continuous degradation of the existing villas (Tofan, 2012, Tofan, 2013b, Tofan, 2013c).

Until 2001 the tourist villa was the main component of the accommodation in tourist resorts as Borsec, Băile Tușnad, Izvoru Mureșului, Lacu Roșu and Toplița. The most of them entered in the property of foreign owners whom have not executed maintenance, leaving them derelict, on the background of the total withdrawal of the state

from the holdings of the tourist resorts, which finally led to diminishing this accommodation category close to extinction (Tofan, 2013a).

It can be also mentioned some of the functional villas, modernized and reintroduced in activity, in tourist resorts as Borsec (Villa 7 Springs, Villa Bella, Villa Sport) and Lacu Roșu (Villa Bradul, Villa Rustic).

The motels, accommodation units placed usually on main roads, outside the settlements hearths, equipped and arranged for accommodation and catering, as well as for safety parking the automobiles. In Harghita County they are placed along the main national roads near urban centers like Miercurea-Ciuc (Csillag, 48 places), Gheorgheni (Imola, 44 places) and Băile Homorod, component of Vlăhița Town (Homorod, 36 places) or in rural settlements, as in Lupeni Commune (Nyiko, 56 places). The one in Lupeni is classified as a one star comfort motel, and the other ones, as two stars.

The tourist chalets are accommodation units with a relatively reduced capacity, functioning in independent buildings with specific architecture, providing accommodation and other specific services, necessary for the tourists in hiking or resting in mountain areas, in nature reserves, in vicinity of balneary resorts or other tourist landmarks. Lately, the tourist chalets became important landmarks in the mountains of the county, increasingly required destinations (Căliman, Gurghiu, Harghita, Giurgeu, Bistricioarei and Hășmaș Mountains). In 1990 this type of accommodation was provided by 15 units with 546 places, reduced until 2010 to 10 units and 210 paces, included in two and three stars comfort category. As number of places, the most important tourist chalets are Csiki (49 places) from Miercurea-Ciuc, Miorița (47 places) from Lacu Roșu, Harghita (39 places) and Uz Bence (36 places) from Harghita-Băi and Honor Villa (30 places) from Izvoare Village, Zetea Commune.

Among them, a unique category is represented by the forestry hunting chalets, built and arranged by the forestry districts, providing services to a limited category of people, involved in hunting tourism (Hurdugaș, Iris Galben, Bistricioara, Tisaș, Lacu Roșu, Cheile Bicazului-Hășmaș National Park Chalet, Mădăraș, Brădești and Șuta).

The bungalows are accommodation units with small capacity and seasonal activity, made of wood or similar material, especially in areas with high humidity.

Shown in recent statistical data of the county, with small accommodation capacity (little more than 20 places) and rather high comfort (up to three stars), they can be found in Odorheiu Secuiesc (Horizont, 24 places) and Zetea (Vidra, 24 places).

The campings are seasonal accommodation units consisting in a complex of light buildings (small houses with two beds), dispersed in a delimited area, with surfaces for installing tents, plus the receiving and guiding tourists service and the catering units (Ciangă, 2006). One can see the same drastic decrease of the number of units (from 8 to 2, between 1990 and 2013) and an accommodation capacity reduction by 93.5%, because of the lack of interest from tourist, since the campings only have minimal facilities. Some of them are functioning near other accommodation units. They lie in tourist resorts as Borsec (Eti, 120 places; Irimescu, 26 places), Izvoru Mureșului (Bradul Argintiu, 48 places), in vicinity of cities (Perla Vlăhiței, near Vlăhița Town, 36 places) or along important roads (Nyiko, 20 places, in Lupeni Village, along National Road 13A).

We also mention the accommodation units framed by **the tourist houses** type, identified with a group of independent tourist small houses, with commune reception and administration. They are registered in the data since 2000, by 2013 covering 439 accommodation places, distributed in 11 units.

The tourist stops are, like the campings and the motels, accommodation units developed as consequence of the expansion of the automotive tourism (Ciangă, 2006). They have small accommodation capacity, made of small houses and/or bungalows; they also offer food services and safe auto parking.

The school camps registered the same decreasing trend. Their capacity diminished by 86.2%, those not corresponding functionally anymore being put out of service. Today there are accessible the school camps in Sub Cetate Village (Zetea Commune) and in Băile Homorod.

The tourist pensions are accommodation units with capacity up to 60 places in 20 rooms, functioning in the people's houses or in independent buildings, offering accommodation and conditions to prepare and serve food. In Harghita County they are recorded in data since 2000, when there were registered 7 tourist pensions with a total of 83 places.

In 2013 their number reached 92, representing 28.5% in the total of the accommodation units, and offering 2 033 accommodation places, namely, 25.3% in the total of the ones in Harghita County.

The most of them are classified as 2 or 3 stars comfort units and they are concentrated especially in the traditional tourist resorts (Borsec, Băile Tușnad and Lacu Roșu).

Accommodation offers also **the agritourist pensions**, units with capacity up to 8 rooms, functioning in people's houses or in independent buildings, with spaces compartmentalized for accommodation and preparing and serving meals, as well as the possibility to participate to household activities and crafts, in order to practice the rural tourism.

The data records the intense extension of this category, from 39 units (22.8% in the total of Harghita County) and 275 places (3.7%) in 2000, to 161 units (50%) and 2 523 places (31.4%) in 2013. They developed in important tourist resorts in rural administrative-territorial units (Praid and Izvoru Mureșului – in Voșlăbeni Commune) or in villages with important tourism resources, like those in communes Zetea, Corund and Lupeni.

CONCLUSIONS

The successive analysis of the main accommodation types in Harghita County leads to outlining several conclusions of maximum generalization:

- Compared to 1990, in 2013 one can find a doubling of the number of accommodation types (from 6 to 12); we also emphasize the ascension of a small size accommodation type, the tourist pension, dispersed on large spaces in both rural and urban areas;

- We are witnessing the decrease of the number of accommodation places (from 10 904 in 1990 to 8 015 in 2013), on the background of the increasing of the number of accommodation units (from 238 in 1990 to 322 in 2013). Many of the places lost were in the villas and in tourist campings which did not get up anymore to nowadays requirements of the tourists. In consequence, it is an evolution towards increased comfort units, either with a higher number of places (especially hotels), either with a lower number of places but easily adaptable, customizable to tourists demands (especially tourist pensions);

- If in 1990 the most of the accommodation activity (84% of the units and 89% of the accommodation places) developed in urban areas like Borsec, Băile Tușnad, Gheorgheni (with Lacu Roșu resort) or Toplița, until 2013 the rural areas partially recovered: 54.3% in the total of accommodation units and 37.9% in the total of accommodation places are situated in rural space, especially in settlements from the communes Praid, Voșlăbeni (most of them in Izvoru Mureșului resort), Zetea (most of them in Izvoare Village), Corund, Joseni (most of them in Borzont Village), Lupeni, Ciceu, Frumoasa, Lunca de Jos etc.

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DESIGN ELEMENTS FOR PROMOTING TOURIST ATTRACTIONS CASE STUDY: ȚARA OAȘULUI MUSEUM (SATU MARE COUNTY)

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Abstract: The intensification of the tourist traffic, the multiplication and diversification of the tourism offer, both locally and globally, set new research directions for design in tourism, which is nothing but a higher form of communication in tourism from an aesthetic and functional point of view. The present study will come with a relevant practice example (Țara Oașului Museum, Satu Mare County) which will highlight several design elements used to promote tourist attractions.

Key words: tourist design, tourist attractions, museum, Țara Oașului

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INTRODUCTION

The Țara Oașului Museum is located in Țara Oașului, on the left bank of the River Tur, a right tributary of the River Someș. „Oaș Land, located in northwestern Romania, under the administration of Satu Mare County, is a well defined mental space that overlaps the territory of 12 communes (figure 1). The consciousness of belonging to the space called “Oaș Land” didn’t appear just recently, but it was shaped over the centuries in the homonymic depression sheltered by the Oaș and Igriș Mountains” (Herman, 2012, p. 229). This tourist destination is accessible thanks to the national road DN19 Satu Mare - Sighetul Marmației.

The history of the Țara Oașului Museum is a spectacular one, lost in the mists of time. We must mention the fact that this museum took shape due to a favourable conjuncture of events, with no initial strict thematic plan, decision or official order regarding the construction of such an institution of local, national and even international interest. It gained scientific and tourist value in time, especially during the last years, in the context of globalization which was leading to the disappearance of the Oaș civilization and with it the sense of belonging to this mental space called Oaș. „We all know and see every day that passes, and from the experience of other countries, that globalization does

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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” (Herman & Wendt, 2011, p. 87). In this context, the museum has to take on this crucial role of keeping alive this rural universe of Oaș. The main elements that construct this rural universe are: church, household - house, stable, barn, other outbuildings, mill, pottery, smithery, etc. The key element missing from the landscape is the man, the Oaș man who is nothing but the maker of all the treasures listed above.



Figura 1. Location of the Țara Oașului Museum

If we take a look back at the history of the museum, we identify a series of construction stages. The first stage is represented by the transfer of the Beta house during the 60s from the Racșa village and its reconstruction in the outskirts of the Negrești Oaș town where it functioned under the name „museum house”. The second stage consists of the necessity to save the wooden church from the village Lechința, a church abandoned during the 30's by the congregation of the village. In 1979, with the restoration of the wooden church from Lechința in its present location, it also appears for the first time the idea of creating an open-air museum in Negrești Oaș. Since 1986 the open Air Museum of Oaș opens its doors to the public. This marks the start of the third stage of the museum's existence. In the fourth stage of building the museum, after 1990, its development is growing with the systematic completing of the collections.

Today, the museum have „the 11 houses it was meant to suggest the scattered village, once representative type for all houses from Oaș. But considering the unitary character of the area, only four houses were used for the reconstruction of traditional household: Beta house from Racșa (18th Century), Morar House from Negrești (19th Century), Moiș house from Moșișeni (19th Century) and Paul house from Cămârzana (18th Century, which is now under construction and reworking). Remarkable are the

two barns from Gherța Mare and Gherța Mică (two of the three types that once existed) shed for sheep in Bixad, the 5 types of cages for birds and animals, the bakehouse from outside, blacksmith shop (also functional) and Moșeni crucifix. The other houses have to illustrate the typology of the houses from the area or building techniques and materials, and a few have been used in museography projects. So the Contra house from Vama (the first decade of the 20th Century) we arranged a workshop-school pottery Vincze house from Vama (1936) is a house of social soire, in and around a house in Negrești (built in the first part of the 20th Century) operates the water mill, mill for suiting and a whirling, as well as in one of the two houses of Gherța Mică (19th Century) is open in summer a tiny but original contemporary art gallery and the Lohan house from Tur village (1943), will soon host a workshop of fur naught (ragged clothed made of wool)” (Ilieș et al., 2014, p. 97).

As a continuation of the progress made in time we are currently witnessing a new stage in the evolution of the museum that coincides with its promotion from a tourist point of view by highlighting the beauty of the structural parts and of the surrounding areas. This tourist promotion is supposed to save the representative elements of the local architecture that act like a guardian of the local identity. Therefore, the historical development of the Țara Oașului Museum was marked by five distinct stages, each of them being characterized by certain defining features.

METHODOLOGY

The present study is the result of practical approaches and of combined efforts made during the previous period (2013) in order to increase the attention and the promotions focused on a tourist attraction of a unique anthropogenic value which is the Țara Oașului Museum. The obtained results consisted of two new products: a Map of the Țara Oașului Museum which can be consulted by everyone who is interested at the entrance, in the Țara Oașului Museum, Negrești Oaș, Satu Mare County, Romania; and the Interactive Map of the museum which can be accessed on the web page: http://www.oasmuseum.ro/harta_muzeului/harta.html. The entire arsenal of methods, techniques and tools applied in geographical research was used for conducting the present study. Thus, after a preliminary bibliographic research/documentation, a series of field trips were conducted in order to obtain the necessary information (Ilieș et al., 2011). The research and documentation was ment to help us familiarize with the specific characteristics of the museum’s structural elements represented by households (house, barn, shed and other outbuildings), wine press, mill, smithery, pottery studio, church, etc., practically the entire Oaș rural universe.

We need to mention that knowing the connections that define all these elements is a sine qua non condition in promoting this type of tourist attractions. During the field research we focused our attention on the following aspects: locating each element; establishing its preservation degree and the measures to be taken in order to increase the tourist development; drafting the possibilities of a new tourist development etc. Moreover, a picture of each site was taken in order to make a compilation of images that are representative for the Țara Oașului Museum. The data obtained in the two previous stages (the research/documentation stage and field research stage) were used in the following processing stage meant to create the final products (the Map of the Țara Oașului Museum and the Interactive Map of the Țara Oașului Museum).

DESIGN ELEMENTS USED FOR PROMOTING TOURIST ATTRACTIONS

The design in tourism is a multidisciplinary research field with an intense use during the last years. This transpires from a necessity surfaced in tourism during the new

context of the tourist regionalization/globalization. „Globalization and regionalization are complementary processes of the contemporary society, processes triggered by the disruption of the balance between the possibilities of meeting the civilization needs and the cultural needs. Ideally, the two should be in balance but the reality is different. It is also important to mention the fact that it is quite difficult to draw a clear line between globalization and integration” (Ionescu, 2004). „Globalization is the stage of setting the global economy as a whole. The process consists of opening the borders and generalizing trade (between people, ideas, capital, goods) and it involves several dimensions: political, economic, cultural, spiritual etc.” (Ionescu, 2004).

„Regionalization is a common trend in the evolution of the territorial organization of the European states. Regions tend to be intermediate public bodies ment to meet the needs of territorialisation of certain Community policies and to provide the basis for institutional convergence of EU Member States” (Cândea et al., 2006, p. 57). It was against this background that in Europe regions were created „as a territorial space or level of implementation of regional policies and corresponding programs, thus a condition of access to resources” (Cândea et al., 2006, p. 58).

Tourist regions are structural units of the global tourism system and define a certain area in terms of tourism. Regionalization is the process of fragmentation in structural units of different types and sizes, depending on their defining particularities in terms of tourism. We cannot speak of globalization in the absence of regionalization, the division of the whole into its structural parts, meant to play an important part in the proper functioning of the global tourism system.

In this context of tourist regionalization/globalization, the idea of design in tourism is needed, and idea that involves the art and the science of promoting tourist destinations from an aesthetic and funtional point of view. The aesthetic part envisages „the ensemble of characteristics and phenomena studied by aesthetics” (Dex, 2009). Aesthetics is a philosophical discipline that studies the essence, regularities, categories and structure of that human attitude towards reality, characterized by reflection, contemplation, valuing and building of some specific features of objects and processes in nature, society, or consciousness of human creations (Aghiței et al., 1972). The functional aspect focuses on the relations established between the structural components of the promoted attraction on the one hand and between them and the exterior on the other hand.

The main stages used in promoting the Țara Oaşului Museum were: establishing the general objective (promoting the Țara Oaşului Museum); establishing the operational objectives (Obtaining cartographic material - Map of the Țara Oaşului Museum; Obtaining an interactive map - Online); establishing the necessary activities (research-documentation activities; field activities; activities specific for the process of creating the maps mentioned in the operational objectives); establishing the aticipated results (reseach/documentation rapport concerning the Țara Oaşului Museum, from both a general and particular perspective; overall photos of the museum and photos for each structural element in part; decoupages of each structural element; sketch of the museum; map of the museum - the printable, hardcopy version and the online map); the progress of each activity (with the purpose of reaching the above mentioned goals); the creation and the printing of the Map of the Țara Oaşului Museum (which involves the gathering of every component into a whole); the creation and the launching of the interactive Map of the Țara Oaşului Museum (which requires the transformation of the initial map into a digital, easy to access map).

In order to promote the Țara Oaşului Museum, we used the following tourist design elements: photography, decoupage, pictography, sketching, mapping and online mapping.

The photos used in promoting the Țara Oașului Museum were taken in 2013. They were taken by following various techniques that are specific to the art of photographing. Among these we mention the temporal and the spatial ones. The temporal technique refers to that moment of the day in which the pictures were taken while the spatial techniques refer to the type of photos that were taken (detail photos that focus on every structural element of the museum and general photos that render the general frame of the museum, its global structure).



1. Administrative building



2. Lechința wooden church



3. Gherța Mică house



4. Gherța Mică house



5. Pottery house from Vama



6.1. Household from Racșa – the house



6.2. Household from Racșa - henhouse



6.3. Household from Racșa - barn



6.4. Household from Racșa - hayloft



6.5. Household from Racșa - maize barn



7. Guest house



8.1. Household from Călinești – house



8.2. Household from Călinești - barn



8.3. Household from Călinești – henhouse



8.4. Household from Călinești – fireplace



9. Grape press



10. Mill from Certeze



11.1. Household from Moišeni – house



11.2. Household from Moišeni - henhouse



11.3. Household from Moišeni - barn



11.4. Household from Moišeni – henhouse



12. Smithery from Vama



13. House from Vama



14.1. Household from Cămârzana – house



14.2. Household from Cămârzana - barn



15. Pottery studio



16. New house

Figure 2. Decoupage with the structural elements from the Țara Oașului Museum

The decoupages, in number of 27, were obtained by pulling each structural element out of its context from the previously taken photos. They were used as pictographs in order to replace the conventional signs and they were placed in the museum's sketch according to some well established rules that concern location and dimension (Figure 2).

On the map, the vegetation is represented through schematic drawings, depicting at a corresponding scale the location (spatial position) and size of each tree, as explained in the legend of the map.

The museum's sketch was obtained by mapping the information obtained from the museum's plans and from the orthophoto plan of the concerned area. In order to render the information, we used coloured polygons and divided the information into 4 types, thus 4 colours: green, light grey, dark grey and blue. The significance of each colour is the following: green - grass; light grey - interior walkways; dark grey -

asphalt road; blue - water adduction (Figure 3). From a functional perspective, the museum's sketch aims at supporting the other structural elements (decoupages, conventional signs, text and numbers).



Figure 3. Museum's sketch

The cartographic representation constitutes one of the most important promotion methods in tourism. Just like any other promotion method, the cartographic representation is based on data (numbers, text, images, graphics etc.) and is used for rendering these data in a synthesized form that can have a visual impact on the receiver of the information. From a structural point of view, the Map of the Țara Oaşului Museum is built from „mathematical, content, preparation and printing elements, but also from complementary characterization elements” (Dincă & Herman, 2012, p. 324). The mathematical elements category especially contains the proportion scale elements while the content elements category focuses on vegetation, hydrography and touristic infrastructure and development. „Vegetation is the essence of each landscape and it is an element with a considerable power of attraction” (Iațu & Muntele, 2003, p. 84). Due to the very limited area and to the associations that enter the museums surroundings, vegetation has only a decorative role for the other structural elements that stimulate the tourist's attention. Vegetation is represented on our map with green polygons. The preparation and printing elements are represented by the legend and the wind rose. The legend of the map is really accessible, being a harmonious summation of colours, symbols, decoupages, pictographs and text.

The information given to a potential user of these two types of maps (the Tourist Map of the Țara Oaşului Museum and the interactive map) is graphic, textual and digital information. The graphic information contains the iconography (decoupages) obtained from the processed photos taken during the field activities. The advantage of using this

Design Elements for Promoting Tourist Attractions
Case Study: Țara Oaşului Museum (Satu Mare County)

type of information consists of transforming the objective reality in an aesthetic, friendly, easy to use format that is accessible to everyone and that helps visualize the landscape, as these pictographs give an image that is mirroring the field reality. The textual information refers to the names of the structural elements that compose the museum and of the street on which we can locate the Țara Oaşului Museum (Livezilor Street), while the digital information consists of the number of order on the map and in its legend of each structural element (figure 4).

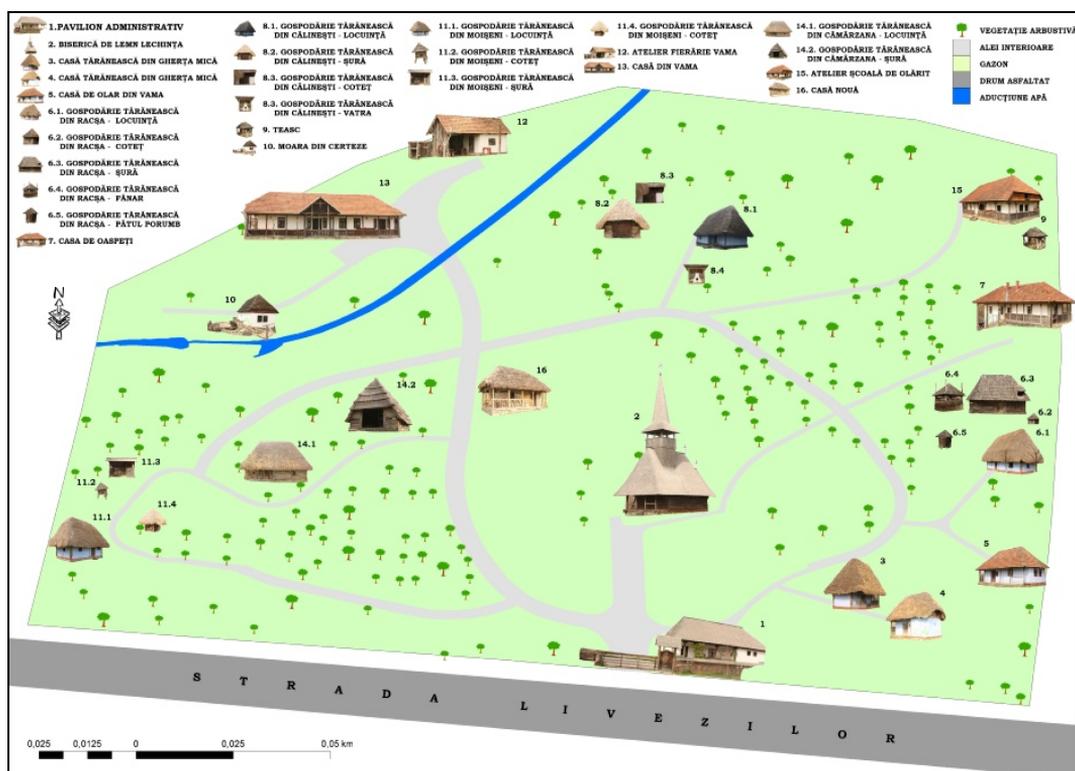


Figure 4. Map of the Țara Oaşului Museum
(Source: Ilieș (coord) et al., 2014)

The preparation and the editing of the interactive map of the Țara Oaşului Museum is another element included in the tourist design for the promotion of the museum from an aesthetic and functional point of view. If the aesthetic aspect is given by the modality of combining colours, decoupages etc., the functional aspect is given by the way in which the interactive map can be used. Taken into consideration the fact that the present society is based on knowledge, on information, it became necessary to provide the gathered data in an easily accessible way, with the help of internet and websites.

One of the most modern and easy to use instruments of information, orientation, awareness and promotion of tourist attractions is the interactive, online map. The interactive map is a system of hypertext documents and information regarding the Țara Oaşului Museum, all linked between them and accessible from anywhere due to the worldwide internet web. They can be registered on a server and they can be accessed with an identification code called URL (http://www.oasmuseum.ro/harta_muzeului/2.html). The hypertext is displayed with the help of a web navigation program called browser

(Internet explorer, Mozilla Firefox, Google Crom etc.) that downloads the interactive map from a server and displays it to users on a terminal (computer screen, phone). From a structural point of view the interactive map is identical with the Tourist Map of the Țara Oașului Museum, placed at the entryway to the above mentioned institution. The difference consists of the fact that by accessing each structural element the user can find the photo of the elements and detailed information regarding it.

For example, by accessing the number 2 element, the Lechința wooden church, we will obtain the following information: „It is the only wooden church preserved in Țara Oașului. It was built in the early 17th century (around 1629) in the village Lechința from the current commune Călinești-Oaș. The wooden churches from Oaș disappeared as they were replaced by the brick ones, most of them being replaced in the second half of the 19th century. In 1939, when it was photographed by the ethnographer Ioniță G. Andron, the church was intact. 20 year after, it was turned into ruins. It was again at the insistence mister I. G. Andron that the church was dismantled in the mid-60s and the recovered material was stored at Negrești. The church was firstly restored by a team of craftsmen from Maramures, on the same place where it is now, in the years 1979 – 1980, after a plan drawn up by architect Niels Auner. In 2006 it was carried out, under a project financed by PHARE, the current, more correct restoration. A very unusual project was born at the same time: a 18th century church mural was reconstituted. The research on all the wooden churches of Maramures was carried out by the painters Ioan Gozman and Dorel Petrehuș who then drew up the project (having the Călinești - Căieni church from Maramures as model). The actual painting was done by painters I. Gozman, D. Petrehuș, Ion D. Ion și Corneliu Pop” (Vârnav, 2014). The menu was designed according to the principle of accessibility to information in electronic form; it is simple and open to any user with minimal knowledge of the Internet use.

CONCLUSIONS

The design in tourism constitutes a sine qua non condition in developing through tourism a tourist attraction, because the tourist product is not a tangible product that can be presented to clients „as a product sample, like in the case of the consumption goods, and it cannot be stored in time, its sale being realized on the extent of its offer” (Cocean, 2006, p. 194). This is the reason why in tourism, more than in other fields, the design has a huge task of making the tourist product known, in this case the Țara Oașului Museum, by using all design elements. In the specialized literature, Țara Oașului was analysed over time by many authors among which: Bănățeanu, 1957; Butiri, 1972; Andron, 1977; Ilieș et al., 2001; Ilieș, 2006, 2007; Herman & Wendt, 2011; Herman, 2012; etc. Nonetheless, the specialized studies on the increasing direct or indirect promotion of the Open Air Museum of Țara Oașului, and the area that it represents, are almost inexistent.

Against this background, this paper is intended as a contribution to improving the image and visibility of the Țara Oașului Museum and the mental space that it represents (Lynch, 1960; Downs, 1970; Gould and White, 1974; Ciobanu, 2010). The steps taken within this work can be continued by improving and developing the products designed according to the requirements of the time and of the reality on the ground.

On this direction we include: the further development of the presentation sheets of each structural element separately and of the entire museum, in order to facilitate the transmission of information to potential receptors; the transformation of the information in bulletin boards and in online data. It should be noted that in addition to the visual contact that a tourist has with the exhibits in the museum, informative panels that could be placed in close proximity to the exhibits are recommended. The information on the bulletin boards is recommended to be rendered in two languages: in Romanian and in an international language, preferably English etc.

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THE GEOSITES FROM DANUBE DEFILE IN ROMANIA. THE VULNERABILITY TO TOURISTIC ACTIVITIES

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Abstract: This paper aims to a better understand of the geosites of Danube Defile in Romania, from the point of view of vulnerability to touristic activities. The Iron Gates Natural Park is an important area for geoconservation in Romania, as its geological heritage is among the richest in the South Carpathians. The series of structural units, typical for the South Carpathians, crossed by the Danube, shows unique features from paleontological, structural and morphological points of view, making the Park one of the most interesting areas in Geosciences, for research and education. Our introductory study of vulnerability of geological and geomorphological elements from Danube Defile is made from the *geosites* point of view. Geosites (term which include also the geomorphologic sites) are relief forms with a scientific, aesthetical, ecological, economical, and cultural value, in respect of human perception, that complete the total heritage of a given territory, including the biodiversity and human creation. In the last decades we assist to an increasing interest according to vulnerability studies. The specialty literature emphasizes the importance of measuring vulnerability to find new criteria and indicators to measure directly the vulnerability and the natural hazards. The geosites from Danube Defile are important geological and geomorphological elements of natural environment which start to become touristic attractions. In those conditions, it is necessary to initiate same studies regarding the vulnerability of those geosites in the local context of touristic development.

Keywords: Danube Defile, Romania, geosites, vulnerability, touristic activities

* * * * *

INTRODUCTION

On our study area several studies concerning the geology and the geomorphology were made (Posea et al., 1963; Posea, 1964; Popa, 2003, 2011; Grecu et al., 2011; Carablaia & Şelău, 2010) but any study concerning the vulnerability to natural risks of geological and geomorphological elements. Our approach aim for the geosites and geomorphosites from the Danube Defile (Iron Gates) in Romania in a particular perspective which is integrated in the large field of vulnerability and natural risks. In the

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last decades we assist to an increasing interest according to vulnerability studies. The specialty literature emphasizes the importance of measuring vulnerability to find new criteria and indicators to measure directly the vulnerability and the natural hazards. Despite those contemporary researches, at this time there is no wide standard application unanimously accepted. Quantitative representation using attributes such as small vulnerability, medium vulnerability or great vulnerability always include quantitative analyses and only sometimes indirect assessments based on material damage and / or human losses (Grecu, 2009).

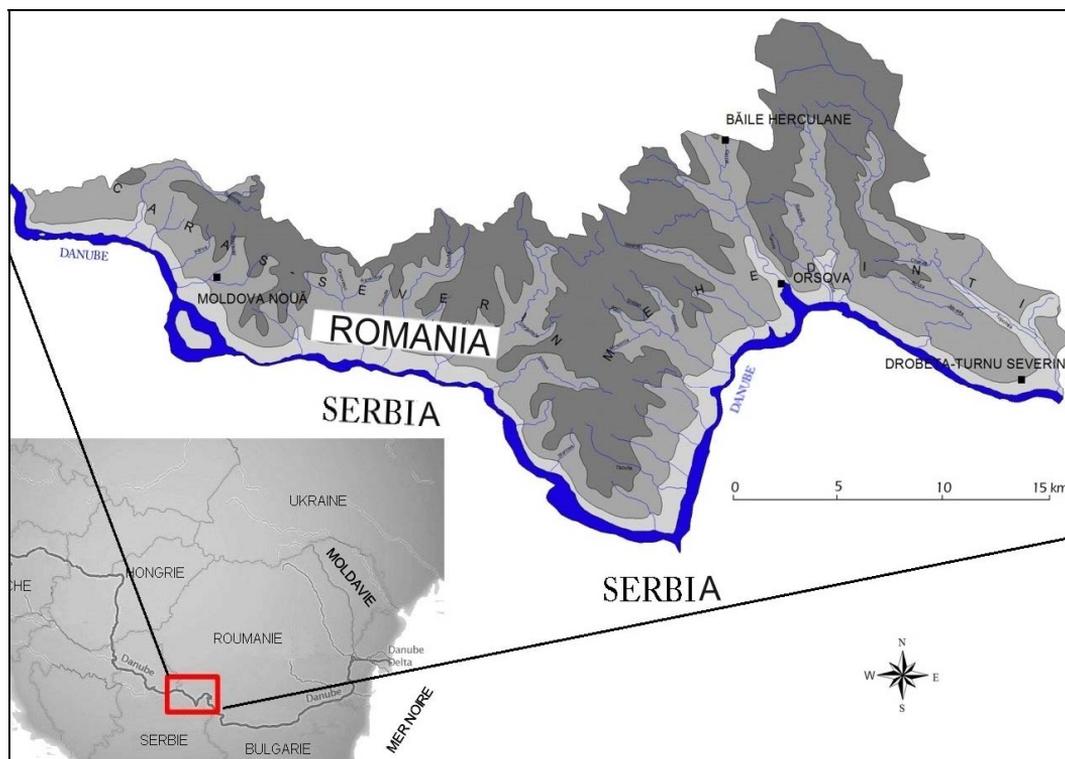


Figure 1. Localization of the Danube Defile in the south-western part of Romania, border with Serbia

STUDY AREA

The Danube Defile on the Romanian side is a valuable natural unit of a character unique along the entire 2,875 km length of the Danube. A lithological and morphological variety in the relief, a climate with sub-Mediterranean influences, a complex biotic cover, as well as a multitude of historical, cultural and religious remains, lend the landscape an aspect of originality. Historical relics attest to thousands of years of human habitation on this territory. To the West, the boundary of the park coincides with that of Baziaș village, while to the South; the limit follows the Danube watercourse downstream to the dam at Gura Vaii (Figure 1). To the north, the boundary follows the southern flanks of the Locva Mountains, partly includes the Almăj Mountains and almost the entire area of the Mehedinți Mountains (Pătroescu & Vintilă, 1997). The Danube Defile in Romania is best known by the name of Iron Gates.

The Iron Gates are situated in the area between Baziaș locality and Drobeta Turnu-Severin city (Caraș-Severin and Mehedinți County) for a distance of about 140 km. The name applies to the region where the Danube River cuts through the

Carpathian Mountains forming a spectacular defile. Geologically and geomorphologically, the Iron Gates is a very complex region. The Danube valley defines here a multitude of microreliefs and reveals most of geodiversity (Iosif, 2012). The geologists call this region „a museum in open air”, the diversity of geology being the main characteristic of this region, characteristic which confers to the Iron Gates a great scientific potential (Figure 2).

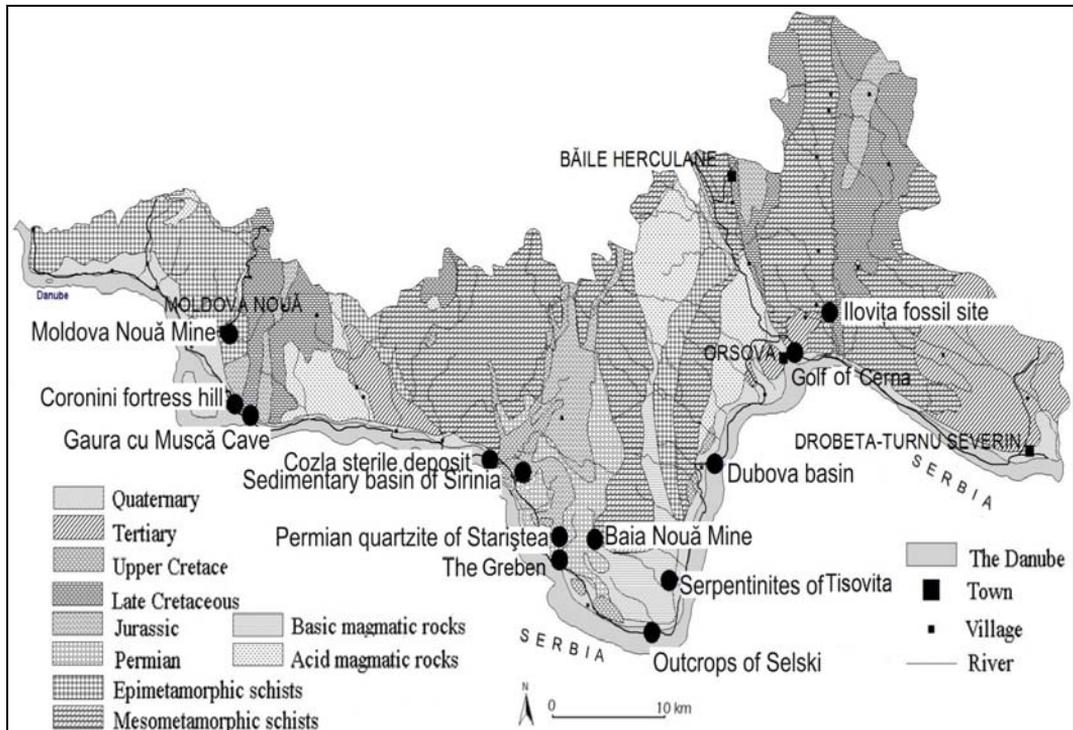


Figure 2. The geosites from Danube Defile those are accessible from the main road

METHODOLOGY

Geosites (term which include also the geomorphologic sites) are relief forms with a scientific, aesthetical, ecological, economical, and cultural value, in respect of human perception, that complete the total heritage of a given territory, including the biodiversity and human creation (Panizza, 2001; Panizza & Piacente, 1993; Pralong, 2006; Reynard, 2008; Reynard & Coratza, 2005; Reynard et al., 2007; Reynard & Coratza, 2007; Ilieș & Josan, 2009; Grecu & Iosif, 2014).

Our analysis takes in consideration the human accessibility to those geosites. In this case and considering that in our region function just one single road (from Baziaș to Turnu-Severin) we have split our inventoried geosites in two groups: one group of geosites which are near the road (and accessible for great public) and the second group of geosites which are far away from the main route, isolated (and inaccessible for great public). Taking this criteria to our analyze, we must mention that this study region is poorly equipped concerning the accessibility. There is just one main road, along the Danube, a national road that presents, in places, very bad sectors.

RESULTS & DISCUSSIONS

By field experience of the authors and by a work consisted in many discussions with another specialists in the geology, geomorphology and physical

geography of the analyzed region, we could identify 40 geosites in the Danube Defile. We must mention that we inventoried just the geosites which can be one way or another, touched by the tourist activities.

From the possible typology presented above and consisted in ten types of geosites we find in Danube Defile seven types of geosites vulnerable to touristic activities. The Table 1 presents all the 40 geosites and the typology consisted in seven classes, corresponding to seven morphogenetic processes.

Table 1. All the 40 inventoried geosites from Danube Defile and their typology

Nº	NAME OF GEOSITE	TYPE
1	Statue of King Decebalus	Anthropic
2	Baia Nouă mine	Anthropic
3	Moldova Nouă mine	Anthropic
4	Cozla's sterile deposit	Anthropic
5	Quarry of Iuți	Anthropic
6	Big Cazans	Geomorphologic
7	Small Cazans	Geomorphologic
8	Karstic plateau of Ciucaru Mare	Geomorphologic
9	Curchia waterfall	Geomorphologic
10	Mraconia collapse	Geomorphologic
11	Liubotina landslide	Geomorphologic
12	Coronini fortress hill	Geomorphologic
13	Babacia rock	Geomorphologic
14	Golf of Cerna	Hydrologic
15	Basin of Dubova	Hydrologic
16	Saraorski valley	Paleontological
17	Ilovița fossil site	Paleontological
18	Curchia fossil limestone	Paleontological
19	Trescovăț volcanic dome	Petrographical
20	Urgonian limestone-bars of Dubova	Petrographical
21	Outcrops of Selski	Petrographical
22	Permian quartzite of Stariștea	Petrographical
23	Permian tuffs of Povalina	Petrographical
24	Serpentinites of Tișovița	Petrographical
25	The Greben	Petrographical
26	Outcrops of Jeliseva	Petrographical
27	Sedimentary basin of Sirinia (Cozla)	Sedimentary
28	Conglomerates of ancient Zanclean delta	Sedimentary
29	Moldova Veche island	Sedimentary
30	Sedimentary basin of Sirinia (Munteana)	Sedimentary
31	Ponicova cave	Speleological
32	Gaura cu Muscă cave	Speleological
33	Veterani cave	Speleological
34	Climente cave	Speleological
35	Gaura Haiducească cave	Speleological
36	PadinaMatei cave	Speleological
37	Zamonița cave	Speleological
38	ValeaCeuca cave	Speleological
39	Cioaca Borii cuesta	Structural
40	Zeliște-Veligan natural amphitheatre	Structural

Conform to the methodology presented above, first step was to split our inventoried geosites in two groups: one group of geosites which are near the road (and accessible for great public) and the second group of geosites which are far away from the

main route, isolated (and inaccessible for great public). The Figure 2 shows the geosites that are accessible for tourists from the main road that follows the Danube valley from East to West (from Drobeta Turnu Severin to Moldova Noua and Bazias).

To mention that three of them (Ilovita fossil point, Baia Noua and Moldova Noua mines) are not on the main road but they are very well accessible from secondary roads. We have identified 13 geosites which are particularly sensible to touristic activities. Those geosites cover seven types, which demonstrates that the issue of vulnerability in Danube Defile is a very significant aspect and touch important geological and geomorphological sites.

Contrary to those geosites, we have found also 11 elements that are not on the main road, but inside of the territory, far away from the touristic areas. Generally, the touristic activities are spread only along the Danube River, in the villages founding here. In the north of Danube waters, the mountains areas and the poorly accessibility made to exist few villages, bad roads and, consequently, no touristic activities in present.

However, the areas situated north of Danube River are very riche in geological and geomorphological sites. Only the five types of those geosites emphasis the poorly accessibility of those areas and therefore a smaller attention from the researchers. This methodology and result are perfectly correlated with the theory that argues that the vulnerability and damage of a geological region is directly linked by his accessibility and especially by his touristic exploitation. The more a region is accessible, the higher it is exposed to human pressure.

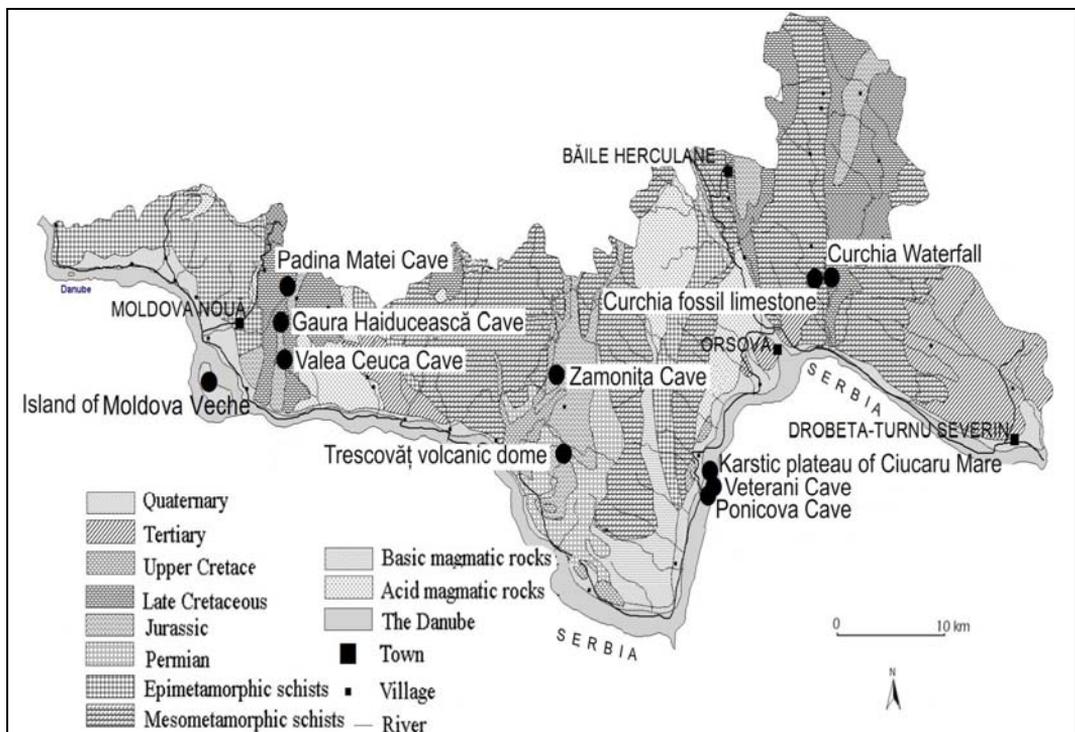


Figure 3. The geosites from Danube Defile that have no good accessibility (inland geosites)

In this second category of geosites we find important elements as the volcanic dome of Trescovat (a relevant geosites from our region, a Permian witness of Iron Gates geology) or several caves (good samples for almost intact cave environments). In addition to those speleological sites, we fund another three geosites (carstic plateau of Ciucaru

Mare and Curchia limestone and waterfall) which emphasis the presence of large limestone percentage in this area (Figure 3).

The limestone is a preferred rock for the Danube Defile geosites. We must also mention that some geosites integrated in this second category are not very far from the main road. It is the case of the carstic plateau of Ciucaru Mare and the caves of Veterani and Ponicoava. Despite the fact that they are not so far from the main road, they present however some inaccessible features. For example, the carstic plateau is at 300 m altitude just above the main route. To arrive there, the tourist must mount a slope quite inclined, in approximately one hour. In these conditions, the geosite is practically inaccessible for the big public. The same thing with the Ponicoava and Veterani caves.

The Veterani cave is near the road but the entrance is made only from the Danube, in a boat. For the Ponicoava cave, the tourist must follow a dry carstic valley (very inaccessible because of its big limestone rocks) and then to descend several wooden stairs, also very instable. In this cases, the inaccessibility of geosites prevent the degradation of them under the touristic pressure.

However, all those sites present a basic vulnerability. For example, the geosites are visited by few tourists (comparable to the first category of geosites), but we have remarked that they to a lot of damage to geosites, especially by disrupting the outcrops or the geosites microformes (i.g. disruption of the stalactites and stalagmites of the caves). The Curchia limestone and the Ilovita fossil points were very affected by the tourists sampling and removing the paleontological in situ elements.

CONCLUSIONS

During the last two decenniums, in the countries which has contact with the Alps Mountains (Switzerland, Italy, France), desiring to express as eloquently as possible the connections between a large part of the relief forms and sometimes between the geologic/geomorphological processes and geotourism (especially in the sense of valorizing them for different tourist activities), in the specialized literature was introduced the term of „geosite”.

The meaning was that of morphological element (indicated as process or form of relief) with a certain value for tourism. It can also be a reply to some terms (archeological site, historical site) used with a very high frequency in these states with an extremely rich history.

Despite the great number of geosites in the Danube valley of Iron Gates, few of them are utilizable in touristic and geotouristic activities. The main problem is the access possibilities, especially the lack of roads. From west to est, along all the Iron Gartes region there is only a road which lies almost long ways to Danube valley (DN 57). Along this road there is a series of geosites which presents same popularity between tourists and, consequently, are the only which are visited.

After field experience we observed that those geosites are degraded by the tourists in various levels. This article is a first attempt to draw the attention about the vulnerability of some very important geo(morpho)sites from the Danube Defile in Romania. Those geological and geomorphological sites represent the most important data in analyzing the geomorphology and the morphogenesis of Danube valley, aspects which are not totally clarified to the present.

Contrary to those sites which are near the main road, there is also o great number of geosites situated inland. This means that their accessibility is not an easy one. Consequently, this sites are not visited at all, except some specialists (geologists, geomorphologists etc.) which make their scientific documentation.

Our attention will focus in the futures studies on the vulnerability of all those geosites against the degradation made by the touristic activities. At this moment we work at a methodology to better quantify this touristic vulnerability (quantitative and

qualitative). Finally, we express our regret that this study was concentrated just on the Romanian side of Danube Valley. It was very interesting to analyze also the Serbian side and to have a complete image of the Danube gorges. Our futures studies will focus on this direction to.

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TOURISTIC ORGANIZATION OF TRAILS AND BELVEDERE SPOTS IN THE ALBAC – ARIEȘENI TERRITORIAL SYSTEM

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Abstract: The present study refers to aspects of tourist potential within Albac – Arieșeni territorial system which, through the uniqueness, density and spectacular feature of its touristic objectives, occupies a special place in the gallery of the most attractive touristic areas of the Romanian landscape. By its content and role, tourism represents nowadays a distinct activity domain, a component of utmost importance of the economic and social life. Due to the fact that the touristic resources are practically inexhaustible, tourism represents one of the economic sectors with real long term development perspectives. The scientific research of the touristic phenomenon integrates a wide thematic range, from conceptual clarifications and definition of its place in the development strategy, to the emphasis of determinants, of evolution tendencies and manifestation forms, of market coordinates and mechanisms, as well as to the assessment of its impact in economic, social, cultural, ecological and political levels.

Key words: gorges, development of tourism activity, improvement, mountain, belvedere, tourist locations, areas, panorama

* * * * *

INTRODUCTION

This material represents a continuation of a larger study which was published in 2012, and it refers to certain issues which were not approached at that time. Some suggestions are made regarding the promotion, development and, from touristic point of view, the valorization of this area, especially in what it concerns the setting of panoramic spots in the highest area of Albacului, Mândruțului, Ordâncușei and Gârdei Gorges. The existing natural resources in Albac – Arieșeni territorial system are numerous, they have a high degree of originality and attractiveness, however, the lack of certain necessary conditions, essential to satisfy the needs of the touristic services consumers, which are way below the value of the natural background, limit the touristic flow in the area. In order to provide the development of tourism activity and the superior valorization of touristic patrimony, investments are required, which should focus especially on the development of communication ways, transportation and recreation areas.

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OBJECTIVES. METHODOLOGY. DISCUSSION

The analysis of Albac – Arieșeni territorial system as a component of the Central Development Region emphasized the following configuration of the ranking of tourism types and forms which should be promoted with priority in this region:

- Rural tourism;
- Speotourism;
- Hunting tourism;
- Cultural tourism;
- Mountain recreational tourism (Gozner, 2012).

The research stage that implies the consultation of the bibliography and a study on the specialized documentation sources and on various research papers (Ciangă, 2006; Cocean & Dezsi, 2001; Gaceu et al., 2012; Gheorghilaș, 2011; Hall, 2008; Holden, 2008; Iliș & Josan, 2009b; Cocean (coord.), 2007; Pop, 2013; Ritchie et al., 2005; Walker & Walker, 2011; etc), the analysis focusing mainly on the types of tourism existing in the investigated region. The relief analysis was carried out also indirectly through orthophotoplans and satellite images, using digital analysis techniques or the processing of digital images. The orthophotoplans allow, with a correct interpretation, the obtention of preliminary information concerning the layout of the landform, its position in the territory and inside the boundaries of the investigated area, its position towards the surrounding areas, the physiognomy of the landscape and its typology, etc.

Through the value of the attractive resources, but through modern development which are absolutely necessary, they can satisfy the internal and even international tourist demand, enriching thus the offer for internal and external tourist (Gozner, 2012).

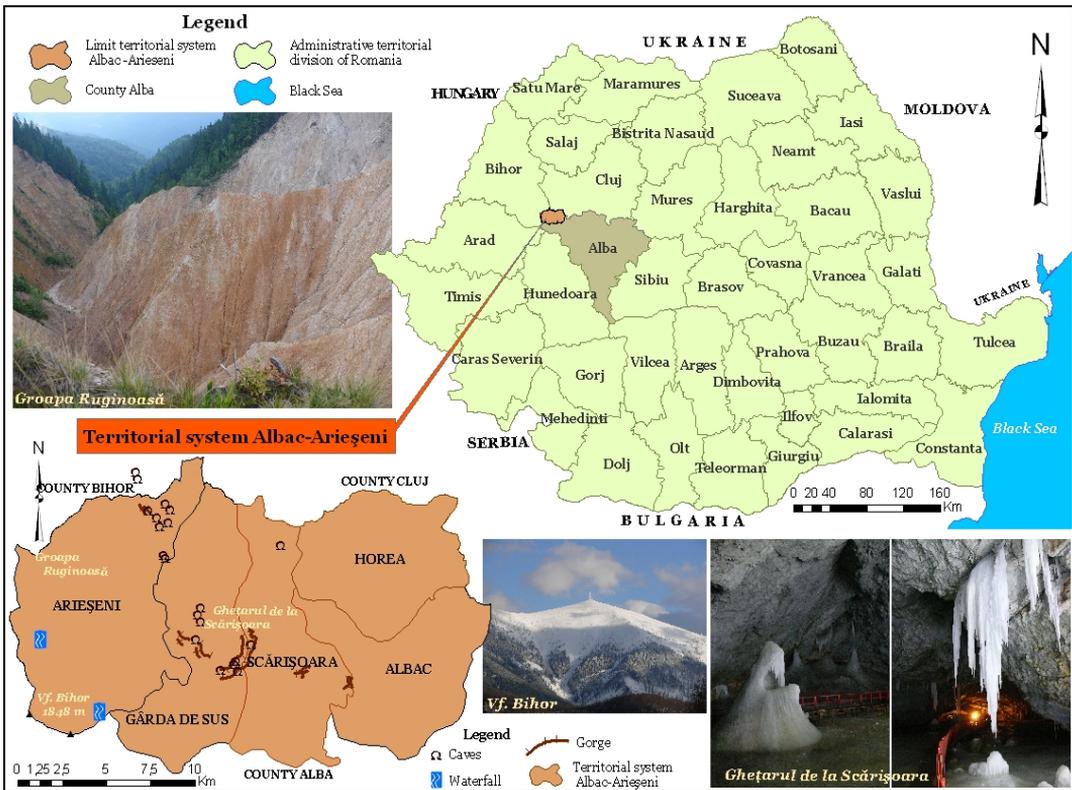


Figure 1. Geographical position of the Albac – Arieșeni territorial system

The Albac – Arieșeni territorial system is integrated in the administrative boundaries of Alba County (Figure 1), in its north-western extremity, at the contact of three mountain units: Bătrâna Mountains in the north and Biharia Mountains, respectively Arieșului Mountains in the south, connected by Vârtop saddle (1160 m). The mountain has represented and it still represents a special touristic attraction and the mountain related tourism is an opportunity to practice tourist activities throughout the entire year. The highest or the lowest form of relief are equally endowed with quality from the perspective of touristic discovery, the lower part being the target element for viewing, while the highest part is the accessory, the means, through which the tourist/visitor, generally the observer, focuses attention upon the element of the touristic resource of interest (Dincă et al., 2012).

Any touristic destination should have at least one spot of belvedere for observation, making videos, taking pictures. „Where the natural conditions do not provide proper places for organization, special constructions can be built” (Ilieș, 2007, 2009). In the case of Albac – Arieșeni territorial system, we propose three belvedere spots and a belvedere trail situated in the highest areas of Albacului, Mândruțului, Ordâncușei and Gârdei Gorges (Figure 2). In 2012, as mentioned above, three belvedere spots and a belvedere trail were proposed for Horea locality, in areas where tourists can admire a special view from a height of about 1,200 meters. In addition to these belvedere spots, a second group of panoramic spots is distinguished (Casa de Piatră, Ocoale, Arieșeni, Vf. Bihor, Vf. Cucurbăta Mare) (Figure 2).

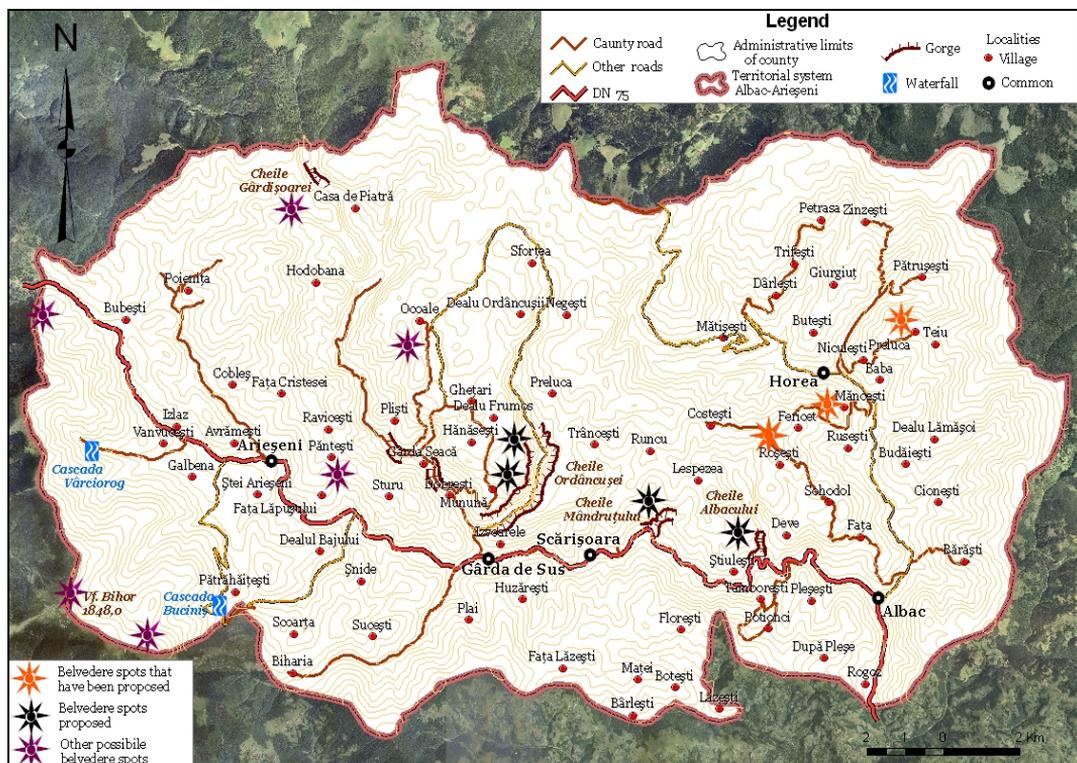


Figure 2. Location belvedere spots proposed in the territorial system Albac - Arieșeni

The belvedere, viewing function of the relief is given by the heights of its forms and their position compared to the neighbouring relief units. It is provided by dominance in

altitude, the reception angle being the more open the more accentuated the difference in levels is and the wider the spatial unfolding of the lower units it is (Gabriela Cocean, 2011). In the areas which provide remarkable panorama we should have many belvedere spot like mountain areas from Austria, Switzerland, France, Germany etc.

The first belvedere spot proposed is situated in Albac commune, Deve village, at an altitude of 750 m, on the left bank of Valea Stearpă (feeder of Arieș River), which dug in the Triassic and Jurassic limestones Albacului Gorge (Figure 3). This place allows a good view on the surroundings of Albacului Gorge which has a length of 3.5 km. In order to get to the first belvedere spot from Albacului Gorge, a distance of approximately one kilometer has to be traveled through (Figure 4), starting from the national road DN 75.



Figure 3. Albacului Gorge

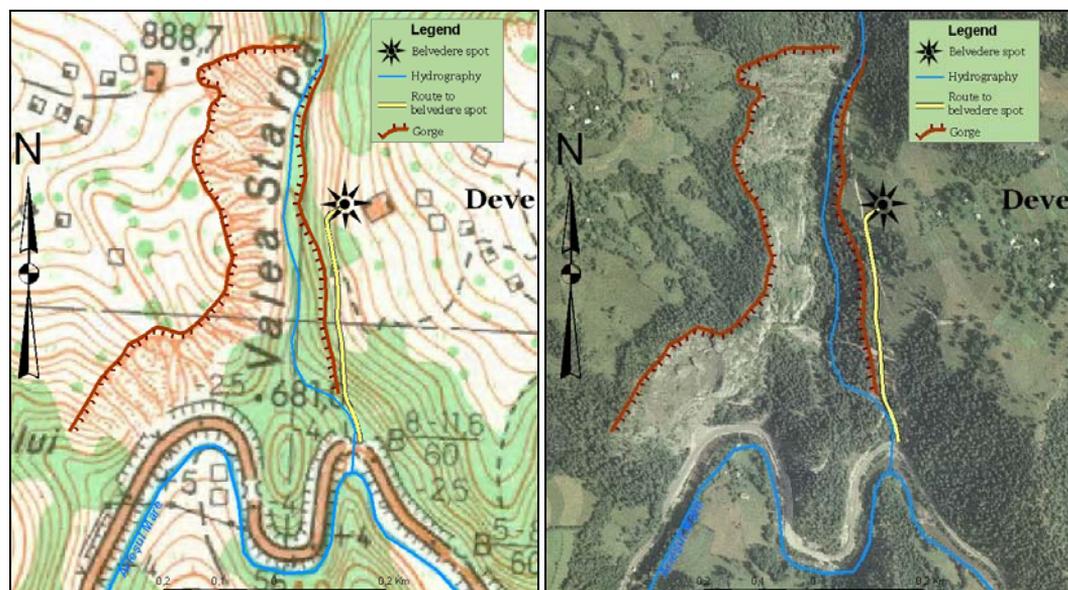


Figure 4. Location belvedere spot proposed in the Albacului Gorge
(Source: processing on topographic map 1: 100000 and orthophotomap)

The second belvedere spot which we propose to be set up is situated in Scărișoara village, Scărișoara commune, at an altitude of 830 m. Arieșul Mare River, through its right side feeder, sculpted downstream of Scărișoara village a Gorge sector named

Mândruțului Gorge with a length of 350 m. In order to reach the second belvedere spot from Mândruțului Gorge, a distance of approximately one kilometer has to be traveled (Figure 5, 6), also starting from the national road DN 75.

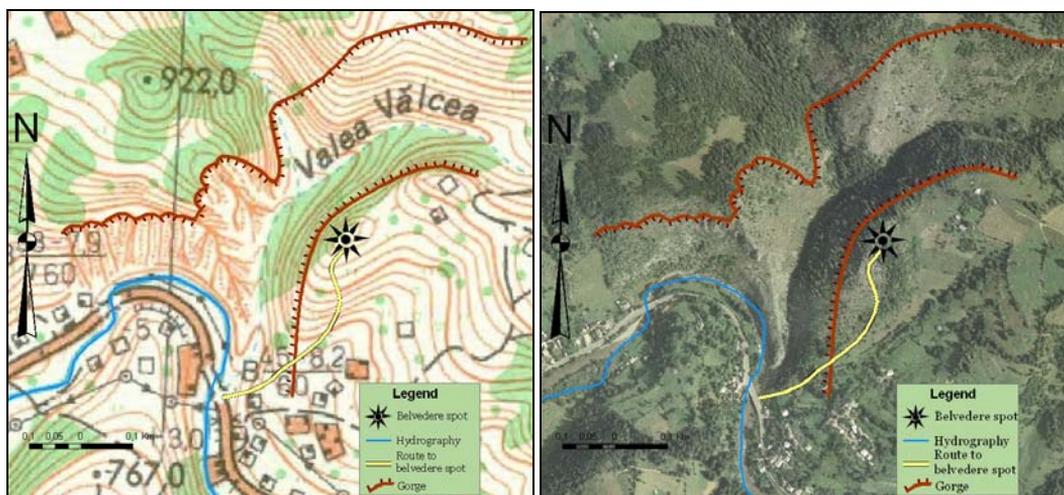


Figure 5. Location belvedere spot proposed in the Mândruțului Gorge
(Source: processing on topographic map 1: 100000 and orthophotomap)



Figure 6. Mândruțului Gorge

The third belvedere spot is situated on the highest part of Ordâncușei Gorge, at an altitude of 1181 m, in Munună, Gârda de Sus commune. Ordâncușei Gorge (Figure 7,8) is situated in the south-east of Bihor Mountains (Gârda de Sus commune), at the confluence of Ordâncușa rivulet with Gârda Seacă. It is one of the narrowest gorges in Romania (4-6 m wide in certain places). The narrowing sector can be admired step by step from the road which crosses it (DJ 750), from one end to the other. In the limy, rocky and woody walls there are 70 caves, vaults, portals, out of which the caves Poarta lui Ionele and Peștera de sub Zgurăști are declared spelean reservations (Cocean, 2000, 2010; Bleahu & Bordea, 1981; Bleahu, 2004). The third belvedere spot proposed for setting up provides a view with 360° opening towards Bihor Peak (1848 m), Ordâncușei Gorge and the scattered villages of Gârda de Sus and Scărișoara communes. In order to reach the third belvedere spot from Ordâncușei Gorge, the communal road 132 must be traveled, road

which leads to the Glacier from Scărișoara, over a distance of approximately one kilometer (figure 7, 8), also starting from the national road DN 75.

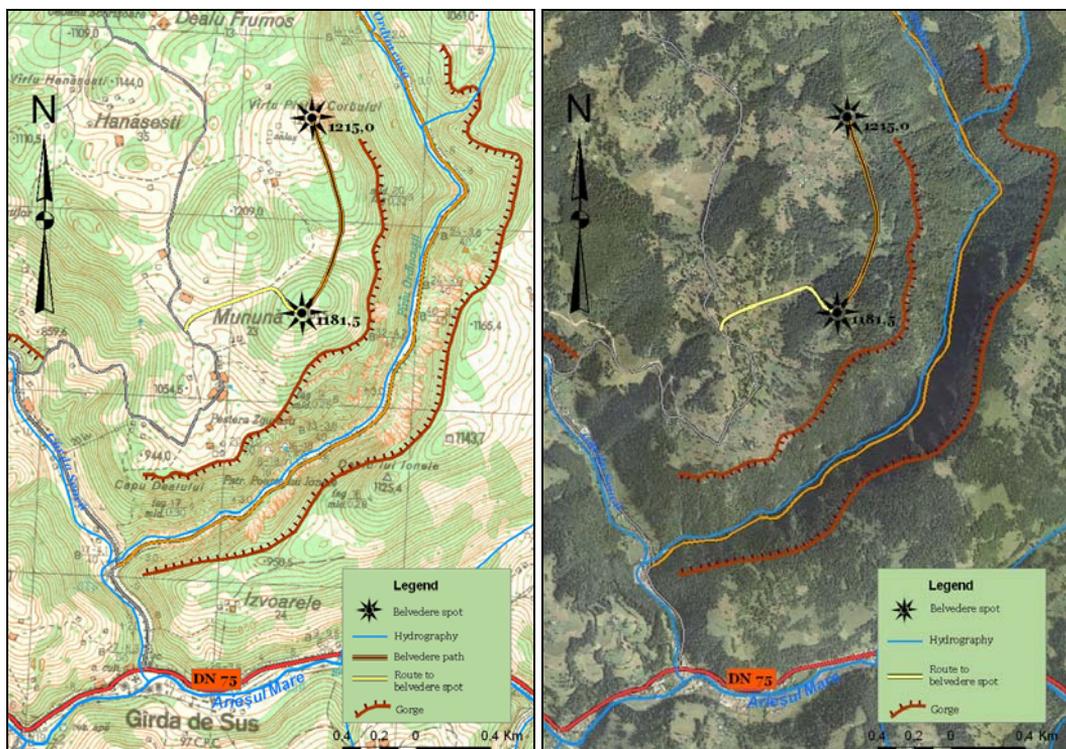


Figure 7. Location belvedere spot proposed in the Ordâncușei Gorge
(Source: processing on topographic map 1: 100000 and orthophotomap)



Figure 8. Ordâncușei Gorge

If by going on a certain itinerary there is a permanent panorama towards various areas of interest, it is considered that it is a belvedere trail. In the case of Gârda de Sus commune, a belvedere trail can also be proposed, which should start from Munună village from an altitude of 1181 m, and the final spot would be on Piatra Corbului Peak which has an altitude of 1215 m (Figure 9).



Figure 9. Ordâncușei Gorge (Source: processing on Google earth)

The settings up which should be accomplished would be a footpath 1.5 – 2 m wide, paved with stones, resting places set up with wooden benches and tables with rustic aspect, made of logs or boulders, as well as wooden brackets from which the tourists will be able to admire the view, also serving as shelters from rain. The markings will be remade, there will be made boards with the map of the area and a few plates presenting information about the plants and trees encountered along the trail, and the information boards should be made of perforated sheet.

There can also be made some sportive-applicative tracks with apparatuses of various degrees of difficulty for all age categories. In the above images, there are presented some examples of setting up the sportive-applicative tracks. Every here and there, there will be placed sports apparatuses and an explanation referring to how to be used. The children will be amused and they will not get bored by a long stroll in the forest, they will run from one apparatus to another, being delighted when they manage to work out on them. It is also necessary a board with the map of the area to be placed at each end of the trail.

CONCLUSIONS

These belvedere spots and trails represent an alternative to spend free time for tourists who come to Arieșeni and Albac resorts. The organizations do not imply exaggerated costs which should not be supported by the town halls of the communes which are part of the Albac – Arieșeni territorial system.

The touristic organization of an area can be achieved by finding solutions for the valorization of natural and anthropic resources, since present time tourism plays an important role in economy, and this asserts itself as being very necessary. Both the touristic development and the economic progress must also take into account the demands of the natural and anthropic background and the touristic organization should be conceived in connection with these two variables.

The existing natural and anthropic resources in the studied territory are numerous and they have a high degree of attractiveness, but the essential conditions for tourism are very much under the value of the natural background, slowing down the touristic circulation in the territory.

Finally, we hope that this paperwork will positively influence the local actors in designing and elaborating future strategies of evolution and development of the Albac – Arieșeni territorial system.

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THE ERNICI MOUNTAINS GEOHERITAGE (CENTRAL APENNINES, ITALY): ASSESSMENT OF THE GEOSITES FOR GEOTOURISM DEVELOPMENT

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Abstract: In this work we propose a new model for the inventory and evaluation of a part of the Ernici Mountains (Trisulti of Collepardo) geosites. The aim of this work is the enhancement of cultural landscape, through a geotourist itinerary describing the culture as the product of the interaction between humans activities and their living environment. To this aim, the enhancement of the geoheritage is based on the landforms analysis and the observation of culture as a landscape-modeling agent. The proposal for the assessment of the Value of a Site for Geotourism (VSG index) was made by means of the integration and review of national and international geosites evaluation models. Infact, the aim of this work requested to build up a model focused on the geotourist relevance of the geosites. The Ernici Mountains are representative of the Italian Central Apennine carbonate platforms. The outcropping lithologies influenced the development of the karst. The abundance of karst cavities inspired the spirituality of many hermits. The monastic culture contributed to the evolution of the peculiar cultural landscape of Trisulti. The itinerary proposed describes the related geomorphological and cultural most significant aspects.

Key words: geotourism, cultural landscape, evaluation model, Ernici Mountains geotourist itinerary.

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INTRODUCTION

The conservation of natural heritage represents a basic topic in biodiversity, but in recent years attention towards the geological environment, as substrate of life, increased.

In Italy the geodiversity and the geosites are considered cultural goods (DLgs n.42/2004, Urbani Codex; 431/85 Law, Galasso Law; DLgs n. 490/99: n. 352 Art. 139), they

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compose the Geological Heritage of the country. The geotourism represents the most recent and sustainable way to enhance this resource, through the popularization of geoscientific knowledges, along itineraries describing the natural, historical and cultural features of the territory.

In this work we present the inventory and evaluation of a part of the Ernici Mountains (Trisulti of Colleparado) geosites and a new geosites evaluation model. The aim of this work is the enhancement of Cultural Landscape (Sauer, 1925; Andreotti, 1998; Gordon, 2012) and the popularization of the natural and cultural resources of the area, through the proposal of a geotourist itinerary, describing the culture as the product of the interaction between human activities and the natural environment.

MATERIALS AND METHODS

Analysis of the morphological features and changes

The analysis of landforms was made by means of a geomorphological field survey; the information about morphological changes in a longer time interval was supported by the aerial photos interpretation (Italia RER 1988/1989; I.G.M. GAI, 1954/1955). Following several authors criteria (Panizza, 1973, Pellegrini, 1976; Dramis et al., 1979; Gruppo Nazionale di Geografia Fisica e Geomorfologia, 1994, 1995; Aringoli et al., 2005), the morphological elements in the study area were grouped according to genetic criteria, so each landform was classified according to the main morphogenetic process that was responsible for its origin.

The geosites inventory and evaluation model

A new evaluation method is proposed and applied to evaluate the geosites for geotourism development. It is based on the integration and review of some models proposed by the Lazio Regional Park Agency (Fattori and Mancinella, 2010), Reynard et al., (2007) and Ghiraldi (2011). The authors intervention consists of modifying and adding the evaluation of some geosite attributes to build up a model focused on the evaluation of the geotourist relevance of the sites.

Among the several attributes which could be quantified, according to the most frequently encountered definitions of geotourism (Hose, 2012 and references therein; Newsome et al., 2012; Arouca Declaration, 2011 in geoparquearouca.com), can't miss the attributes summarized in the new index proposed, the Value of a Site for Geotourism (VSG) index:

$$\mathbf{VSG = RP + RR + SCE + SAC + AC}$$

$$VSG_{\max} = 25$$

1-8 low	9-16 medium	17-25 high
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The attributes are Representativeness (RP), which is the correspondence between the geological phenomenon represented in the geosite and the ideal model of the same geological phenomenon and it also defines the geosite peculiarities and plurality of interests; Rarity (RR), the relationship between frequency of a geological aspect and the geographical setting of analysis; Scenic-Aesthetic value (SCE), that quantifies the attractiveness of a geosite from a geo- specialist and non-specialist point of view, and is an attribute of prompt comprehension for the enhancement of an area, but at the same time is difficult to quantify, because much tied to the emotional; Storical-Archeological-Cultural value (SAC) function of the geosite relationship with local history and culture; the Accessibility (AC) depends on the difficulty to reach a site and the presence of nearby services.

Each value represent a class, corresponding to an interval, obtained summarizing scores. The scores are collected compiling some tables describing geosite characteristics (Figure 1). The evaluation is aimed to remove the subjectivity of the selection procedure and confers a value to the analysis of the geosite characteristics.

VALUE OF A SITE FOR GEOTOURISM			
		VSG= RP+ RR+ SCE+ SAC+ AC	VSGmax=25
ATTRIBUTES		VALUES	
REPRESENTIVENESS		RP	0,1,3,5
	Ideal model correspondence	5,3,3,1,0	}
	Peculiarity (lithostratigraphy, carsism, hidrology, paleontology, geomorphology, structural geology, mineralogy)	5,3,3,1,0	
	Tipicality	5,3,3,1,0	
	Interest plurality	5,3,3,1,0	
RARENESS		RR	0,1,3,5
	Geographical range	local, regional, national, international	} two way table
	Frequency	5,4,3,1,0	
SCENIC AESTHETIC		SCE	0,1,3,5
	View points	5,3,1,0	} summarize intervals [...]
	Cromatic contrast	5,3,1,0	
	Landforms queerness	5,0	
HISTORICAL-ARCHEO-CULTURAL		SAC	0,1,3,5
	National restrictions (laws)	3,5 (area, geosite)	}
	Regional/local restrictions (laws)	1,3 (area,geosite)	
	Protected area	3,5,1	
	Other (archeol., monum., architett. values; legends, stories, tradition; toponym)	2,2,1	} summarize intervals [...]
ACCESSIBILITY		AC	0,1,3,5
	Way to approach the site	5,3,1	} summarize intervals [...]
	Difficulty to approach the site	5,4,3,1	
	Services	5,4,3,1,0	

Figure 1. Schematic synthesis of the evaluation model

The integrations to the base model involves:

- some aspects included in representativeness (RP) evaluation has been redefined; the relationship between frequency of a geological aspect and the geographical setting of analysis is a new proposal for rarity (RR) evaluation; sub-attributes describing the scenic value (SCE) of a site are integrated from other models (Reynard et al., 2007; Ghiraldi, 2011) and “peculiarity of the forms” has been introduced as a new characteristic ; the evaluation of historical, archaeological and cultural value (SAC) of the site has been included in the geosite evaluation; the difficulty to reach a site and the presence of nearby services are the sub-attributes for the accessibility (AC);

- the card has been reviewed to facilitate the understanding for "non-specialists" users.

• finally, when compared to other evaluation models (Serrano & Gonzales Trueba, 2005; Pereira et al., 2007; Fattori & Mancinella, 2010; Coratza et al., 2012; Bollati et al., 2012), the Value of a Site for Geotourism doesn't weigh the different attributes. Infact, scientific attributes of the geosite are as important as additional ones, as the definition of geotourism wants (Arouca Declaration, 2011 in geoparquearouca.com).

THE STUDY AREA

The Ernici Mountains are a carbonate ridge in the South East of Lazio region (Italy), not too far from Rome. The ridge is NW-SE oriented and a long section corresponds with the regional bound between Lazio and Abruzzi regions (Figure 2).

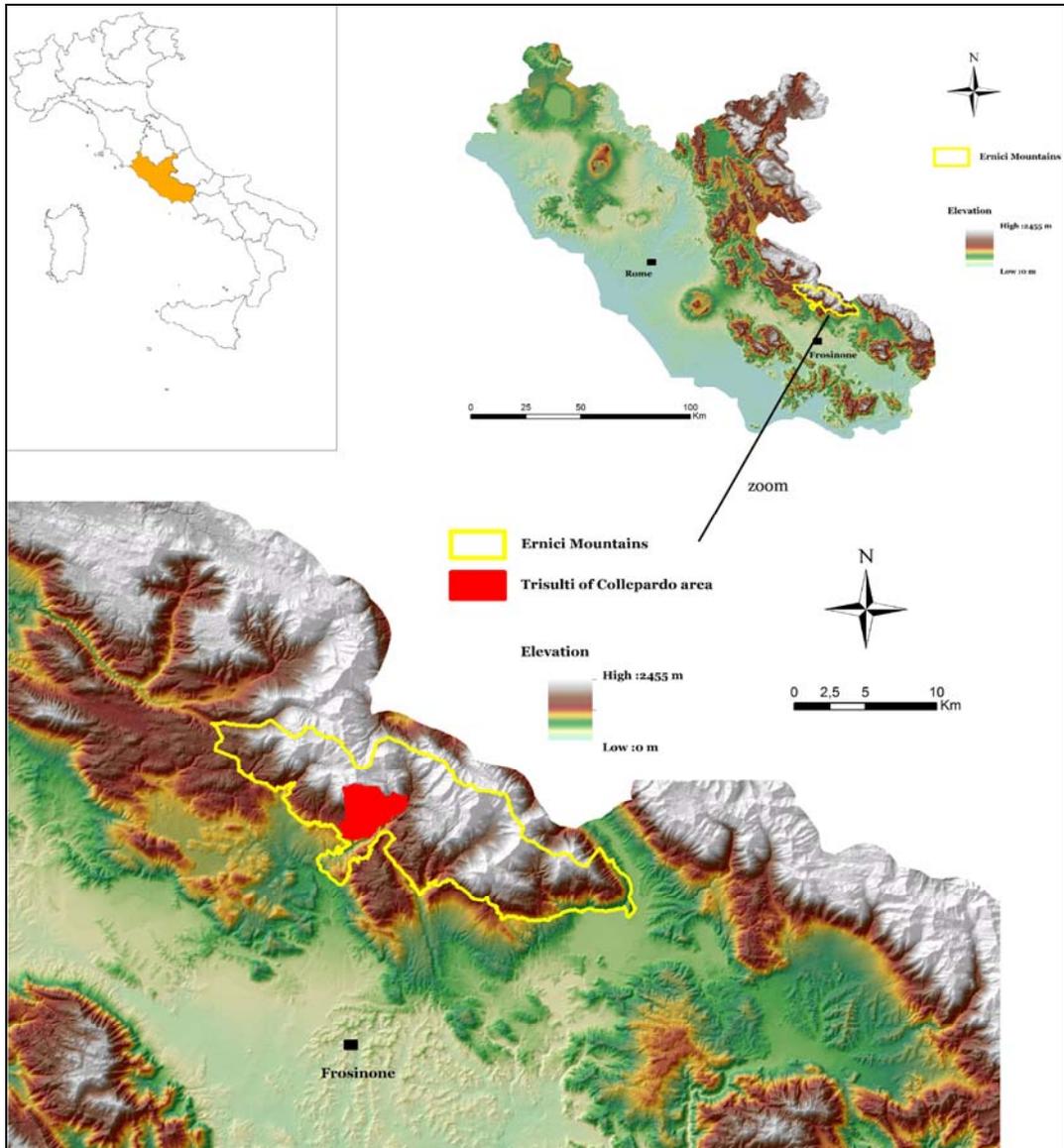


Figure 2. Location of the study area

It represents a significant geological feature of the Apennine's uplift and an important part of the Lazio-Abruzzi carbonate platform (Parotto & Praturlon, 1975; Accordi & Carbone, 1988). Here Mesozoic limestones (Lias-upper Cretaceous), with dolomite banks, emerged by the sea since the Middle Miocene.

The area is also an important scenery for the cultural history of Lazio region's countryside. The study area, Trisulti of Colleparado, is a portion of the ridge (Figure 2).

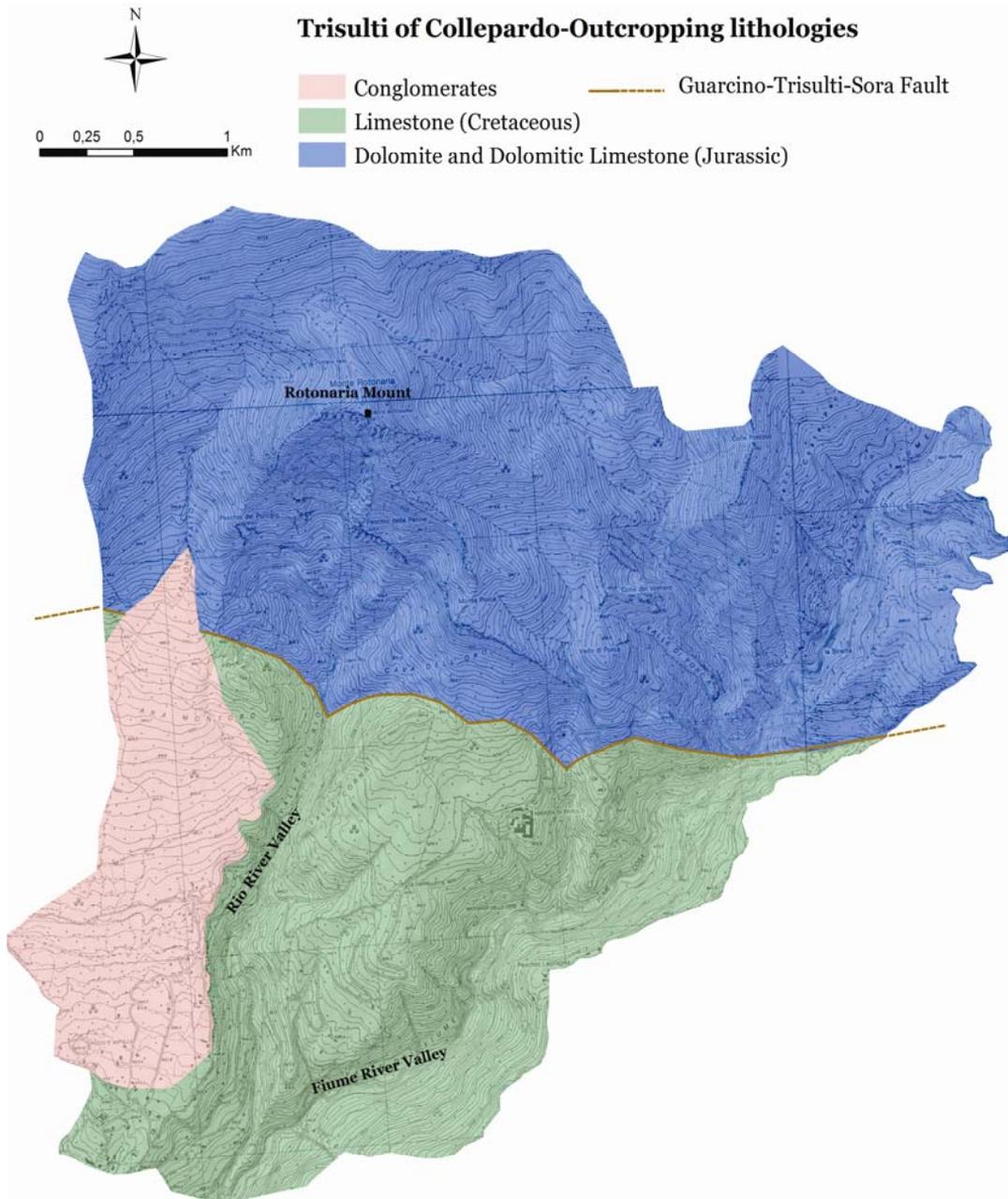


Figure 3. The outcropping lithologies and the normal fault crossing the area

It covers 15 km² of the 200km² pertaining to the whole Ernici Mountains, and its altitude ranges from 550m to 1744m a.s.l. (Rotonaria Mount). A normal fault (Guarcino-Trisulti-Sora fault, NW-SE strike) (Cavinato et al., 1990) crosses the area separating the outcropping lithologies in two sectors (Figure 3): the upper sector is characterized by the more ancient rocks outcropping, represented by Lias dolomite and dolomitic limestones, and a powerful Jurassic limestones succession (Dogger-Malm); the lower sector outcrops are represented by Upper Cretaceous limestones and Middle Cretaceous dolomitic limestones (Cavinato et al., 2012).

The outcropping lithologies and the tectonic evolution of the area influenced the development of landforms. The Apennine extensive tectonic caused the rocks strong fracturing and the karst development: the superficial and hypogean process is still now widely spread.

The erosion deeply affected the carbonate rocks and widespread gravitational processes occur on the slopes. The fluvial network organization is often influenced by structural directions. Some glacial landforms, developed during the last glacial period, are present on the highest peaks.

Two drainage basins characterize the area: the Fiume and the Rio River basins. The Rio stream born from its homonymous spring (Capo Rio, 830m), next to the Guarcino-Trisulti-Sora fault. It carves a short deep valley, NNE-SSW oriented, in the cretacic limestones. The Fiume River main spring is the Capo Fiume one (940m); its valley, NE-SW oriented, is cut for a long stretch in the Jurassic dolomitic limestone, that are hardly fractured and affected by karst phenomena; the Fiume river valley also cuts the Guarcino-Trisulti-Sora fault where it start cutting the Cretaceous limestones.

The fluvial erosion system strongly influences the morphodynamics in this area.

RESULTS

The study area is characterized by landforms shaped by the action of: surface running waters, karst and gravity, even if anthropogenetic processes cannot be disregarded. Polygenic and structural-landforms are also present. Some of these landforms are proposed as geomorphosites (Panizza, 2001).

Landforms

Surface running water landforms

The Rio and Fiume valleys present a deep V-shaped section, thus testifying the clear prevalence of linear erosion on accumulation processes. The riverbank erosion is not particularly accentuated, as fluvial erosion scarps never exceed 5m.

In its upper course, the Fiume River flows along a fracture in the Jurassic dolomite-limestones, for a distance of 300m. Large boulders, due to collapses, articulate this stretch of the stream in rapids. Here are some dramatic landforms, as the Arch in the rock (geomorphosite), a cavity deepened by the river flow, and the deep gorge named La Stretta (Figure 4).

The run-off action affects the slopes of the Rio stream basin, especially on cataclastic outcrops. The accumulation landforms due to the surface running water are represented by some alluvial fans: a huge pleistocenic one, at foot of La Monna Mount, covers plentifully the the ancient erosional surface west of the Rio valley (Figure 4).

Karst landforms

Limestone is the main outcrop in the area, so the karst landforms are widespread. The surface is everywhere affected by karren (lapiez); there are a number of small dolines and a deep sinkhole just outside the study area (named 'Pozzo d'Antullo'). It witnesses a great development of hypogean karst processes.

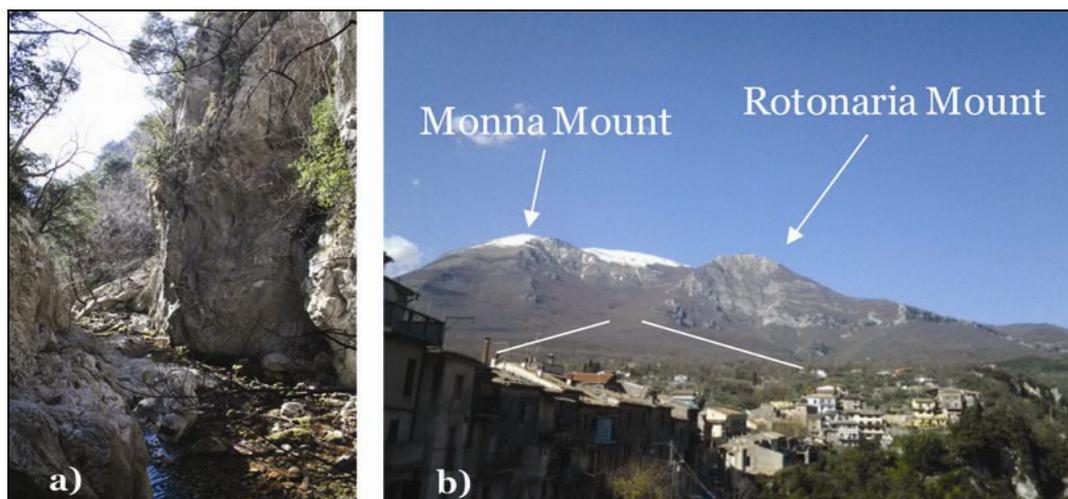


Figure 4. a) The gorge named “La Stretta”, the italian for narrow valley;
b) the pleistocenic alluvial fan at the base of La Monna Mount



Figure 5. The Madonna delle Cese sanctuary in a); in
b) the organ pipes and stalactites in the cave; in c) the ancient hermitage

Along the upstream sector of the Fiume valley there are several karst caves. The smallest corresponds to S. Domenico hermitage and big one is the Madonna delle Cese cave (Figure 5).

On the cave surfaces are still visible organ pipes, stalactites and stalagmites. The Arch in the rock, nowadays crossed by the Fiume stream channel, is a relict hypogean karst landform: it was a pressured karstic pipe of an ancient karstic underground drainage network. Other cavities around the Arch testify to the presence of an ancient underground net (Figure 6).

Gravitational Landforms

The area is not particularly affected by gravitational phenomena. However, mass movements are sometimes enhanced by the intense rock fracturing and the presence of cataclastic material along the fault belt. The southern slope of Rotonaria Mount is deeply

furrowed by debris-flows, which caused, at their base, the related deposits. Other gravitational evidences in the area are essentially accumulation landforms, as talus slope.

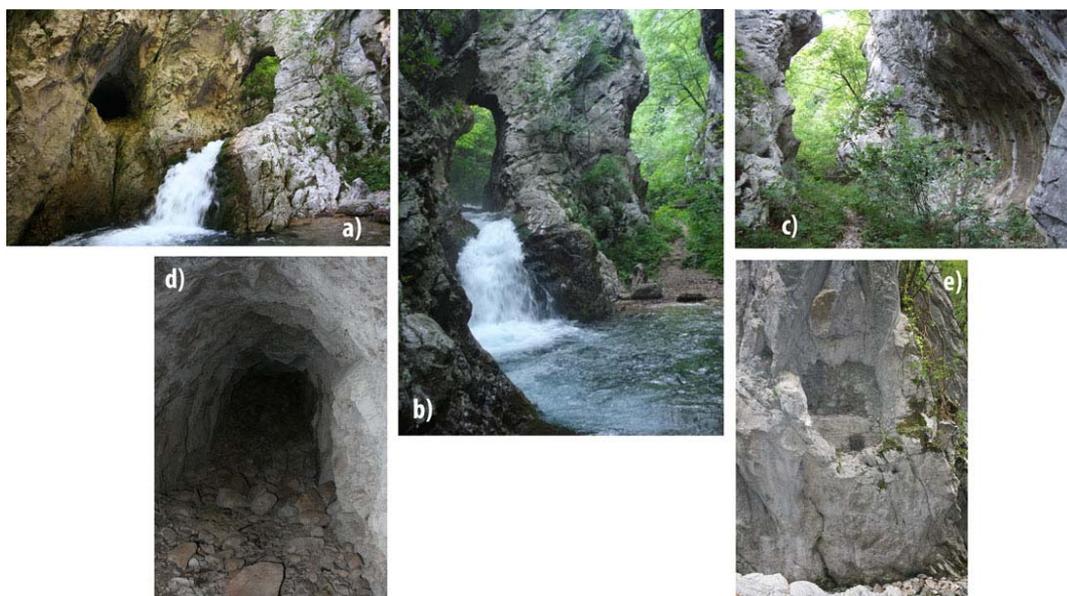


Figure 6. The pressured karstic pipes of an ancient underground network: a) the Arch in the rock and a small dry pipe; b) and c) the Arch in the rock and the biggest pipe, which was crossed by the river until the aqueduct construction; d) a detail of the dry pipe; e) another small dry pipe, walled up during the aqueduct construction

Structural landforms

The morphogenesis of many landforms in the area is influenced by the structure. Tectonics uplifted the area and built a complex relief, with high slopes north of the Guarcino-Trisulti-Sora fault. The two sectors displaced by this fault are connected by a large cataclastic belt. Very interesting is the ridge of Rotonaria Mount, shaped like a horseshoe with vertical scarps. Sharp crests and many saddles characterize the relief; it should be emphasized the structural influence by a number of triangular facets, like this having its apex next to the crest on the left of S. Domenico.

Man-made landforms

The area has a strong naturalness, though the evidence of human presence for a long time is still recognizable. The resource exploitation is evident: spring waters are often collected (for example, the Capo Rio and the Capo Fiume springs); the presence of bituminous materials outcropping in S. Domenico area developed the mining activity for a short period; the same zone has been used for quarrying activity (cataclastic material).

The performed geomorphological investigations and the analysis of the available literature about the area revealed several interesting items on its geological heritage and allowed us to propose some geosites.

Geosites

The Italian Institute for Environmental Research and Protection (ISPRA) since 2008 provide the national geosites inventory (sgi.isprambiente.it). Each region is delegate to work to its own territory. The Lazio Regional Park Agency (ARP) provided the geosites inventory of the Lazio region. They recognized more than 400 sites of geological interest, but the ARP work was more detailed into protected areas.

The Ernici Mountains are part of the Monti Simbruini-Ernici Special Protection Zone (ZPS IT6050008, Directive 79/409/CEE, DGR n.699, 2008). The ARP inventory recognized only some geosites suggested in scientific literature. The geomorphological survey performed in this work allowed us to propose two geomorphosites to be add to the regional inventory. The landforms proposed as geomorphosites present scientific value, but also scenic-aesthetic and storical-cultural one. We propose them for their representativeness, rareness, and, thus, for their geoturistic interest.

The geomorphosites proposed are: the Arch in the rock and Madonna delle Cese cave. Below, the description of the inventory and evaluation data.

Arch in the rock

Location: Italy, Lazio Region, Trisulti-Colleparado (Frosinone)

Geographic Coordinate: UTM WGS84 41°47'09.15" N 13°24'52.56" E

Altitude: 770m a.s.l.

Scientific Interest: Geomorphology

Reason of scientific interest: fluvial erosion, development of a hypogean karstic network

Contextual Interests: Scenic-aesthetic, hiking tourism

Description: The Trisulti Arch Rock geosite is represented by a natural arch in the rock (Figure 6), crossed by the Fiume river. Along its short course, the stream is deepening the gorge of La Stretta, excavated in Jurassic limestones. The initial part of the gorge is characterized by rocky cliffs with karst cavities: the hypogean karst (pre-Wurmian) had organized an underground network of pressurized pipes, which shaped in the rock the typical fusiform and "keyhole" landforms due to hypogean karsism.

The Fiume river once flowed at a higher altitude, cutting the limestones within which it was evolving the underground karst network. At the end of the last glacial period, the Fiume river has produced an intense fluvial erosion, which downcutting deeply the bedrock and intercepted the underground network. So, the arch in the rock through which today the river flows is what remains of a pressure pipe of the ancient pattern. The pressured pipe had a circular section and it flowed into a more great conduct, that is recognizable on the left bank (Figure 7).

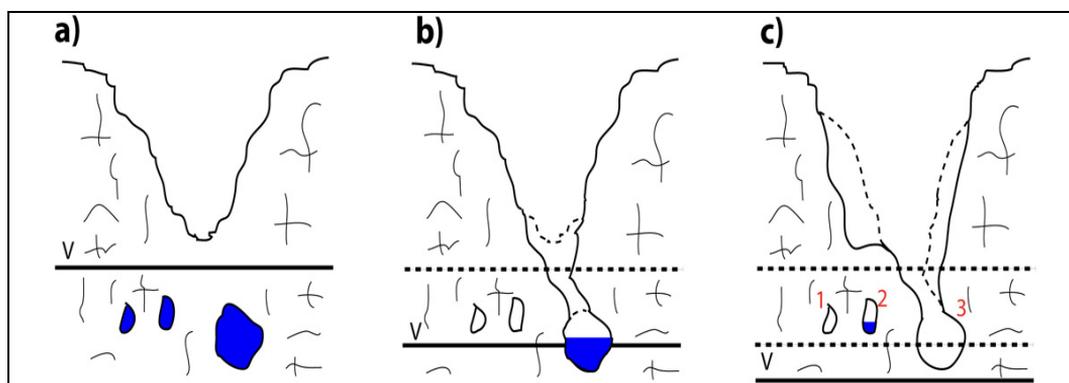


Figure 7. The Arch in the rock geomorphosite evolution: a) about 25.000 years ago;

b) 3-4.000 years ago; c) nowadays. The line (v) represents the top level of the water table.

The cavity 2 is the Arch in the rock, what remains of the pressured pipe. Nowadays the river flows across it and the main channel (cavity 3) is dry because the aqueduct construction drift the water

Geosite evaluation: the site presents a medium-high representativeness value (RP= 4) due to the well defined geomorphological processes acting. The landforms are

easily recognizable and the site presents a plurality of scientific interests. It is rare if related to a regional geographical setting (RR=3) and of course it presents very spectacular and peculiar forms and an interesting chromatic contrast, due to water, rocks and vegetation presence (SCE= 5). The cultural value (SAC=1) is due to the restrictions being in force in the area, which is part of the natural heritage (natural goods are part of the cultural heritage of Italy). The geomorphosite is very accessible on foot or mountain bike and tourist services (food service and rest stop) are very close (AC=3).

VSG=4+3+5+1+3=16 The geomorphosite has a medium value for geotourism.

Madonna delle Cese cave

Location: Italy, Lazio Region, Trisulti-Colleparado (Frosinone)

Geographic Coordinate: UTM WGS84 41°46'36.25" N 13°23'42.72" E

Altitude: 727m a.s.l.

Scientific Interest: Geomorphology

Reason of scientific interest: karsism

Contextual Interests: Scenic-aesthetic, Historical-Cultural,

Description: The geological site is represented by a karst cave whose wall side collapsed, due fluvial erosion (Fiume river) at the base of the slope. The cave presents numerous organ pipes, stalactites and stalagmites. The huge size of the cave allowed the construction inside of the chapel of Madonna delle Cese (Figure 5). This cult and the name are related to an apparition of the Mother of God (Madonna) to the hermit who inhabited the cavity in the VI century a.D.. The name 'Cese' is due to aspects of the surrounding landscape, such as the use that was made of the wood (copse, 'ceso' in latin) or due to the local name attributed to the places of livestock forage ('cese', indeed). These elements enrich the site of cultural and historical interests. the conservation that makes the places, linked to the cult.

Geosite evaluation: the site is very representative of the karst process, it presents a plurality of interest and the toponym testifies the importance of the site for local people over the centuries (RP=4). It is not very rare because there are a lot of karst caves in the area (RR=2). The landform is very huge and it is visible from several points of view, that increase its scenic value (SCE=5). The cultural value is related to the restriction in force in the area and of course to the cult and traditions aspects (SAC=3). A cart track allow to easily reach the geomorphosite (AC=3). VSG=4+2+5+3+3=17

The geomorphosite has a high value for geotourism.

Itinerary

Period all the time, not conditioned by the season.

Distance 4km, 150m climb, (alternate on foot and bike or car)

Duration 3 hours

Difficulty field trip, suitable for everyone

The geomorphosites resulting in this study inspired the proposal of a geotourist itinerary, which is a synthesis of the Cultural Landscape of the Ernici Mountains.

The itinerary "Hermitages and spirituality of Trisulti karstic landscape" goes along the Fiume river deep valley, in the core area of Ernici Mountains. The carbonatic slopes of the valley show lots of karstic caves: here, the abundance of cavities inspired the spirituality of many hermits, who inhabited the area since the VI century a.D., starting a monastic culture that led to the Carthusian Monastery of Trisulti (Figure 8) foundation and to the birth of several spiritual communities in the area. The itinerary description below gives indications about the most significant stops of geological-geomorphological, natural, historical and cultural interest.



Figure 8. The Carthusian Monastery of Trisulti. Background the Rotonaria and Monna Mounts

Hermitages and spirituality of Trisulti karstic landscape

Colleparado is a village not too far from Frosinone town (Lazio region), about 60 km southeast of Rome. Trisulti is a suburb of Colleparado, its name has a latin origin: *tres saltibus* means three passes, like the three passes characterizing the landscape of this place (Gregorovius, 2007). The itinerary starting point is the large parking in front of the Trisulti's Chartusian Monastery (Figure 9 point 1). The Monastery stands on a wide levelled surface, overlooking the deep carved Fiume river's valley, in a hardwood oak forest. In the hardwood forest starts the path which conduces in 20 minutes to a vertical limestone cliff on which is a big karst cave (geomorphosite).

The track is cobbled to facilitate the visit of the Madonna delle Cese sanctuary, build inside the cave (Figure 9 point 2). The tradition tells about the Mother of God appearance to the hermit who inhabited the cave in the VI century a.D., for this reason the place became a pilgrimage site.

The hermitage was a very popular phenomenon in the centuries before 1000 a.D. The Trisulti area hosted lots of hermits because of the numerous caves along the Fiume valley and they founded a spiritual community, under the rule of S. Benedictus. In the XIII century Innocenzo III Pope replaced the Benedictine community, which lost its spiritual values, with a chartusian community, under S. Brunus rule (Taglienti, 1984). The Chartusians built the sanctuary in the cave, among stalactites and stalagmites, to welcome pilgrims. The cave has a very complex geomorphological evolution: there is a strike-slip fault between the monastery and the sanctuary- It was probably built into a close cavity, but the Fiume river deepening caused downfalls that opened the cavity; stalactites, stalagmites, columns, organ pipes and cauliflower concretions are still visible on the rock walls. There are other cavities around the biggest one, vertically enlarged along depositional strata and fractures in the limestones.

The itinerary goes back to the Chartreuse to visit it. It was found by Pope Innocenzo III in 1204 and it presents invaluable works of sacred art: frescos reproducing historical

events, a pharmacy of the XVIIth century, preserved as a national monument, and a well supplied state library. The church courtyard overlooks the deep carved Fiume river's valley, enclosed between two ancient levelling surfaces (Figure 9 point 3). By this view point we can analyze the relief: behind our shoulders, the Mount Rotonaria shows its vertical rock face (Figure 4), at its base the levelled surface, on which the chartreuse stands, unexpectedly breaks the pence, it is the outcome of the Guarcino-Trisulti-Sora fault passage at the base of Rotonaria Mount.

After visiting the Chartreuse, the itinerary continues to the S. Bartolomeo monastery ruins and the S. Domenico hermitage (Figure 9 point 4), another hermit example in the valley: Domenico from Foligno founded the spiritual community in 999 a.D., nearby his hermitage, a little cave on Porca Mount, and consecrated the monastery to S. Bartolomeo apostle (Taglienti, 1984, 1987).

It is more comfortable to reach the next stop by bike or car and to stop at the bridge on Fiume river, named 'Ponte dei Santi', Sants' bridge (Figure 9 point 5). Downstream the modern bridge, lies an ancient one: it is testimony of the monastic culture developed in the valley about the year 1000 a.D., infact the male community met here the female community founded by S. Domenico to pray together (Taglienti, 1984, 1987).

The modern bridge is the starting point of the track which leads to the Arch in the rock geomorphosite: the trail goes along the Fiume river stream and allows to see several landforms. The initial stretch is characterized by the river flow extraordinary energy, it hardly carves the bedrock: we can see several falls, vertical scarps in the rock (gorge), potholes (circular pools of limpid water) and big boulders collapsed and carried by water. When the gorge become very tight we can see the rock spike on which the geomorphosite is shaped: the water crosses the rock (Figure 9 point 6) and deep, rounded cavities testifies ancient pressured karstic pipes.

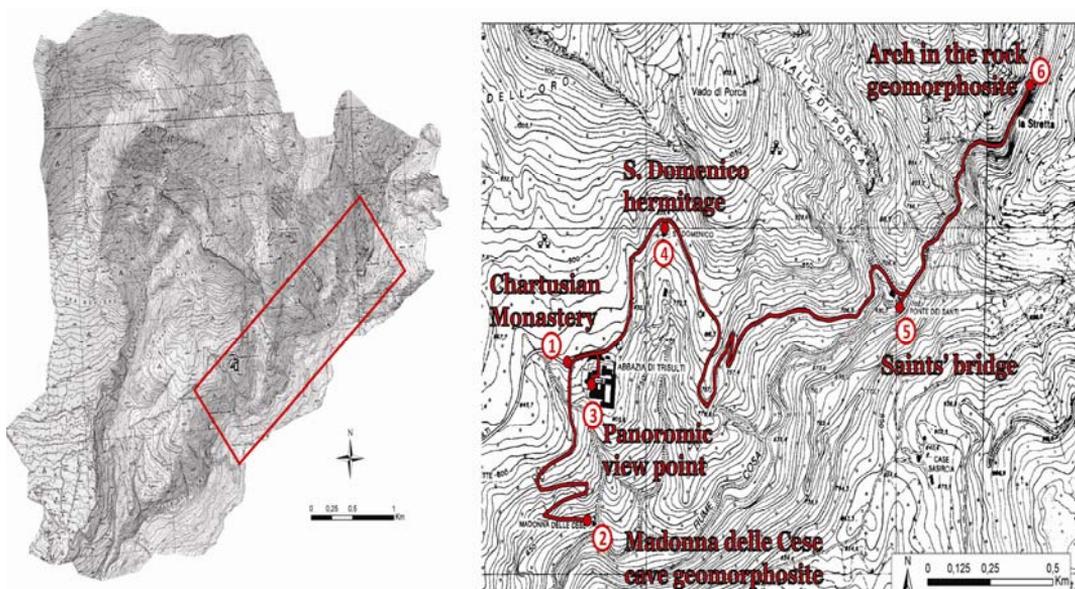


Figure 9. The area on which the itinerary develops and the track on the topographic map

CONCLUSIONS

The geological and geomorphological heritage are closely related to the cultural one: they are merged in the cultural landscape concept. The geotourist enhancement

of an area represents the most recent and sustainable way to include the natural resources in the economic development. We analyzed the Trisulti of Collepardo geomorphological heritage and proposed an evaluation model to quantify the geotourist relevance of sites (VSG index).

The results of the study are the development of the geomorphological knowledges, finalized to the inventory of geomorphosites, in the Trisulti area and the enhancement proposal, based on the VSG index evaluation and validation.

The enhancement of the area highlights how geological and historical sites can be enriched each other and how this link explains the connection between the physical territory and its cultural and economic development.

“Every place has a more or less important history. Bringing to the fore the most valuable past elements through conservation, reconstruction, and promotion helps the development of local destinations and the emergence of symbols that combined with others form the national heritage” (Viijulie, 2014).

Trisulti is an high naturalness area, but the human presence all over the centuries is easily recognizable.

This shows the usefulness of a geotourist trail to explain the cultural landscape: the fusion of territory's cultural and natural features confers an added value to a proposal for tourism and allows the territory enhancement and nature and culture conservation.

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THE QUALITY OF HOTEL SERVICES. CASE STUDY: THE COUNTY SEAT MUNICIPALITIES OF THE NORTH-WEST DEVELOPMENT REGION

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Abstract: The demand of hotel services accedes the requirements of some extremely different, and, in the same time, complex motivations. Many of them are customized according to the client and gradually dosed, in a natural order, carefully conditioned by the following parameters: nature of hotel services, place and time when the demand of these services becomes necessary, type of tourism, etc. On the basis of some quantifiable indicators, expressed in 19.137 questionnaires (with 114.822 answers), the hotel services from the county seat municipalities of the North-West Development Region, respectively: Oradea (BH), Bistriţa (BN), Cluj-Napoca (CJ), Baia Mare (MM), Satu-Mare (SM) and Zalău (SJ), have been submitted to a qualitative analysis.

Key words: cleanliness, comfort, location, facilities, hotel staff, quality/price report

* * * * *

INTRODUCTION

At present, the quality of hotel services has become the determinant factor according to which the touristic reception structures with a touristic lodging function are evaluated, standing out those that manage to best accomplish the clients' needs. The quality of services in the hotel industry represents the best insurance policy as regards customers' fidelity and attracting new ones, the most efficient defense against competition and the only way of having larger and constant earnings (Ekinci, 2008; Kotler, 2008; Zeglát, Ekinci, Lockwood, 2008; Hoque, 2013).

The quality of services in the hotel industry can be conceptualized around two critical dimensions: technical dimension and relational dimension. If the relational dimension cannot be measured, alluding to the relationship establish between the hotel staff and the customer, the technical dimension can be measured. In other words, the hotel services offered to a client are a combination of two different proportioned components: technical equipments services (the quantitative component, with a regnant

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material character) and skilled labor services (the qualitative component, with a regnant behavioral character). Even if the technical equipments are essential in the fulfillment of hotel services, the involvement of the hotel staff (the employees from the reception desk are permanently interacting with the guest) as well as their attitude towards the guests are very important. Once the technical dimension is enclosed in certain quality standards, the relational dimension is the one that gives quality to the hotel service (Kotler, Bowen, Makens 2006; Page, Connel, 2006; Peptenatu, Pintilii, Drăghici, Stoian, 2009; Kordel, 2010; Rahovan, 2013).

DEFINING THE CONCEPT OF QUALITY

In the Romanian language the word “quality” comes from the French word *qualité* which originates in the Latin language, where “*qualitas*, -atis” derives from “*qualis*” which means “to be” and/or “to exist”.

In a closed sense, quality is defined across time as “the totality of essential characteristics that determine a phenomenon and that, changing through leaps as a result of the quantitative cumulation, give birth to another phenomenon with essential characteristics, but superior to the first” (Dicționarul limbii române moderne, 1958), “a philosophic category by which the system of the essential characteristics of an object or a phenomenon is marked, and in the virtue of which it is the given object, phenomenon and not another one” (Marcu & Maneca, 1986), “the synthesis of the essential sides and characteristics of objects, phenomena or processes” (Marcu, 2007) or “the totality of essential characteristics and sides in the virtue of which a thing is what it is, differing itself from the other things” (Dicționarul explicativ al limbii române, 2009).

Joseph M. Juran said about quality that it is the aptitude or fitness for purpose, and Philip Crosby said that a product is of quality if it corresponds to the requirements (Juran, 1951; Crosby, 1979). Both definitions foreshadow the client’s presence. A quality product is apt or adequate to the purpose that the customer is giving to it, respectively, it is fit for the client’s assigned needs.

The ISO 8402/1994 standard, which refers to quality management and quality assurance, defines quality as, “the totality of characteristics of an entity that bear on its ability to satisfy stated and implied needs”, and according to ISO 9000/2005 standard, which refers to quality management systems, quality is defined as “the degree to which a set of inherent characteristics fulfils requirements” (ISO 8402/1994; ISO 9000/2005).

In its program, World Tourism Organization understands by quality “the result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment” (<http://www2.unwto.org/>). The analysis of each of the terms used in this definition suggests complete measurements that can be evaluated in relation to quality criterion.

QUALITY IN THE HOTEL SERVICES

Because of the high level of variability, the quality of hotel services is primary appreciated in terms of the essential characteristics apprehended by the customer. Thus, in order to offer great hotel services as regards quality, the following characteristics must be pursued: competence, communication, credibility, knowledge, trust, understanding, politeness, safety, tenderness (Rosander, 1985; Brown, Gummesson, Edvardsson, Gustavsson, 1991; Rahovan, 2013).

After the analyses of the surveys, it turned out that the gaps found in the quality of hotel services were identified between: consumers’ expectations of hotel services,

consumers' expectations of hotel services' as they were sensed by the hotel managerial team, quality characteristics of hotel service, hotel service delivery, hotel service presentation to hotel services' consumer, consumer's perception regarding the quality of hotel service (Figure 1).

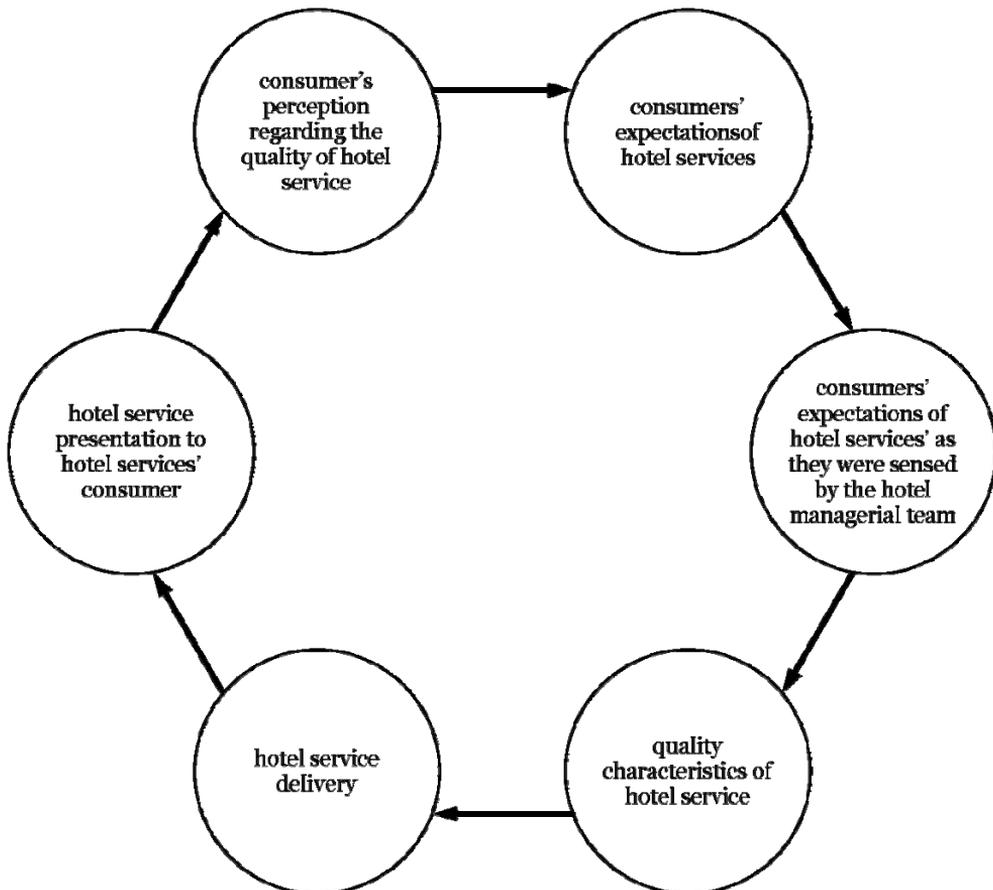


Figure 1. Gaps found in the quality of hotel services

CASE STUDY: HOTEL SERVICES IN THE COUNTY SEAT MUNICIPALITIES OF THE NORTH-WEST DEVELOPMENT REGION

This study banks upon 19.137 questionnaires applied in collaboration with the website <http://www.booking.com/> to a total number of 195 hotels, situated in the county seat municipalities of Romania's North-West Development Region, respectively 37 hotels in Oradea (the county seat municipality of Bihor county), whereof 28 hotels rated 2 and 3 stars, and 9 hotels rated 4 and 5 stars; 11 hotels in Bistrița (the count seat municipality of Bistrița-Năsăud county), whereof 9 hotels rated 2 and 3 stars, and 2 hotels rated 4 and 5 stars; 101 hotels in Cluj-Napoca (the county seat municipality of Cluj county), whereof 68 hotels rated 2 and 3 stars, and 33 hotels rated 4 and 5 stars; 18 hotels in Baia Mare (the county seat municipality of Maramureș county), whereof 15 hotels rated 2 and 3 stars, and 3 hotels rated 4 and 5 stars; 20 hotels in Satu-Mare (the county seat municipality of Satu-Mare county), whereof 15 hotels rated 2 and 3 stars, and 5 hotels rated 4 and 5 stars; and 8 hotels in Zalău (the county seat municipality of Sălaj), whereof 4 hotels rated 2 and 3 stars, and 4 hotels rated 4 and 5 stars (Figure 2, Table 1).

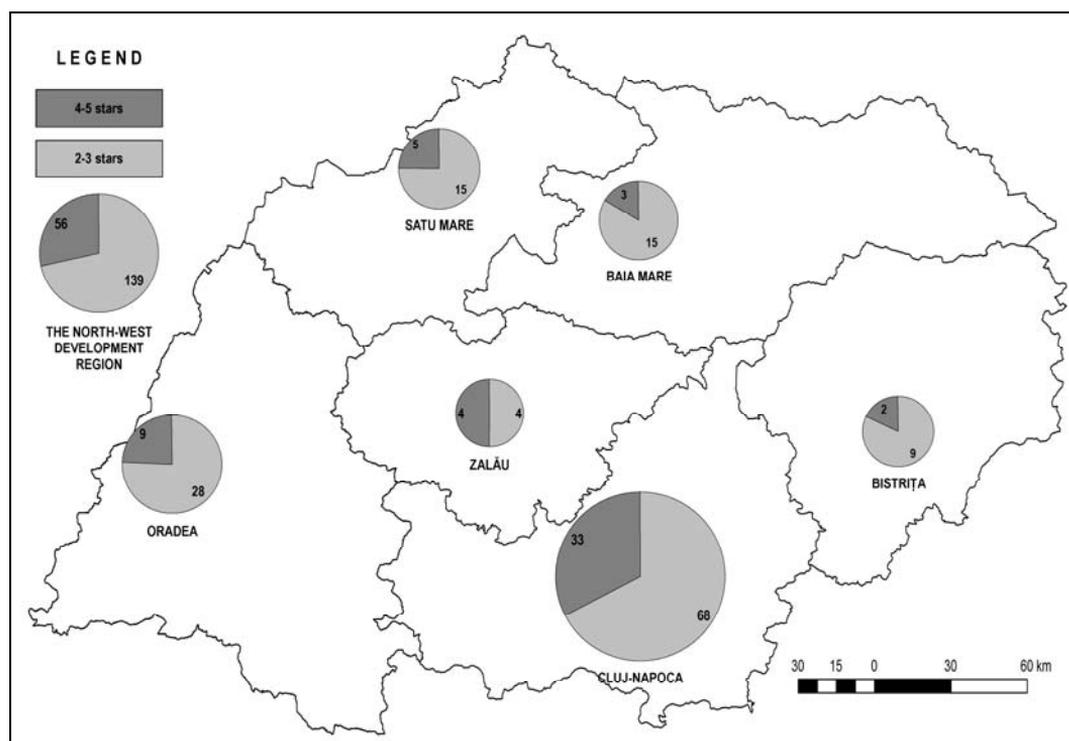


Figure 2. Number of hotels and their territorial distribution
(Data source: own calculations based on data from <http://www.booking.com/>)

Table 1. Number of hotels, number of applied questionnaires, and quality indicators for hotel services
(Data source: own calculations based on data from <http://www.booking.com/>)

Municipiul	Hotels rated	Number of hotels	Number of applied questionnaires	Quality indicators for hotel services (/10)						
				Cl	Co	Lo	Fa	St	Vfm	T
Oradea (BH)	2-3 stars	28	2,307	8.41	8.17	7.98	7.92	8.38	8.42	8.21
	4-5 stars	9	2,065	8.91	8.81	8.82	8.61	8.65	8.64	8.74
	Total	37	4,372	8.67	8.51	8.42	8.29	8.53	8.54	8.49
Bistrița (BN)	2-3 stars	9	206	8.06	7.71	8.03	7.52	8.06	8.02	7.90
	4-5 stars	2	324	9.48	9.11	8.25	8.81	8.84	8.68	8.86
	Total	11	530	8.61	8.25	8.12	8.02	8.37	8.28	8.27
Cluj-Napoca (CJ)	2-3 stars	68	7,666	8.57	8.21	8.38	7.93	8.50	8.39	8.33
	4-5 stars	33	4,458	8.99	8.83	8.40	8.45	8.73	8.51	8.65
	Total	101	12,124	8.73	8.43	8.38	8.12	8.58	8.43	8.45
Baia Mare (MM)	2-3 stars	15	711	8.41	7.93	8.29	7.76	8.24	8.14	8.13
	4-5 stars	3	227	8.90	8.52	8.80	8.19	8.67	8.60	8.61
	Total	18	938	8.53	8.07	8.41	7.86	8.34	8.25	8.25
Satu Mare (SM)	2-3 stars	15	630	8.12	7.58	8.05	7.43	7.99	8.00	7.86
	4-5 stars	5	301	8.90	8.52	8.80	8.19	8.67	8.60	8.61
	Total	20	931	8.33	7.90	8.18	7.71	8.09	8.05	8.04
Zalău (SJ)	2-3 stars	4	78	7.61	7.64	7.90	7.14	7.51	7.84	7.61
	4-5 stars	4	164	8.56	8.37	8.09	8.05	8.55	8.32	8.32
	Total	8	242	8.25	8.14	8.03	7.76	8.21	8.17	8.09
TOTAL	2-3 stars	139	11,598	8.49	8.13	8.27	7.87	8.42	8.35	8.25
	4-5 stars	56	7,539	8.96	8.80	8.53	8.49	8.69	8.54	8.67
	TOTAL	195	19,137	8.68	8.40	8.37	8.12	8.52	8.42	8.42

Note: Cl - Cleanliness, Co - Comfort, Lo - Location, Fa - Facilities, St - Staff, Vfm - Value for money, T - Total

For the analysis of hotel services the following aspects regarding consumers' perceptions were taken into account: cleanliness, comfort, location according to clients' needs, staff behavior and quality/price report. Each of these services were assigned full grades, from 1 to 10, by each client of the hotel who completed the questionnaire. When the term for applying the questionnaires ended, an average of all grades assigned by each client was calculated. Thus have resulted the data from table 1.

By hotel customer we understand that person who has spent at least one night in at least one of the analyzed hotels.

Dependent on the number of customers and, implicitly, on the number of hotels, the number of questionnaires ranges from municipality to municipality. Thus, from 19.137 completed questionnaires (whereof 11.598 questionnaires were completed by the clients of the hotels rated 2 and 3 stars, and 7.539 by the clients of the hotels rated 4 and 5 stars), 4.372 questionnaires were carried out in Oradea (whereof 2.307 by the clients of the hotels rated 2 and 3 stars, and 2.065 by the clients of the hotels rated 4 and 5 stars); 530 questionnaires were carried out in Bistrița (whereof 206 by the clients of the hotels rated 2 and 3 stars, and 324 by the clients of the hotels rated 4 and 5 stars); 12.124 questionnaires were carried out in Cluj-Napoca (whereof 7.666 by the clients of the hotels rated 2 and 3 stars, and 4.458 by the clients of the hotels rated 4 and 5 stars); 938 questionnaires were carried out in Baia Mare (whereof 711 by the clients of the hotels rated 2 and 3 stars, and 227 by the clients of the hotels rated 4 and 5 stars); 931 questionnaires were carried out in Satu-Mare (whereof 630 by the clients of the hotels rated 2 and 3 stars, and 301 by the clients of the hotels rated 4 and 5 stars); and 242 questionnaires were carried out in Zalău (whereof 78 by the clients of the hotels rated 2 and 3 stars, and 164 by the clients of the hotels rated 4 and 5 stars) (Figure 2, Table 1).

Overall, according to the grades assigned by clients, the final average of hotel services is 8.42. This average resulted from 114.822 answers. In this case, the hotels rated 2 and 3 stars obtained an average of 8.25 from 13.842 answers, and the hotels rated 4 and 5 stars obtained an average of 8.67 from 12.390 answers. Clients' perceptions as regards the hotel services from the county seat municipalities of the North-West Development Region have generated the following grades: for cleanliness, 8.68 (the most appreciated); for comfort, 8.40; for location, 8.37; for facilities, 8.12 (the most despised); for staff, 8.52; and for quality/price report, 8.42. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 8.49; for comfort, 8.13; for location, 8.27; for facilities, 7.87; for staff, 8.42; and for quality/price report, 8.35. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 8.96; for comfort, 8.80; for location, 8.53; for facilities, 8.49; for staff, 8.69; and for quality/price report, 8.54 (Table 1, Figure 3).

In Oradea, according to the data of the questionnaires, the final average is 8.49. This average resulted from 26.232 answers. The hotels rated 2 and 3 stars obtained an average of 8.21 from 13.842 answers, and the hotels rated 4 and 5 stars obtained an average of 8.74 from 12.390 answers. Clients' perceptions as regards the hotel services of Oradea (the county seat municipality of Bihor county) have generated the following grades: for cleanliness, 8.67; for comfort, 8.51; for location, 8.42; for facilities 8.29; for staff, 8.53; and for quality/price report, 8.54. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 8.41; for comfort, 8.17; for location, 7.98; for facilities, 7.92; for staff, 8.38; and for quality/price report, 8.42. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 8.91; for comfort, 8.81; for location, 8.82; for facilities, 8.61; for staff, 8.65; and for quality/price report, 8.64 (Table 1, Figure 3).

In Bistrița, according to the data of the questionnaires, the final average is 8.27. This average resulted from 3,180 answers. The hotels rated 2 and 3 stars obtained an

average of 7.90 from 1,944 answers, and the hotels rated 4 and 5 stars obtained an average of 8.86 from 1,236 answers. Clients' perceptions as regards the hotel services of Bistrița (the county seat municipality of Bitrița-Năsăud county) have generated the following grades: for cleanliness, 8.61; for comfort, 8.25; for location, 8.12; for facilities 8.02; for staff, 8.37; and for quality/price report, 8.28. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 8.06; for comfort, 7.71; for location, 8.03; for facilities, 7.52; for staff, 8.06; and for quality/price report, 8.02. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 9.49; for comfort, 9.11; for location, 8.25; for facilities, 8.81; for staff, 8.84; and for quality/price report, 8.68 (Table 1, Figure 3).

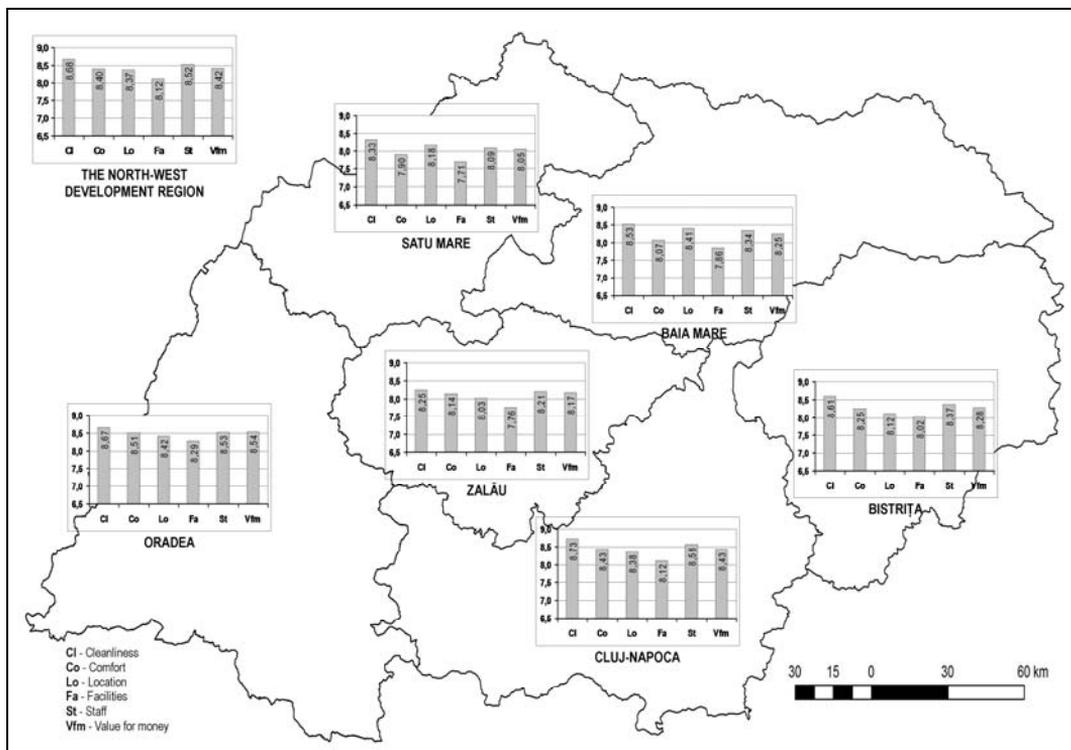


Figure 3. The quality of hotel services in the county seat municipalities of the North-West Development Region
(Data source: own calculations based on data from <http://www.booking.com/>)

In Cluj-Napoca, according to the data of the questionnaires, the final average is 8.45. This average resulted from 72,744 answers. The hotels rated 2 and 3 stars obtained an average of 8.33 from 45,996 answers, and the hotels rated 4 and 5 stars obtained an average of 8.65 from 26,749 answers. Clients' perceptions as regards the hotel services of Cluj-Napoca (the county seat municipality of Cluj county) have generated the following grades: for cleanliness, 8.73; for comfort, 8.43; for location, 8.38; for facilities 8.12; for staff, 8.58; and for quality/price report, 8.43. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 8.57; for comfort, 8.21; for location, 8.38; for facilities, 7.93; for staff, 8.50; and for quality/price report, 8.38. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 8.99; for comfort, 8.83; for location, 8.40; for facilities, 8.45; for staff, 8.73; and for quality/price report, 8.51 (Table 1, Figure 3).

In Baia Mare, according to the data of the questionnaires, the final average is 8.25. This average resulted from 5,628 answers. The hotels rated 2 and 3 stars obtained an average of 8.13 from 4,266 answers, and the hotels rated 4 and 5 stars obtained an average of 8.61 from 1,362 answers. Clients' perceptions as regards the hotel services of Baia Mare (the county seat municipality of Maramureş county) have generated the following grades: for cleanliness, 8.53; for comfort, 8.07; for location, 8.41; for facilities 7.86; for staff, 8.34; and for quality/price report, 8.25. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 8.41; for comfort, 7.93; for location, 8.29; for facilities, 7.76; for staff, 8.24; and for quality/price report, 8.14. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 8.90; for comfort, 8.52; for location, 8.80; for facilities, 8.19; for staff, 8.67; and for quality/price report, 8.60 (Table 1, Figure 3).

In Satu Mare, according to the data of the questionnaires, the final average is 8.04. This average resulted from 5,586 answers. The hotels rated 2 and 3 stars obtained an average of 7.86 from 3,780 answers, and the hotels rated 4 and 5 stars obtained an average of 8.43 from 1,806 answers. Clients' perceptions as regards the hotel services of Satu Mare (the county seat municipality of Satu Mare county) have generated the following grades: for cleanliness, 8.33; for comfort, 7.90; for location, 8.18; for facilities 7.71; for staff, 8.09; and for quality/price report, 8.05. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 8.12; for comfort, 7.58; for location, 8.05; for facilities, 7.43; for staff, 7.99; and for quality/price report, 8.00. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 8.77; for comfort, 8.56; for location, 8.45; for facilities, 8.32; for staff, 8.31; and for quality/price report, 8.16 (Table 1, Figure 3).

In Zalău, according to the data of the questionnaires, the final average is 8.09. This average resulted from 26.232 answers. The hotels rated 2 and 3 stars obtained an average of 7.61 from 468 answers, and the hotels rated 4 and 5 stars obtained an average of 8.32 from 984 answers. Clients' perceptions as regards the hotel services of Zalău (the county seat municipality of Sălaj county) have generated the following grades: for cleanliness, 8.25; for comfort, 8.14; for location, 8.03; for facilities 7.76; for staff, 8.21; and for quality/price report, 8.17. If we look at comfort categories, the grades for the hotels rated 2 and 3 stars show the following: for cleanliness, 7.61; for comfort, 7.64; for location, 7.90; for facilities, 7.14; for staff, 7.51; and for quality/price report, 7.84. And the grades for the hotels rated 4 and 5 stars are: for cleanliness, 8.56; for comfort, 8.37; for location, 8.09; for facilities, 8.05; for staff, 8.55; and for quality/price report, 8.32 (Table 1, Figure 3).

CONCLUSIONS

After we analyzed the answers of the questionnaires as well as the discussions had with some clients, we ascertained that certain hotel activities regarding clients' comfort could improve. These are:

- the implementation of some systematic procedures along the course of activity, understanding by it their standardization in detail;
- communication deficiencies between the hotel departments;
- insufficient marketing and managerial techniques implementation in hotels;
- insufficient staff training and the lack of systematic programs for teaching and evaluating knowledge in service provider field;
- insufficient self-control from hotel staff;
- insufficient information for tourists as regards extra services and price lists;
- the lack of questionnaires for testing tourists' opinion on the services they have benefited from, and, respectively, for testing the programs that collect and evaluate the results;

- lack of cleanliness in rooms, bathrooms, kitchens, dining rooms, common areas;
- errors in collecting and depositing domestic waste, in organizing outdoor space;
- lack of road indicators for hotel structures;
- old and defunct facilities in bathrooms, rooms, and common areas (lack of antiskid materials, insufficient lighting, illuminators fixed in wrong places, inadequate furniture);
- lack of commercial rules regarding hotel activity (a clear procedure for solving the loss of personal goods, for receiving and sending the mail, for visitors' access, and for offering information regarding the tourists accommodation);
- insufficient conformation to the modern systems of serving breakfast and dinner for the businessmen who dispose of a limited amount of time.

In the same time, the case study pointed out that the clients highly appreciated the cleanliness found in the hotels of Oradea (8.67), Bistrița (8.61), Cluj-Napoca (8.73) and Baia Mare (8.53); the hotel staff from Oradea (8.53) and Cluj-Napoca (8.58), and the quality/price report of the hotels of Oradea (8.54). At the antipole, clients highly despised the comfort found in the hotels from Satu-Mare (7.90), and the facilities offered by the hotels from Baia Mare (7.86), Satu-Mare (7.71) and Zalău (7.76).

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THE INFLUENCE OF MODERN HOTEL INFRASTRUCTURE ON THE NUMBER OF HOTEL GUESTS AND THE ASPECT OF PHYSICAL RECREATION IN THE LOCAL SOCIETY

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Abstract: In the first part of the article the author describes the importance of physical activity, leisure, physical recreation and rest in human life. Subsequently, the author draws attention to the importance of modern hotel bases with wide recreational infrastructure in increasing the number of hotel guests and the aspect of physical recreation in the local society. The research presented in this article refers to the period from 01.01.1999 to 31.12.2012 in which there was a rapid development in hotel infrastructure and recreation in Warmian-Masurian Voivodeship and which had a significant impact on tourism development, recreation and physical activity of visitors and residents of the analyzed region.

Key words: Poland, Warmian-Masurian region, the influence of modern hotel, aspect of physical recreation in the local society

* * * * *

INTRODUCTION

Human life is filled with various forms of physical activity. J. Drabik (1996) believes that „physical activity is an essential and integral component of a healthy lifestyle. Without it, any health strategy, its maintenance, boosting and, in the case of children, correct development is impossible. Lack of any physical activity is a serious cardiovascular risk factor”¹. Physical activity may take a variety of ways, from activities that we do every day to various types of physical exercises. J. Drabik draws attention to the fact that physical activity: “may be spontaneous, such as walking, or properly organized and planned in terms of the level of physical exertion needed”².

OBJECTIVES. METHODOLOGY. DISCUSSION

Physical activity helps to maintain and boost health and therefore occupies an important place in people’s life. It mainly affects health and well-being. According to I. Kielbasiewicz-Drozdowska: “Physical activity is essential to humans at every stage of life and for every age group. The importance of exercise changes and evolves with age, but

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¹. J. Drabik, Aktywność fizyczna w treningu zdrowotnym osób dorosłych, cz. II, AWF Gdańsk 1996, p. 215

².Ibidem, p. 215

always remains one of the main factors determining health”³. The author notices that "human health is shaped at all stages of his life". To sum up, the active ways of spending free time are essential components of well-being and a healthy lifestyle. The thesis has its reflection in the words of J. Barankiewicz who understands physical activity: "as different types of activities and exercises performed either for pleasure, recreation and health or to improve exercise capacity, acquire new skills and physical abilities, prevent modern-age diseases (improvement of the circulatory, respiratory system functions and mental stress prevention) or to increasing its positive effects on physical and mental work capacity”⁴.

Physical culture is a term that mainly refers to physical activity which, according to M. Demel, is: "the expression of a particular attitude towards one's own body, conscious and active concern related to one's self-development, physical fitness, health and the ability to organize and spend time in a way that is beneficial to physical and mental health”⁵. According to the Act of 18 January 1996, the main objective of the physical education is to care about the proper psychological and physical development and health of all citizens and it can be achieved by physical education, sport, physical recreation and motor rehabilitation. According to the Act of Law, physical culture is: „knowledge, values, habits, actions which ensure mental, physical and educational development, improve physical function and maintain and restore health”⁶.

Physical recreation has the biggest influence on physical activity which is the most popular way of spending free time. According to T. Wolański: "any non-strenuous exercises related to sports and camping in which one engages during his or her leisure time for relaxing, entertainment, self-development, without striving for excellence, but aiming at the feeling of calmness, joy and pleasure”⁷. However, A. Dąbrowski defines physical recreation, "as all socially acceptable forms of physical activity, performed in free time either voluntarily, selflessly or for pleasure which aim is to restore and strengthen one's stamina and which at the same time focus on self-realization, have an entertaining character and are performed individually, in groups or which are regarded as a social or global phenomenon”⁸.

Similarly to A. Dąbrowski, M. Kwilecka states that physical recreation is: "the phenomenon of taking different physical activity classes or engaging in sports and tourism out of one's own choice and for purely entertaining”⁹.

There is also another division which specifies:

- physical recreation which includes all forms of physical behavior that is gymnastics, rhythmic exercises, physical activities, games and active tourism;
- creative recreation that involves the creative side of a personality and which is the part of emotional cleansing channel and therefore its mostly common forms are: arts, music, theatre, photography;
- cultural and entertaining recreation which includes recreational forms of culture and takes the form of reading, brain teasers, social games, science, hobby and interests clubs, sightseeing and environmental tourism;
- recreation as a social activity that is a series of voluntary actions undertaken in free time for the benefit of other people, including animation and organization, social, foundational, charitable, religious activities ¹⁰.

³ I. Kielbasiewicz-Drozdowska, W. Siwiński (red.), *Teoria i metodyka rekreacji (zagadnienia podstawowe)*, AWF Poznań 2001, p. 53

⁴ J. Barankiewicz, *Leksykon wychowania fizycznego i sportu szkolnego*, Warszawa 1998, p. 11

⁵ M. Demel, A. Skład, *Teoria wychowania fizycznego* PWN, Warszawa 1974, p.13-14

⁶ Ustawa z dnia 18 stycznia 1996 o kulturze fizycznej

⁷ T. Wolańska, (red.), *Rekreacja fizyczna*, Centralny Ośrodek Metodyki Upowszechniania Kultury, Warszawa 1971, p. 9-11

⁸ A. Dąbrowski, *Zarys teorii rekreacji ruchowej*, WSE, Warszawa 2006, p. 5-15

⁹ M. Kwilecka (red.), *Bezpośrednie funkcje rekreacji*, WSE, Warszawa 2006, p. 7-13

¹⁰. S. Toczek-Werner (red.), *Podstawy rekreacji i turystyki*, AWF, Wrocław 2005, p. 8-22

To sum up, the main aim of the physical recreation is to fulfil the health needs. What is more, it is also important to maintain daily energy balance. Physical recreation also aims at improving and maintaining the efficiency, productivity, good mental and physical condition and therefore gives pleasure and satisfaction with physical effort. It should be noticed that the meaning of sport and recreation is mainly a human activity. Therefore, recreation can be regarded a way of achieving well-being while the sport is a form of competition and does not always have much in common with well-being and relaxation. Due to this fact, one cannot equate recreation with sport. However, the concepts which are always associated with the concept of recreation are tourism and leisure.

Tourism is a specific form of a physical recreation. According to Nowa Encyklopedia Współczesna (1997), "tourism is a form of active recreation outside one's place of residence connected with the cognitive aims and elements of sport. Tourism is generally perceived as travelling or hiking performed in one's free time, either for pleasure, entertainment, better health outcomes and new experiences"¹¹.

These varied definitions emphasize the importance of tourism in defining leisure and recreation and discovering natural and cultural environment. L. Tuross states that tourism is „organized or spontaneous travelling which aim is to satisfy the cognitive interests and gain new experiences - aesthetic, recreational, intellectual"¹². However, J. D. Dumazedier defines tourism as „leisure time with all activities which a person does for its own pleasure for rest, entertainment, broadening one's horizons or other forms of education (selfless) or for a willing participation in social life, after fulfilling one's professional, family or social obligations"¹³.

A. Kaminski distinguishes three functions of leisure time: leisure, entertainment and interests development. The functions of children and adults leisure time are very similar and aim at leisure, entertainment and development of an individual's personality.¹⁴ However, Z. Dąbrowski distinguishes four functions of leisure time that is recreation, interests development and searches of one's own place in a society¹⁵.

In leisure time one fulfils the following set of individual needs:

- the need for renewal (regeneration) of physical and mental strength;
- the need for participation in entertainment;
- the need for participation in culture;
- the need for obtaining and exchanging information;
- the need for reflection and contemplation¹⁶.

There is a very fine line between the definition of leisure and the definition of recreation. In terms of a definition, leisure time is a broader concept than recreation, because it constitutes a social good accomplished individually and socially mainly to regain one's physical and mental strength, and develop individual interests. Recreation, on the other hand, fulfils leisure time and functions as a mean of its proper organization. It is recreation that should make an individual feel relaxed, improve his efficiency, physical condition, maintain health and ability to work. Therefore, recreation is associated with the lifelong development and improvement of one's personality.

In conclusion, it is believed that tourist needs are on the upper levels of Maslow's hierarchy of needs and are an integral part of a human life. Tourist needs are personal

¹¹ Nowa Encyklopedia Powszechna, Warszawa 1997

¹² L. Tuross, Turystyka i edukacja. Oficyna YPSYLON, Warszawa 1996, p. 7-22

¹³ R. Muszkieta (red), Społeczne i ekonomiczne aspekty turystyki i rekreacji, WWSTiZ, Poznań 2009, p. 37

¹⁴ A. Kamiński, Funkcje pedagogiki społecznej, PWN, Warszawa 1982, p. 11-31

¹⁵ Z. Dąbrowski, Czas wolny dzieci i młodzieży, PZWS, Warszawa 1978, p. 22-41

¹⁶ A. Krupa, J. Biliński (red.), Turystyka w badaniach naukowych, WSiZ, Warszawa 2006, p.397-428

needs related to leisure time, recreation and the desire to see and experience something new and attractive. The tourist needs presented on the example of Maslow's hierarchy of needs will take the following form (Figure 1) ¹⁷.

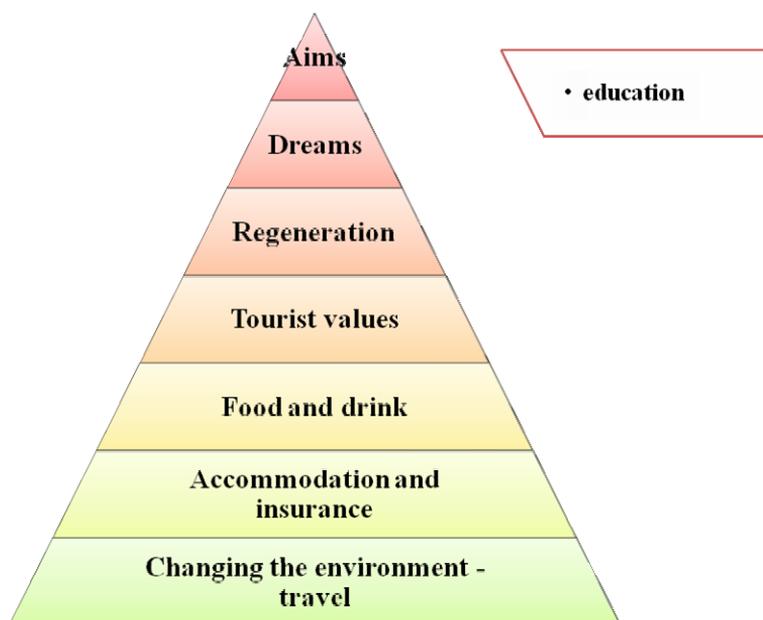


Figure 1. Pyramid of tourist needs
(Source: Lazarek, 2002, pp. 27)

The first floor of the pyramid of tourist needs, as illustrated by figure 1, contains the need to change the environment (passage), accommodation, as well as insurance and food and drink. On successive floors of the pyramid are the tourist attractions - natural and these created by human. On the next levels - the need for regeneration and enrichment forces, experiences and dreams.

The following figure 2 illustrates a general breakdown of tourist needs.

It should be noticed that the recreational needs are not of economists' interest. They are the needs related to the renewal of vitality, capabilities and health. The group of these factors is attributed to physiological needs and security which constitute the needs of lower level. Recreational needs can be fulfilled while travelling or at one's place of residence, throughout sport activities and passive or active recreation. It is closely connected with meeting the tourist needs, because in some types of tourism (leisure, SPA) satisfying recreational needs is the main aim of tourism. Meeting tourist needs equalize with fulfilling recreational needs.

Therefore, it should be noticed that Warmian-Masurian Voivodeship has unique tourist and sightseeing qualities and due to this fact, one should build modern hotels equipped with recreational infrastructure to give hotel guests an opportunity to relax and spend time in an active way. Such an approach to the subject mainly aims at enhancing region's tourist and economic attractiveness which positively influences one's leisure time, entertainment and self-development. Therefore, it is necessary to implement projects connected with the construction, expansion and renovation of hiking trails, especially cycling, horse riding paths along with a small infrastructure.

¹⁷ A. Afonin, *Ekonomika turystyki, Zagadnienia współczesne*, wyd. DrukTur, Warszawa 2012., p. 10 - 12

It is important to organize hiking trails in order to improve travellers' safety as well as the construction of tourist infrastructure which aims at the development of both tourism in the areas of basins and tourist facilities. The investments in the field of recreational infrastructure mainly apply to the existing one. It may be possible as the Voivodeship Board developed in 2005 "the strategy for socio-economic development of Warmian-Masurian Voivodeship in year 2020".

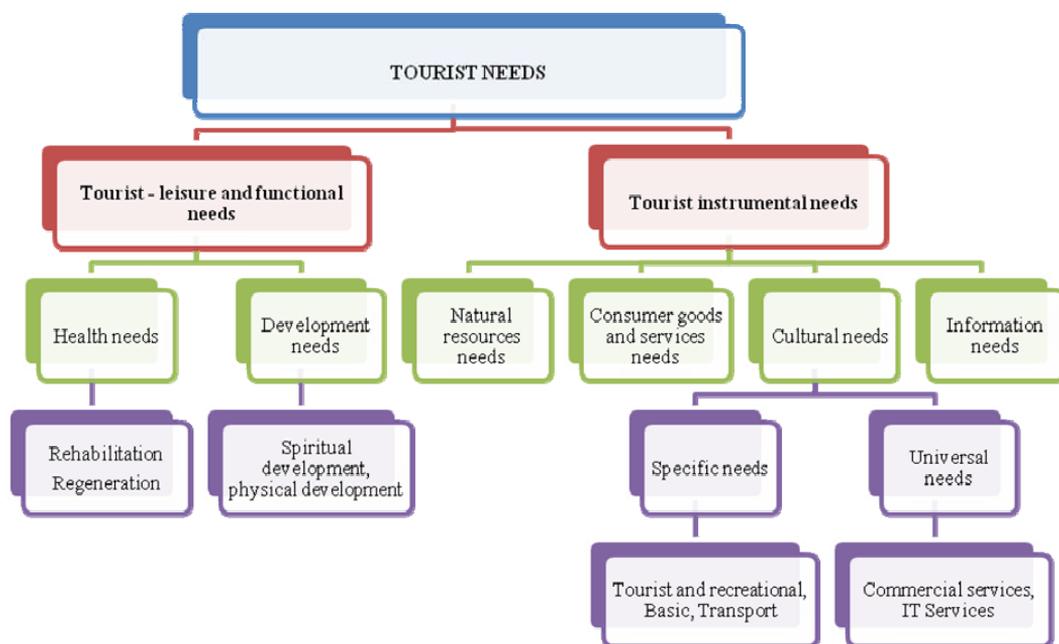


Figure 2. Diagram of a general breakdown of tourist needs
(Source: Lazarek, 2002, pp. 27)

Due to the increase in importance of tourist and recreational facilities which stimulate the influx of tourists and which have a significant impact on the socio-economic development of Warmian-Masurian Voivodeship, it is necessary to construct, reconstruct, renovate and equip tourists facilities with a recreational base. The development strategy of Warmian-Masurian Voivodeship in the tourist segment, is mainly based on the higher standards of construction, reconstruction or expansion of hotel's infrastructure in order to enhance its attractiveness.

The development of a modern recreational base and improvement of the existing one are the main factors in promoting physical activity not only among children but also adults and their families. What is more, hotel's infrastructure should be always adjusted for disabled people. Development of a hotel base and its recreational infrastructure can significantly affect the promotion of active recreation in the region of Warmia and Masuria and can cause the increase in tourist traffic.

In order to analyze and evaluate the influence of a hotel base and its recreational infrastructure on tourism and physical recreation, the author selected, from the overall number of hotel facilities, the hotels which have recreational infrastructure. The results are presented in table 1.

Table 1 shows the dynamic development of recreational infrastructure. The analytical data given in Table 20 reflect, in a direct way, the process of change in an

attempt to raise the standards of hotel accommodation for recreational infrastructure. As of 01.01.1999, the number of hotels offering additional services for hotel guests was 15 (total 57 hotels). Then, on 31.12.2012, the number of hotels with recreational infrastructure reached 42 (total 95 hotels), which shows that investors have started to equip a large part of their facilities with recreational infrastructure, which not only affects the attractiveness, but also a wide range of additional services, which guests can use during their stay.

Table 1. The development of recreational infrastructure in one to five stars hotels in Warmia and Masuria in the period from 01.01.1999 to 31.12.2012

(Data source: own study based on data from Central Statistical Office and the Department for Tourism in Olsztyn)

No.	Years	Total number of hotels	Hotels with recreational infrastructure
1.	1999	57	15
2.	2000	69	19
3.	2001	71	19
4.	2002	65	19
5.	2003	63	21
6.	2004	64	23
7.	2005	69	25
8.	2006	72	28
9.	2007	77	31
10.	2008	84	35
11.	2009	89	38
12.	2010	93	40
13.	2011	94	42
14.	2012	95	42

The next step of the study was to determine the number of visitors who, during the sample period of time, stayed in the hotels (from one to five stars) in Warmia and Masuria. It is presented in detail in Table 2.

Table 2. Number of guests accommodated in one to five stars hotels in the period from 01.01.1999 to 31.12.2012

(Data source: own study based on data from Central Statistical Office and Department for Tourism in Olsztyn)

No.	Years	Total number of guests I-XII [in thousands]
1.	1999	433,912
2.	2000	495,596
3.	2001	443,582
4.	2002	462,621
5.	2003	456,054
6.	2004	480,587
7.	2005	493,898
8.	2006	514,683
9.	2007	551,845
10.	2008	562,254
11.	2009	568,686
12.	2010	588,015
13.	2011	589,302
14.	2012	654,220

The data contained in table 2 shows an increase in the number of visitors using accommodation in each year in the discussed hotel base. As of 01.01.1999, in the analyzed area, the number of guests using the hotel facilities in the category of one to five stars hotels was 433 thousand and 912. In subsequent years, the number was steadily rising and on 31.12.2012 it was as much as 654,220 people who benefited from the analyzed hotel base.

One of the reasons for the growth of tourism in the studied region was the expansion of the hotel base in the analyzed period of time. An increasing number of hotels with a growing base of accommodation facilities allowed to take more tourists which is presented in table 3.

Table 3. The influence of the expansion of one to five stars hotels on tourist movement in Warmia and Masuria in the period from 01.01.1999 to 31.12.2012
(Data source: own study based on data from Central Statistical Office and Department for Tourism in Olsztyn)

No.	Years	Total number of hotels	Total number of guests I-XII [in thousands]
1.	1999	57	433,912
2.	2000	69	495,596
3.	2001	71	443,582
4.	2002	65	462,621
5.	2003	63	456,054
6.	2004	64	480,587
7.	2005	69	493,898
8.	2006	72	514,683
9.	2007	77	551,845
10.	2008	84	562,254
11.	2009	89	568,686
12.	2010	93	588,015
13.	2011	94	589,302
14.	2012	95	654,220

Table 4. The hotel base and its recreational infrastructure, recreation and physical activity of guests in Warmia and Masuria in the period from 01.01.1999 to 31.12.2012
(Data source: own study based on data obtained from the managers and the directors of the analyzed hotel base)

No.	Years	Hotels with infrastructure recreational	Guests using recreation infrastructure (number of guests / %)
1.	1999	15	14,5 %
2.	2000	19	18 %
3.	2001	19	19 %
4.	2002	19	28 %
5.	2003	21	29 %
6.	2004	23	33 %
7.	2005	25	38 %
8.	2006	28	39 %
9.	2007	31	41 %
10.	2008	35	45 %
11.	2009	38	47,7 %
12.	2010	40	48,9 %
13.	2011	42	58,3 %
14.	2012	42	72,4 %

Table 3 shows the dynamic development of hotel infrastructure in the category of one to five stars hotels. The changes in the hotel base in Warmia and Masuria between 01.01.1999 and 31.12.2012, contributed significantly to the increased tourist movement. The number of guests accommodated in the analyzed hotel base (57 hotels), as of 01.01.1999, amounted to 433 thousand and 912 people. The increase in the number of hotels led to a systematic increase in the numbers of rooms and beds, which ultimately contributed to the fact that on 31.12.2012 the number of guests using the analyzed hotel base (95 hotels) reached 654,220 people. Over the course of 13 years one can notice an effective increase in tourist traffic, which increased up to 220,308 visitors in the discussed region. The next step of the study was to examine whether the guests who stay in hotels with recreational infrastructure are interested in physical recreation. The answer to this question is given below, in table 4 and figure 3.

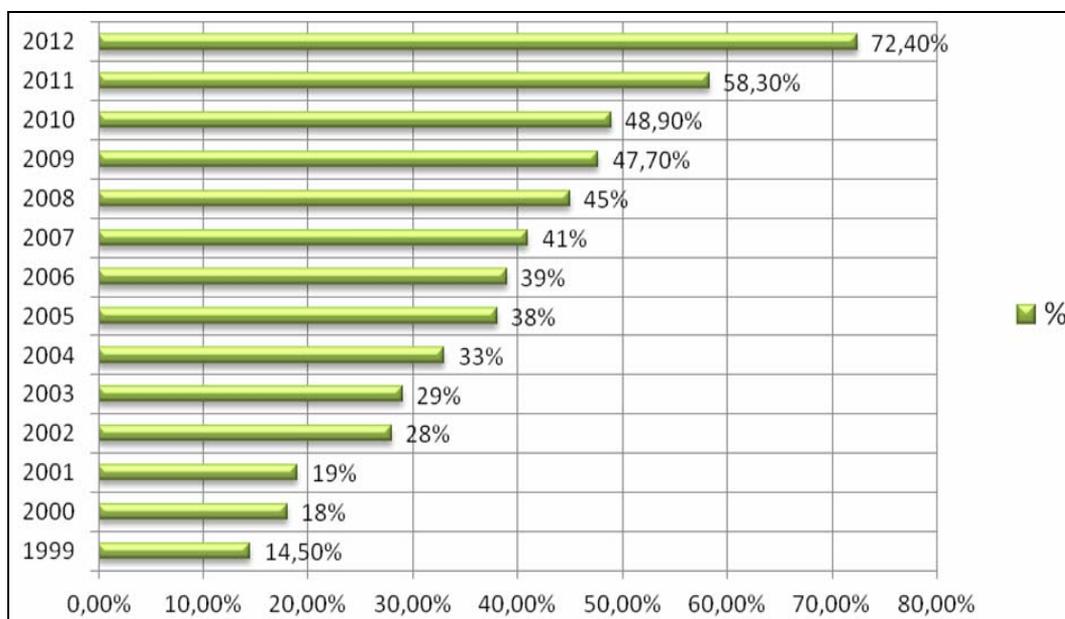


Figure 3. The influence of the hotel base and its recreational infrastructure on physical activity and recreation of hotel guests in Warmia and Mazury in the period from 01.01.1999 to 31.12.2012 (Source: own study based on data obtained from the managers and the directors of the analyzed hotel base)

Table 4 and figure 3 illustrate the analysis of the recreational infrastructure of the discussed hotel base and its influence on the guests' physical activity. The data base obtained from the managers and the directors of the hotel base are presented in figure 3 and in table 4. In comparison to 1999, there is a significant shortage of offers and amenities available for hotel guests. However, the hotels with recreational infrastructure have been expanded over last 13 years and the investors started to take into consideration guests' needs and the increase in physical activity. As of 01.01.1999, there were only 14,5% of guests accommodated in hotels with recreational infrastructure (15 hotels). However, as of 31.12.2012, there were 42 hotels with such infrastructure and this fact influenced the number of guests who had access to infrastructure (72.4%).

In conclusion, the expansion of hotels with recreational infrastructure significantly increased the attractiveness of a hotel. What is more, a hotel with a wide range of services is more often visited by tourists. The above conclusion is supported by the research results presented in figure 4.

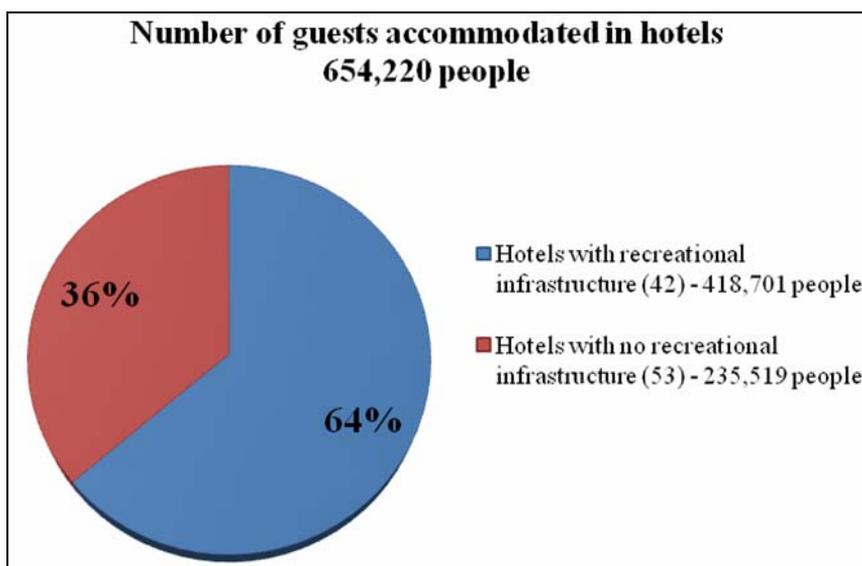


Figure 4. Number of guests accommodated in the hotels with recreational infrastructure and in the hotels with no recreational infrastructure in 2012

(Source: own study based on data obtained from Central Statistical Office and Department for Tourism in Olsztyn and also on \ data obtained from the managers and the directors of the analyzed hotel base)

Figure 4 which is the analysis of the data obtained from the Central Statistical Office in Olsztyn and the managers and the directors of the analyzed hotel base shows that 64% of all hotel guests chose hotels with recreational infrastructure while 36% of them chose hotels with no recreational infrastructure.

The research shows that in 2012 the overall number of guests accommodated in the analyzed 95 hotels was 654,220 (Table 3) where 418,701 guests were accommodated in the hotels with recreational infrastructure and only 235,519 in the hotels with no recreational infrastructure (53). The results show that hotel guests more often choose hotels with recreational infrastructure and a wide range of additional services as they prefer to spend their time in an active way.

It can be noticed that in the period from 01.01.1999 to 31.12.2012, the investors began to equip hotels with recreational infrastructure. It was mainly connected with the fact that physical recreation was becoming more and more popular. Except for domestic hotel guests and foreign hotel guests who use hotel recreational infrastructure, there are also residents of Warmian-Masurian Voivodeship (especially children and youth) who now have an access to sports and recreational facilities.

Due to the low level and lack of recreational infrastructure in primary and secondary schools in the analyzed region, the extended hotel base and its infrastructure give a society an access to modern, functional and safe infrastructure which assure perfect conditions for sports and recreation. In many cities, municipalities and rural areas, hotel infrastructure gives its residents an opportunity to fulfil the needs of physical activity and recreation as they can use freely available exercise equipment and therefore, improve their quality of life. What is more, hotel infrastructure promotes healthy lifestyle, especially among young people.

The hotel's recreational infrastructure promotes physical recreation and is an important incentive to organize sports classes and events. Hotel with recreational infrastructure cooperate with sport, physical culture and recreation organizations and

associations and schools aimed at promoting the proper attitudes, including healthy lifestyle and group cooperation. Due to the specific needs, the number of hotels of higher standard with recreational base increased from 15 to 42 hotels in the period from 01.01.1999 to 31.12.2012. The author analyzed the data obtained from the managers and directors of the hotel base and presents the number of residents who have access to recreational infrastructure in Warmian-Masurian Voivodeship in the period from 01.01.1999 to 31.12.2012.

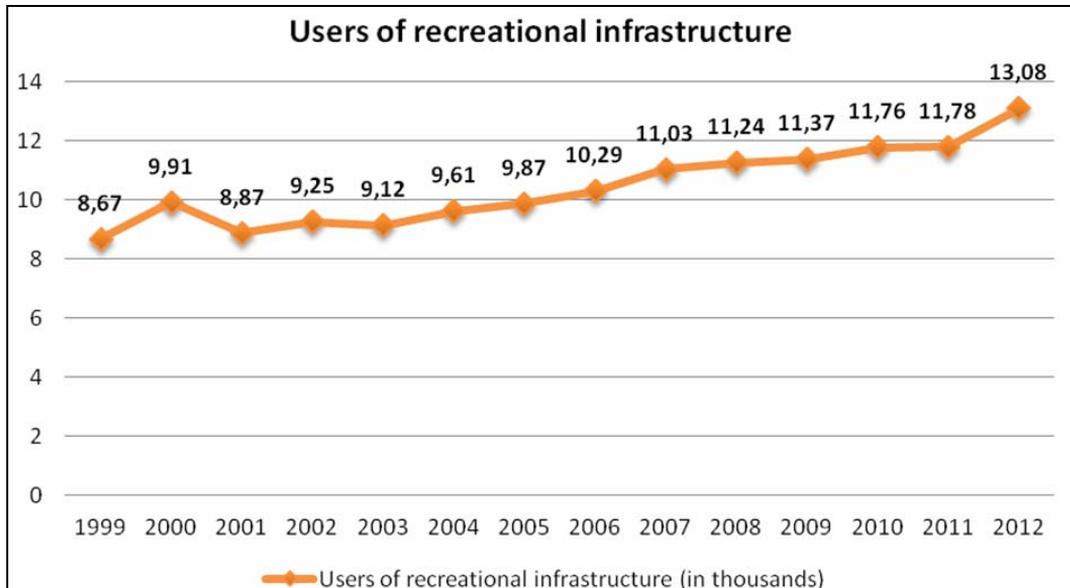


Figure 5. Number of residents using recreational infrastructure in Warmian-Masurian Voivodeship in the period from 01.01.1999 to 31.12.2012
(Source: own study based on data obtained from the managers and the directors of the analyzed hotel base)

Figure 5 shows a successive increase in the number of residents using the analyzed hotel's recreational infrastructure Warmian-Masurian Voivodeship between 01.01.1999 and 31.12.2012. The chart presents how the use of hotel infrastructure increased from 8.67 thousand on 01.01.1999 to 13.08 thousand on 31.12.2012. One of the important factors, except for low-level and an often lack in recreation infrastructure in the studied region, resulting in an increase in the number of inhabitants of the region using the hotel's leisure facilities, is the increased number of qualified personnel who supervise the recreation of guests staying at the hotel building, which is a substantive stimulus, creating a safe and hygienic conditions during the classes. Employing an environmental trainer responsible for animating and organizing games and activities for recreational facilities provides their users with an attractive pastime.

CONCLUSIONS

The work and supervision of activity organizers increase the safety of people using the facilities and gives their classes an educational character which affects the popularization of healthy and safe leisure activities for children, youth and adults. The increased number of skilled recreation instructors - physical, riding instructors, etc. resulted from them having access to a broad and diverse range of education, where every individuals' ambition is to achieve his or her goals in isolation from the economic and social trends.

A consequence of these actions is the creation of profiles related to the dissemination of tourism and recreation in schools and universities, which will make recreation instructors an added value to the management of recreational infrastructure in the region of Warmia and Masuria. Attracting the staff with high education in Warmian-Masurian Voivodeship requires keeping the economy on a path of high growth, strengthening the regions and businesses competitiveness, creating new jobs and raising the level of economic, social and spatial cohesion.

In conclusion, Warmia and Masuria are considered as an attractive tourist region. However, maintaining that advantage requires continuous effort and searching for new forms of physical activity in the region.

It requires an unconventional and complex approach, as well as raising the attractiveness of particular places by expanding recreational infrastructure, which as shown in figure 5 (01.01.1999 to 31.12.2012) affects the growth of tourism and recreational activity of local residents of the analyzed region.

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THE ROLE OF TOURIST RESOURCES IN DETERMINING A TYPOLOGY OF SUPPORT-LOCAL ADMINISTRATIVE TERRITORIAL UNITS (LATUs) WITH RESORTS IN ROMANIA

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Abstract: The tourist resorts in Romania have experienced quantitative and qualitative changes, especially after 1990. After a period of maximum development specific to the 70's, when their number was over 130, in 2006, by applying a new law referring to the qualitative aspect, their number decreased considerably to 47 resorts of national interest and 49 of local interest. Our purpose, by means of this study, is to accomplish an analysis at the level of support administrative territorial units (LATUs) where there are tourist resorts, and a quantitative/qualitative interpretation of the role of natural and anthropic tourist resources in defining tourist functionality of a territorial system of this type. The accreditation of the endeavor from scientific point of view starts from the use of a specific data base existing in the Spatial Planning of the National Territory (SPNT)–section VI Tourist Zone⁴, and from the combination of a certified methodology in the specialty literature with a pattern proposed in this study. Through the weighting of values on categories of elements and through comparative analysis we have obtained a typology of LATUs which we propose as a useful instrument in elaborating strategies to plan and develop the territory under the form of functional tourist territorial systems of tourist resort type.

Key words: tourist resources, resorts, Romania, tourist system, local administrative-territorial units support (LATUs)

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INTRODUCTION

The arrangement of Romania's relief in almost equal proportions under the form of mountains, hills and plains inevitably attracts a wide variety of natural tourist resources. All these are reflected in the diversity of relief and, implicitly, in the landscape diversity as well, in the climatic-tourist potential, upon the variety of hydro-mineral and lake fund, of hydrographic network and especially of the biogeographic fund formed of extremely rich and diversified vegetation and fauna. The anthropic tourist fund made up of cultural-historic, ethnographic objectives and especially of the cultural particularities of certain areas such as Oaş, Maramureş, Bucovina, Rucăr-Bran, Apuseni Mountains, Banat, Poiana Ruscă etc, all grouped in the category of material and immaterial tourist heritage, encourage the occurrence of new centers which generate networks of resorts and tourist localities with complex functionality underlying the tourism development of a territory through "touristification" (Cazalais et al., 2000). These resources valorized or in latent state, depending also on the infrastructure elements, more or less adjusted to the resource value, determine a state which is reflected in the support-framework value provided by LATUs¹ and in the functionality degree of the tourist resorts they own.

The development of tourist resorts at the level of the Romanian geographic space is overlapping an ascendant trend starting with the pioneering period from the beginning of the 20th Century, followed by interwar and socialist periods until the level of the year 2006. The first period with ascendant evolution under quantitative aspect, reached maximum level in 1984, with a total of 138 resorts of local and general interest² (Munteanu et al., 1978; Teodoreanu et al., 1978). Unfortunately, after the 80's, based on numeric stagnation, a period of regress followed from the quality point of view, especially after 1990. Only in 2006, through a government' decision³, the quantitative direction was changed towards regress, a re-attestation of the existing resorts by drastically reducing their number to less than half; however, the qualitative component increased. Later on, through the efficient valorization of the existing tourist resource, in parallel with infrastructure development of a series of former resorts and of certain localities or parts from them, which did not have this status before 2006, by their re-attestation, the number of tourist resorts slightly increased, reaching the number of 84 in 2014 (Figure 1). The resorts which lost this status, either disappeared from the tourist map of Romania, or became settlements with tourist function.

ANALYSIS BACKGROUND

At the level of Romanian political space, the administrative-territorial organization is identified with 4 statistic-territorial levels NUTS 1, 2, 3 and 5. In the case of planning and development strategies of the territory at local level, the basic structure is represented by NUTS 5 level (LAU 2) associated to the administrative territorial units (LATU) of municipality, town or commune type. Each of them can include in their administrative structure one or more localities. The administrative background determined like this is corroborated with the legal one which states that a tourist resort is „the locality or part of a locality which boasts natural and anthropic resources to which a series of other criteria provided by law is added”⁴. Further on, we shall use in this study the name of support-Local Administrative Territorial Unit (LATUs).

The design of the territorial system created this way (LATUs) is analyzed through the existent relation between the values of natural and anthropic tourist resources and the

¹ Local Administrative Territorial Unit – support (LATUs)

² www.turism.gov.ro/statiuni-atestate.pdf

³ Government Decision no 867/28 June, 2006 (sursa: www.legislatie.just.ro, 2014)

⁴ Decision no 852 from August 13th, 2008 for approval of norms and criteria for tourist resorts attestation, in OM no 613 from August 20th, 2008.

contribution of each category in its outlining. The transformation of the quantitative indicators identified in the data base provided by SPNT-Section VI Tourism⁵ by weighting and comparative analysis into qualitative indicators, facilitates in parallel the re-outlining of a territorial system on categories of LATUs for tourist resorts which face up the same type of issues. Thus, by measurement, clues are provided referring the directions which must be followed in elaborating strategies to plan and develop the territory for tourist purpose. Starting from the theoretical component of tourist area (Cândea et al., 2003, 23) and shifting to the practical side of functional tourist system (Cunha, 1988; Ianoș, 2000; Ilieș et al., 2012, Szromek & Romaniuk, 2014) and sustainable development (Murphy, 1994; Sofield, 2003), we identify the pluses and minuses in outlining tourist areas generated by the network of resorts and localities with tourist function according to their systemic functionality degree. The finality of such an evolutionary logical line is based on the planning and development of component elements with major emphasis laid on the factors referring to favorable and restrictive features in tourist analysis (Muntele & Iațu, 2003; Cândea et al., 2003, 24).

The territorial design at LATUs level includes 81 such units on whose territory there are 90 resorts of national and local interest (Table 1). The LATUs with more than one resort are the urban ones: Mangalia with 6 resorts of national interest, Predeal with 3 resorts, out of which one is of national interest, Eforie with two resorts of national interest (Eforie Sud and Eforie Nord); and two rural ones: Sânmartin commune (Bihor County) with two resorts out of which one is of national interest (Băile Felix) and one is of local interest (1 Mai) and Văliug commune (Caraș-Severin County) with two resorts of local interest (Crivaia and Semenic).

Out of the 81 analyzed LATUs, 30 are in the rural area, out of which 5 have resorts of national interest: Sânmartin (Bihor County), Moneasa, Costinești, Voineasa and Sucevița, and 25 have resorts of local interest. The 51 LATUs in the urban area have 38 resorts of national interest and 20 resorts of local interest on their territory. Currently (2014), out of the 90 tourist resorts, 70% are in mountain area and the rest are in hill and plain areas and on the Black Sea seaside.

DATA BASES AND METHODOLOGY

In methodological terms, important issue is to determine optimum operating parameters in a planning of territorial system (LATUs) based on the characteristic elements of the tourism concept used in tourism planning (Williams, 1998; Gunn & Var, 2002; Ciangă & Dezsi, 2007; Ilieș, 2007; Hall, 2008; Ielencz & Comănescu, 2007), especially tourist resources.

The accreditation of the endeavor, from scientific point of view, starts from the use of a specific data base existent in the SPNT-section IV tourism⁵, of field documentation and from the combination of a methodology certified in the specialty literature with a pattern proposed in this study. The documentation base uses information provided by SPNT and refers to the quantitative aspects of natural and anthropic tourist resources. We mention that the data used from the SPNT can be adjusted and used as the basis for illustration and support the propose scientific approach concerning the typology of LATUs. The corroboration of these results with those obtained from field and office documentations, especially those which refer to the new attestation criteria of tourist resorts (from 2006), allowed us to re-outline, qualitatively and quantitatively, the design of the Romanian tourist system determined by LATUs and the network of resorts and localities with tourist function on their territory.

⁵ The Spatial Planning of the National Territory (SPNT) (www.mdrt.ro/studii-de-fundamentare-privind-patn-sectiunea-a-vi-a-zone-cu-resurse-turistice). Study accomplished by the Geography Institute of the Romanian Academy

The starting point is the accumulated synopsis and proportions added up at SPNT⁵ level with the value of 100, named Index of Tourist Development (I_{TD}) and it is represented by the following formula: Tourist resources (T_R) 50%/points + Specific tourist infrastructure 20% + General technical infrastructure 30%. At the level of this study, using the mentioned data base as model, our objective is an analysis focused on the value of the tourist resource, on its role in building up and defining the functionality of a territorial system of LATUs type and the outlining of an instrument pattern which can be used in the strategies of planning and development of territory for tourist purposes. In the case of the study elaborated at the level of SPNT^{3,5}, the value of tourist resources contributes with 50%/points to I_{DT} formation, in equal proportions (25%/points) for each category of resources (natural- T_{NR} and anthropic- T_{AR}). The value results from the assessment of: natural background (10p); protected area (5p); natural therapeutic factors (10p) and 25 points for anthropic resources: historic monuments of national interest, museums and public collections, popular art and tradition, entertainment and concert institutions, repeatable cultural manifestations, UNESCO monuments.

The proposed working method refers to the weight of the quantitative values of the two major categories of resources under the form of a rating which is easy to be compared, determined under qualitative aspect. It has values from 0.1 to 10 and each point has a constructive significance emphasizing the pluses and minuses of a system assessed this way. The following formula is used:

$(vT_R/25)*10$ where:

vR_T = the value of the tourist resource identified at LATUs level which can be T_{NR} (natural) or T_{AR} (anthropic);

25 points maximum limited on resource category;

10 is value of new scale (1-10).

Depending on the obtained values (on a scale from 0 to 10), we obtain a LATUs typology which reflects the relation between natural and anthropic resources materialized through the contribution to defining and outlining of the LATUs type territorial system as follows:

1.) *LATUs with identified important tourist resources ($T_{NR}+T_{AR}$) and an average rating over 8.0*: both categories of identified tourist resources are present with values over 5, they contribute considerably to the definition of the tourist function of the LATUs and, implicitly, to the increase of the tourist resort' attractiveness degree through the volume and diversity of the resource. It is the ideal type of LATUs for the existence of a tourist resort.

2.) *LATUs with high concentration of identified tourist resources, with a average rating between 6.1 and 8.0*. The tourist resources are satisfactory for the functioning of the tourist system, without the pressure of immediate increase of their volume. Both resource categories are definitely present, the minimum rating accepted for this category being 5.0 for minimum one resource category. This type includes LATUs with sufficient resources for a tourist resort, the emphasis being laid on quality and diversity. The detail analyses are obtained by the application of subtypes.

3.) *LATUs with average concentration of identified, valorized tourist resources and with important latent resources: rating between 4.1 and 6.0*. In this case, attractiveness must be increased by identifying new resources (including the valorization of the latent ones) or by functional diversification of the existing ones. Usually, both categories of resources are introduced in the tourist circuit (minimum 1 point for one category), however, there is the possibility to achieve minimum rating (4.0) out of a single type, either natural or anthropic. If the value is over 5.0, we must identify the second category of resources as well. This type includes LATUs where the limit between satisfying and unsatisfying is frail and where important difference can occur, visible at subtype level.

4. *LATUs with reduced concentration of identified tourist resources: rating under 4.0.* This type emphasizes LATUs with poorly valorized resources, with reduced variety of resources and which requires the identification of new resources in order to provide the tourist functionality of the territorial system. These are necessary to provide the passage to a superior category, more sustainable for the functionality of a tourist resort. In this case, both categories of resources can be valorized, but each of them is characterized by reduced diversity. Usually, the rating *under 1.0* is provided by one or at most two tourist resources, characterized by isolation and difficulties regarding diversity or multiplication. At subtypes level, **a** and **b** dominate due to the reduced values at the level of tourist resources category. Subtype **c** is scarcer and emphasizes a major disparity between the two resource categories (even zero for a category).

Table 1. Local Administrative Territorial Units-support (LATUs) with National and Local Tourist Resort from Romania, 2014

(Data sources: www.turism.gov.ro/statiuni-atestate.pdf;

www.mdrt.ro/studii-de-fundamentare-privind-patn-sectiunea-a-VI-a-zone-cu-resurse-turistice)

No.	Tourist Resort	Local Administrative-Territorial Unit Support (LATUs)	County	Tourist Natural Resources (T _{NR})		Tourist Anthropic Resources (T _{AR})		Average between (T _{NR} +T _{AR})/2	Differences (+/-) (T _{NR} -T _{AR})
				Values of T _{NR} in SPNT	New weighting value	Values of T _{AR} in SPNT	New weighting value		
1	Sinaia - National Păltiniș - Local <i>Călimănești-Căciulata</i>	BORȘA – urban; Bran -rural	Vâlcea	25	10	19	7.6	8.8	2.4
2	<i>Băile Herculane</i>	Băile Herculane	Caraș-Severin	25	10	15	6.0	8	4.0
3	<i>Poiana Brașov</i>	Brașov	Brașov	16	6.4	24	9.6	8	-3.2
4	<i>Păltiniș</i>	Sibiu	Sibiu	14	5.6	25	10.0	7.8	-4.4
5	<i>Secu</i>	Reșița	Caraș-Severin	16	6.4	22	8.8	7.6	-2.4
6	<i>Borșa</i>	Borșa	Maramureș	21	8.4	16	6.4	7.4	2.0
7	Sinaia	Sinaia	Prahova	21	8.4	15	6.0	7.2	2.4
8	<i>Mamaia</i>	Constanța	Constanța	12	4.8	24	9.6	7.2	-4.8
9	<i>Vatra Dornei</i>	Vatra Dornei	Suceava	25	10	10	4.0	7	6.0
10	<i>Geoagiu-Băi</i>	Geoagiu	Hunedoara	18.5	7.4	16	6.4	6.9	1.0
11	<i>Horezu</i>	Horezu	Vâlcea	9.5	3.8	25	10.0	6.9	-6.2
12	<i>Sucevița</i>	Sucevița	Suceava	9.5	3.8	25	10.0	6.9	-6.2
13	<i>Piatra Neamț</i>	Piatra Neamț	Neamț	11	4.4	22	8.8	6.6	-4.4
14	<i>Cap Aurora</i>	Mangalia	Constanța	20	8	13	5.2	6.6	2.8
15	<i>Jupiter</i>	Mangalia	Constanța	20	8	13	5.2	6.6	2.8
16	<i>Mangalia</i>	Mangalia	Constanța	20	8	13	5.2	6.6	2.8
17	<i>Neptun-Olimp</i>	Mangalia	Constanța	20	8	13	5.2	6.6	2.8
18	<i>Saturn</i>	Mangalia	Constanța	20	8	13	5.2	6.6	2.8
19	<i>Venus</i>	Mangalia	Constanța	20	8	13	5.2	6.6	2.8
20	<i>Moneasa</i>	Moneasa	Arad	19	7.6	14	5.6	6.6	2.0
21	<i>Vișeu de Sus</i>	Vișeu de Sus	Maramureș	14.5	5.8	17	6.8	6.3	-1.0
22	Băile Olănești	Băile Olănești	Vâlcea	23	9.2	7	2.8	6	6.4
23	<i>Bazna</i>	Bazna	Sibiu	14	5.6	16	6.4	6	-0.8
24	<i>Bran</i>	Bran	Brașov	16	6.4	14	5.6	6	0.8
25	<i>Ocna Șugatag</i>	Ocna Șugatag	Maramureș	14	5.6	16	6.4	6	-0.8
26	<i>Șuor-Moșoș</i>	Baia Sprie	Maramureș	13	5.2	16	6.4	5.8	-1.2
27	Sângeorz-Băi	Sângeorz-Băi	Bistrița-Năsăud	21	8.4	8	3.2	5.8	5.2
28	Băile Felix	Sânmartin	Bihor	21	8.4	8	3.2	5.8	5.2
29	<i>1 Mai</i>	Sânmartin	Bihor	21	8.4	8	3.2	5.8	5.2
30	<i>Harghita-Băi</i>	Miercurea Ciuc	Harghita	10	4	19	7.6	5.8	-3.6
31	Gura Humorului	Gura Humorului	Suceava	11.5	4.6	17	6.8	5.7	-2.2
32	<i>Băltătești</i>	Băltătești	Neamț	20	8	8	3.2	5.6	4.8
33	Covasna	Covasna	Covasna	16	6.4	12	4.8	5.6	1.6
34	<i>Lipova</i>	Lipova	Arad	8	3.2	20	8.0	5.6	-4.8

The Role of Tourist Resources in Determining a Typology of LATUs with Resorts in Romania

35	<i>Durău</i>	Ceahlău	Neamț	15	6	12	4.8	5.4	1.2
36	<i>Breaza</i>	Breaza	Prahova	14.5	5.8	12	4.8	5.3	1.0
37	<i>Lacu Roșu</i>	Gheorgheni	Harghita	15	6	11	4.4	5.2	1.6
38	Techirghiol	Techirghiol	Constanța	11	4.4	15	6.0	5.2	-1.6
39	<i>Balvanjoș</i>	Turia	Covasna	11.5	4.6	14	5.6	5.1	-1.0
40	Câmpulung-Moldovenesc	Câmpulung-Moldovenesc	Suceava	14.5	5.8	11	4.4	5.1	1.4
41	Sovata	Sovata	Mureș	23	9.2	2	0.8	5	8.4
42	Băile Govora	Băile Govora	Vâlcea	18	7.2	7	2.8	5	4.4
43	<i>Trei Ape</i>	Brebu Nou	Caraș-Severin	14	5.6	11	4.4	5	1.2
44	Bușteni	Bușteni	Prahova	16	6.4	9	3.6	5	2.8
45	Eforie Nord	Eforie	Constanța	17	6.8	8	3.2	5	3.6
46	Eforie Sud	Eforie	Constanța	17	6.8	8	3.2	5	3.6
47	<i>Băile Băița</i>	Gherla	Cluj	6	2.4	19	7.6	5	-5.2
48	<i>Ocna Sibiului</i>	Ocna Sibiului	Sibiu	17	6.8	8	3.2	5	3.6
49	Pucioasa	Pucioasa	Dâmbovița	22	8.8	3	1.2	5	7.6
50	Râșnov	Râșnov	Brașov	13	5.2	12	4.8	5	0.4
51	Slănic	Slănic	Prahova	18	7.2	7	2.8	5	4.4
52	Slănic Moldova	Slănic Moldova	Bacău	24	9.6	1	0.4	5	9.2
53	Târgu Neamț	Târgu-Neamț	Neamț	18	7.2	7	2.8	5	4.4
54	<i>Vălenii de Munte</i>	Vălenii de Munte	Prahova	8.5	3.4	16.5	6.6	5	-3.2
55	<i>Praid</i>	Praid	Harghita	16	6.4	8	3.2	4.8	3.2
56	Băile Tușnad	Băile Tușnad	Harghita	23.5	9.4	0	0.0	4.7	9.4
57	<i>Ținca</i>	Ținca	Bihor	16	6.4	7	2.8	4.6	3.6
58	<i>Arieșeni</i>	Arieșeni	Alba	15	6	8	3.2	4.6	2.8
59	<i>Moieciu</i>	Moieciu	Brașov	15	6	8	3.2	4.6	2.8
60	<i>Cheia</i>	Măneciu	Prahova	14.5	5.8	7	2.8	4.3	3.0
61	<i>Albac</i>	Albac	Alba	15	6	6	2.4	4.2	3.6
62	<i>Borsec</i>	Borsec	Harghita	21	8.4	0	0.0	4.2	8.4
63	<i>Băile Turda</i>	Turda	Cluj	10	4	11	4.4	4.2	-0.4
64	<i>Crivaia</i>	Văliug	Caraș-Severin	19	6	6	2.4	4.2	3.6
65	<i>Semenic</i>	Văliug	Caraș-Severin	19	6	6	2.4	4.2	3.6
66	<i>Buziaș</i>	Buziaș	Timiș	13	5.2	7	2.8	4	2.4
67	<i>Săcelu</i>	Săcelu	Gorj	13	5.2	7	2.8	4	2.4
68	<i>Snagov</i>	Snagov	Ilfov	14	5.6	6	2.4	4	3.2
69	<i>Sărata Monteoru</i>	Merei	Buzău	11.5	4.6	6	2.4	3.5	2.2
70	<i>Soveja</i>	Soveja	Vrancea	10.5	4.2	7	2.8	3.5	1.4
71	Târgu Ocna	Târgu Ocna	Bacău	11.5	4.6	6	2.4	3.5	2.2
72	<i>Băile Homorod</i>	Vlăhița	Harghita	8.5	3.4	8	3.2	3.3	0.2
73	Azuga	Azuga	Prahova	10.5	4.2	6	2.4	3.3	1.8
74	Petroșani-Parâng	Petroșani	Hunedoara	12	4.8	4	1.6	3.2	3.2
75	<i>Stâna de Vale</i>	Pietroasa	Bihor	15	6	1	0.4	3.2	5.6
76	<i>Albeștii de Muscel (Bughea de Sus)</i>	Albeștii de Muscel	Argeș	11.5	4.6	4	1.6	3.1	3.0
77	<i>Vața de Jos</i>	Vața de Jos	Hunedoara	8.5	3.4	7	2.8	3.1	0.6
78	Voineasa	Voineasa	Vâlcea	15	6	0	0.0	3	6.0
79	Amara	Amara	Ialomița	14	5.6	0	0.0	2.8	5.6
80	Costinești	Costinești	Constanța	14	5.6	0	0.0	2.8	5.6
81	Predeal	Predeal	Brașov	11	4.4	3	1.2	2.8	3.2
82	<i>Pârâul Rece</i>	Predeal	Brașov	11	4.4	3	1.2	2.8	3.2
83	<i>Țimișu de Sus</i>	Predeal	Brașov	11	4.4	3	1.2	2.8	3.2
84	<i>Tășnad</i>	Tășnad	Satu Mare	7	2.8	7	2.8	2.8	0.0
85	<i>Izvoru Mureșului</i>	Voșlăbeni	Harghita	11	4.4	1	0.4	2.4	4.0
86	<i>Zona Muntele Băișorii</i>	Băișoara	Cluj	9.5	3.8	0	0.0	1.9	3.8
87	<i>Lacu Sărat</i>	Chișcani	Brăila	9	3.6	0	0.0	1.8	3.6
88	<i>Straja</i>	Lupeni	Hunedoara	8.5	3.4	0	0.0	1.7	3.4
89	<i>Zona Fântânele</i>	Cluj	Râșca	8.5	3.4	0	0.0	1.7	3.4
90	<i>Călacea</i>	Orțișoara	Timiș	5	2	0	0.0	1	2.0

An important role in defining the dominant category of natural/anthropic resources for the LATUs is played by: urban or rural environment, geographic position at the units of relief level, ethnographic and historic particularities etc. For the detailed analyses, to each type, three subtypes can be added, generated by the gap between

resources ($T_{NR}-T_{AR}$) and materialized through the dominance of one category (+/-). The positive value reflects the dominance of natural resources, while negative value reflects the dominance of anthropic resources. The three subtypes are identified through:

a.) *Reduced gap, under 3.0 points* representing the subtype of balanced system with a wide variety of anthropic and natural resources. An important role in the dominance of a certain resource category is played by: geographic position, unit of relief, urban/rural status and history.

b.) *Average gap, between 3.1 and 5.0*, emphasizing a tendency towards balance. Attention is paid to both categories especially by the increase of each resource category's weight, so as the tendency towards balance should not be determined by diminishing values.

c.) *Major gap, over 5.1*, which means a strong imprint of one resource category, and as directions to be followed, the gap must be diminished especially by increasing smaller values. These subtypes are for detailed analyses and they reflect more powerfully the contribution of each resource category. Usually, for subtypes **b** and **c**, there can be situations when a category of resources should have **o** (zero) points.

DISCUSSIONS AND RESULTS APPLIED TO SLATUS WITH TOURIST RESORTS

After the fall of the socialist system, most of the Romanian tourist resorts entered a regress period determined by economic instability, by not understanding the market economy principles, inefficient privatization, lack of real investments into infrastructure, decrease of tourists' number together with opening the borders and amplifying international flux etc. In parallel, at LATUs level, their development in integrated system gradually changed into inefficient, „solitary” development with insignificant regional impact. All these determined the assertion of new assessment criteria of the tourist resorts, considerably reducing thus the number of resorts. In parallel, a series of other localities with tourist potential gained the status of tourist resort of national or local interest (Table 1), by means of clear strategies focused on quality criteria. Therefore the study focuses more on LATUs which provide both the natural and anthropic support under the form of resources and the administrative and legal framework regarding their valorization at the level of official documents (documents of resort attestation).

By applying the methodology proposed in this study and by analyzing the ratings obtained in assessing *the tourist resources* (T_R ; $T_{NR} + T_{AR}$; table 1), it is noticed that the 81 assessed LATUs have a rating between 8.8 and 1.0 (Table 1). By applying the typology proposed at the LATUs level according to tourist resource concentration and gap between resource categories, at the level of the 81 LATUs with existing tourist resorts in the Romanian geographic area, the situation can be characterized as follows (Table 1; Figure 1):

1.) *LATUs with identified important tourist resources* ($T_{NR} + T_{AR}$): *average rating over 8.0*. In the Romanian geographic area, there are only three urban LATUs in this category, situated dominantly in the mountain area, each with a tourist resort of national interest: Călimănești-Căciulata 8.8 (T_{NR} 10; T_{AR} 7.6); Herculane Băi 8.0 (10; 6) and Brașov 8.0 (6.4; 9.6) with Poiana Brașov (Figure 1). If in the first two cases the natural resources are dominant and have maximum rating, in the case of Brașov the high value is that of the anthropic resources. In all three cases, we notice the considerable input of tourist resources in defining and outlining a tourist system with high degree of functionality.

Out of the three proposed subtypes, naturally, the three LATUs fit into or tend towards category **1a** (Table 1) with reduced gap between 2 and 4.

2.) *LATUs with high concentration of identified tourist resources, with rating between 6.1 and 8.0*. This category includes 13 LATUs and 18 tourist resorts (Figure 1).

Thus, 11 urban LATUs have 11 national resorts and 5 local resorts, while two rural LATUs have two national resorts: Moneasa 6.6 (7.6; 5.6) and Sucevița 6.9 (3.8; 10). It is to be mentioned the fact that the city Mangalia has no less than 6 resorts of national interest. Within this category, only Vatra Dornei gathers maximum rating at natural resources category, while the anthropic resources have 10 points in Sibiu, Sucevița and Horezu.

At subtype level, we notice the tendency towards balanced systems, in subtype **1a** being a majority formed of 7 LATUs, the most balanced ones being Geoagiu (1.0) and Vișeu de Sus (-1.0). The subtype 1b is identified with 3 LATUs with values around 4, fact which indicates tendencies and action directions towards balance: Sibiu (-4.4), Constanța (-4.8) and Piatra Neamț (-4.4), all three with dominant anthropic resources due to their urban status and that of county capital.

The third subtype, 2c, occurs in two cases: Horezu (-6.2) and Sucevița (-6.2) with new resorts and where the impression of certain known anthropic tourist objectives (pottery center; painted monastery included in the UNESCO heritage) is obvious. The natural resources in latent state should be valorized, both LATUs, by their geographic position, benefiting of such resources.

3.) *LATUs with average concentration of valorized, identified tourist resources and with important tourist resources in latent state: rating between 4.1 and 6.0.* This category is the largest one with 41 LATUs and 44 tourist resorts. The urban area is identified with 26 LATUs on whose territory there are 17 resorts of national interest and 10 of local interest. In the rural area there are 15 LATUs, out of which one unit (Sânmartin 5.8) with a resort of national interest (Băile Felix) and one of local interest (Băile 1 Mai) and 13 LATUs with 17 resorts of local interest (Văliug commune with two resorts).

At subtype level, all three proposed ones are identified, with the specification that in these cases there is also zero rating for one category of resources.

The *subtype 3a* includes the most LATUs, a total of 19, with obvious tendencies towards balance (5 LATUs under 1.0), but due to the type, in most situations the quantitative/qualitative value is considerably diminished compared to the first two types.

The *subtype 3b* includes 15 LATUs, distributed in the entire range. Those with values close to 6 recommend action towards the direction of the resource with more reduced value, while where the gap tends towards minimum values, the diversification of both categories of resources is required.

The *subtype 3c* includes no less than 6 LATUs, fact which reflects a type with reduced average values and tendencies towards unbalance between the resource categories. Furthermore, two LATUs with important resorts (Băile Tușnad and Borsec) have zero value at the level of anthropic resources (Table 1).

4.) *LATUs with reduced concentration of identified tourist resources: rating under 4.0.* This type includes 23 LATUs and 25 tourist resorts. Amongst these, the LATUs Predeal (2.8) has 3 resorts on its territory: Predeal, Pârâul Rece and Timișu de Sus. There are 10 urban LATUs with 6 resorts of national interest and 6 of local interest (Figure 1). The 13 rural LATUs have each on their territory one resort of local interest, the lowest value being in LATUs Orțișoara (Timiș County) with Băile Călăcea resort (1.0) (Figure 1).

It must be mentioned that no less than 8 LATUs record the value zero at the category of anthropic resources (Table 1), fact which clearly shows the direction to be followed. Out of these, 3 are of national interest (Costinești, Amara and Lupeni-Straja). At the level of details, the situation is as follows:

In the case of *subtype 4a*, there are 14 LATUs, usually with low values at both categories of resources, the most balanced ones being Tășnad 0 (2.8; 2.8), Vlăhița with Băile Homorod 0.2 (3.4; 3.2), Vața de Jos 0.6 (3.4; 2.8).

In all these cases, the diversification of the tourist resource must be made, situation required by the low value of rating (under 3.0).

The subtype 4b with 8 LATUs, where the action direction is towards the improvement of low values and the insertion of new anthropic resources.

The subtype 4c with 4 LATUs, where three units do not have anthropic resources (Table 1) and the natural resources are important (over 5).

CONCLUSIONS

The determination of a method to calculate the values of natural and anthropic tourist resources with comparable indicators, groups the LATUs on four large types.

Each type determined like this has a certain distinctiveness regarding the ratio between the natural and the anthropic tourist resources, the contribution of each category to the outlining of the support LATUs after analyzing the gap between them ($T_{NR}-T_{AR}$), the domination of a certain category of resources (usually in correlation with the urban or rural environment, the relief unit and historic traditions) and the directions to be followed in elaborating strategies of planning and development of the territory in order to create tourist territorial systems with a degree of functionality as high as possible.

Each type has in its turn 3 subtypes (with variants **a.** –over 5.1; **b.** between 3.1-5.0 and **c.** under 3.0) with detail elements generated by the differences between the value of T_{NR} and T_{AR} within the same territorial system of LATUs type.

The first type refers to the ideal situation in which the two elements usually have a rating over 5.0 and an average value of over 8.0. The gap is usually minor, which means a balanced development at LATUs level of both resource categories.

A second type refers to the LATUs with high concentration of identified tourist resources with a rating between 6.1 and 8.0. In this case as well, the *subtypes a* and *b* dominate, both categories of resources being, however, identified with variations.

The LATUs with average concentration of valorized, identified tourist resources and with important resources in latent state: rating between 4.1 and 6.0, represent the third type proposed. It usually includes the most LATUs with regard to the tourist value but which, through its three subtypes, emphasizes the necessity of considerable improvements, especially in cases where a resource category has the value zero.

The fourth type of LATUs with low concentration of identified tourist resources, rating under 4.0, emphasizes LATUs defective in determining certain territorial systems with high tourist functionality. As subtypes, the *subtype c* dominates and in most cases, one category of resources is inexistent.

All the four synthetic types, with their afferent subtypes, are proposed by us as instruments which can be used in defining decisions regarding the outlining of certain strategies of planning and development of territory at LATU level for tourist purposes. In this case, the instrument is useful and applied in determining the functionality of tourist systems of tourist resort type.

This typology applied in Romania at LATUs level with tourist resorts, groups them and finally gradates them as follows:

- 1.) type 3 with 41 LATUs, relatively balanced at average level, but slightly urban dominant (26; 63%);
- 2.) type 4 with 24 LATUs rural dominant (15; 62%);
- 3.) type 2 with 13 LATUs dominant urban (11);
- 4.) type 1 with 3 urban LATUs.

An important role in determining the resource category (natural or anthropic) is played by: urban/rural environment; LATUs rank; the support relief unit (mountain, hill, depression, plain, seaside); ethnographic heritage; historic traditions, etc.

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