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IDENTIFICATION AND EVALUATION OF GEOSITES ALONG EXISTING TOURIST TRAIL AS A PRIMARY STEP OF GEOTOURISM DEVELOPMENT: CASE STUDY FROM THE SPIŠ REGION (SLOVAKIA)

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Abstract: Geotourism as a rapidly growing form of tourism provides opportunities of development for each region with significant natural monuments of regional, national or international importance. Such places may be found along existing tourist trails. They can be transformed into geotourism trails with relatively minimal expenses. This paper is focused on characteristics of geosites along one of the most beautiful tourist trails in Slovakia - Sivá Brada. Results of the research indicate undisputed geotourism significance of the tourist trail. Based on this fact, proper identification, description and promotion of such geosites may play a key role in the process of (geo)tourism introduction and sustainable development within regions located outside geopark areas as discussed in this paper.

Key words: geosite identification, tourist trail, geotourism, Spiš

* * * * *

INTRODUCTION

Geosites, as a term, have appeared in publications (e.g. Cowie, 1992; Cowie & Wimbledon, 1994) from 1990's. Nowadays, as geosite concept is widely accepted and geosites are discussed by many authors (e.g. Gavrilă & Anghel, 2013; Ilieș & Josan, 2009; Joyce, 2008; Martínez-Torez et al., 2011; Wimbledon, 1996; Wimbledon et al., 2000; Wimbledon & Smith-Meyer, 2012), several geosite definitions including uniqueness, geological heritage (geoheritage) and significance were introduced. One of the most applicable and clear definitions of geosite was given by Reynard (2004). He defines the geosite as follows: "Geosites are portions of the geosphere that present a particular importance for the comprehension of Earth history. More precisely, geosites are defined as geological or geomorphological objects that have acquired a scientific (e.g. sedimentological stratotype, relict moraine representative of a glacier extension), cultural/historical (e.g. religious or mystical value), aesthetic (e.g. some mountainous or coastal landscapes) and/or social/economic (e.g. aesthetic landscapes as tourist destinations) value due to human perception or exploitation."

Identification and characterization of geosites are inevitable steps not only in the process of their preservation for future generations but also for planning and

* Corresponding author

management of (geo)tourism development activities at present. One of the opportunities of possible geotourism development within existing tourism attractive area, located outside of established or planned geopark, is to identify, characterize and, in appropriate way, introduce to tourists geosites that are located e.g. along existing tourist trails.

This article is focused on analysis of selected tourist trail in order to (1) identify and characterize geosites present at or near the trail, and (2) set the value of each identified geosite and specify geotourism potential of the trail. For this purpose, one of the most beautiful tourist trails in Slovakia (Turistický atlas Slovenska, 2005) – Sivá Brada was selected (Figure 1). It passes several monuments including the Spiš Castle, which is enlisted in the UNESCO World Heritage List, the town monument reserve (Spišská Kapitula), national culture monument (the church in the Žehra village), two natural reserves (Sivá Brada, Dreveník) and two natural monuments (Jazierko pri Pažiti and Ostrá hora).



Figure 1. Location of selected tourist trail
(Source: TuristickaMapa.sk, 2014; modified)

METHODS

Archive study, field work, analysis of tourist trail and geotourism potential evaluation were the four major steps within the research presented in this paper.

Archive study, as a first stage of the research, includes study of tourism related literature and maps of selected area. This is a very important part of the research due to the fact that many useful information can be found in older publications based on which the most suitable trail is selected.

Field work is a primary data source for the trail analysis and evaluation. Therefore, proper attention should be paid on it. During the field work, photo-documentation was made and each potential geosite on or along the trail was marked on the map and GPS coordinates of each geosite were recorded. Characteristics of each marked geosite were recorded into the field diary.

After extensive field work, analyses and evaluation of the trail followed. It includes an assessment of the trail difficulty, accessibility, current state and evaluation of geosites based on selected method. At present, geosite evaluation is very discussed topic and several authors have proposed different methods of geosite evaluation (e.g. Baca & Schuster, 2011; Bruschi et al., 2011; Fassoulas et al., 2012; Kubalíková, 2009; Pereira et al., 2007; Poirier & Daigneault, 2011; Reynard et al., 2007; Rybár, 2010; Tucki, 2004; Warszyńska, 1970, 1974; Wimbledon et al., 2000; Zouros, 2007). Despite the fact that there are different geosite evaluation methods defined, universal application of any of these methods is limited (Štrba et al., 2015). Quantitative assessment method proposed by Rybár (2010) was used in this study because this method allows to specify value of natural and/or anthropogenic object. Although, anthropogenic object evaluation was originally proposed to set the value of the mining heritage objects, after partial modification of assessment criteria, it can be used for evaluation of any historical object. Such an approach gives not only information about geotourism potential of each geosite in the study area but also additionally informs about cultural –historical value of the area of the tourist trail.

CHARACTERISTICS OF THE TOURIST TRAIL SIVÁ BRADA

Yellow marked tourist trail Sivá Brada located in eastern part of Slovakia (Figure 1), in one of the most significant regions of the country from historical and cultural point of view, is 9,3 km long trail (Figure 2) with seven main standpoints: Sivá brada, Spišská Kapitula, Spišské Podhradie, Spiš Castle, Dreveník, Žehra, and it can be completed in 2 hours and 25 minutes (Turistický atlas Slovenska, 2005).

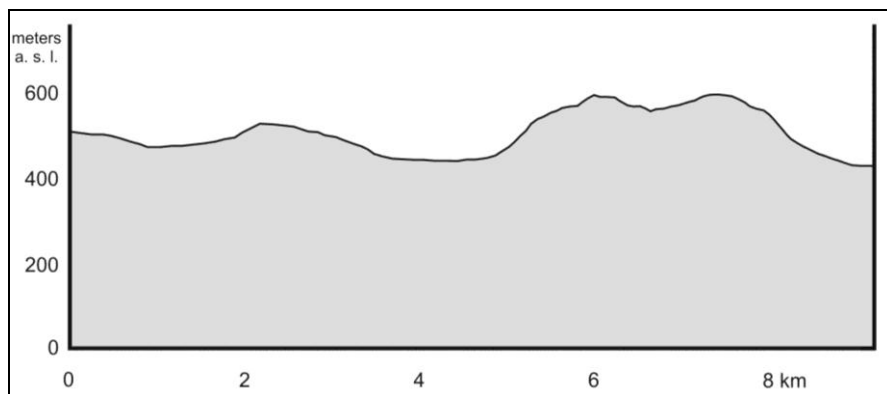


Figure 2. Elevation profile of the tourist trail Sivá Brada

The trail starts on the Sivá Brada – national natural reserve. There is also a pension Sivá Brada in this area and, a hundred meters from this accommodation facility, a travertine hill with mineral springs and rare flora of Central European importance towers about the ground. At the top of the hill, a baroque chapel – “Kaplnka sv. Kríža” – was built in 1675 (www.slovenskyraj.sk). The trail continues to the chalet and behind it the trail turns to right to the lake Jazierko na Pažiti, which is declared as a natural monument and protected area. Near the trail continuing to the Spišská Kapitula, on its right side, two chapels are located. From Spišská Kapitula the trail continues to Spišské Podhradie and Spiš Castle hill (law protected area) with the Spiš Castle, one of the largest castles in the Central Europe, on its top. Then, the trail leads through Ostrá hora to the Natural National Reserve Dreveník – one of the biggest and oldest travertine hills in Slovakia with its unique “stone city”. From Dreveník, the trail follows to the plain, where one can have view at wide surroundings, and turns southward to the Žehra village which is the final standpoint of the trail. Here, the Early Gothic church enlisted in the UNESCO World Heritage List can be visited.

GEOSITES ALONG THE TOURIST TRAIL

During extensive geotourism based field research of the tourist trail Sivá Brada supported by archive study, five geotourism potential areas were selected where nine significant geosites were identified (Figure 3) and evaluated (Table 1). They cover several fields of interest including different geological disciplines (environmental geology, hydrogeology, paleontology, sedimentology, karst geology), history, archaeology, and botany. *Sivá Brada* (Figure 4B) is 25 m high and, at its foot, 500 meters wide typical travertine hill. At its top, in the middle of the pramenite lake, springing CO₂ rich earthy mineral water continuously bubbles reminding of boiling water. Thin layers of pramenite, which actually created the whole hill, precipitates at the edge of the lake and turn into the travertine. As an active spring is present at this locality, the site is a perfect example of travertine hill forming. This 10 000 year old travertine hill is, from geological point of view, very young. Influenced by the range of human activities, Sivá Brada is one of the most endangered National Natural Monuments in Slovakia. Impact of motorism, uncontrolled tourism overload, agricultural production and accumulation of chemicals cause extensive area devastation and disappearance of many of its natural values.

Surroundings of the Sivá Brada travertine hill is known for its *mineral water springs* (Figure 4A), which were widely used by visitors. The water was used for spa purposes. Digestive system and metabolism diseases were healed here in the miniature spa. During the exploratory drilling for the spa, overpressure spring was met at the foot of the hill. At present, the spring, in the form of geyser, erupts up to 3 meters. In spite of the non-natural origin of the geyser, it is a popular tourist area. *Jazierko na Pažiti* is a unique geomorphological form - depression on the travertine hill Pažiť. From 1990, it is declared as Natural Monument. Two chapels (Chapel of St. Ján from 18th century and Chapel of St. Rozalia from 17th century) were built near the lake.

National Natural Monument *Spiš Castle hill* (Figure 4E) is a locality of geological, tourism and archaeological interest. It is considered to be one of the oldest (Miocene-Holocene) travertine hills in the area with more than 50 meters thick travertine layers which are intensively destructed by geodynamic processes affecting not only the hill but the historical building of the Spiš Castle also.

Ostrá Hora is 293 240 m² wide law protected area. It consists of two individual travertine hills – Ostrá hora and Kozia hora. Major peak reaches 608 meters above sea level (a. s. l.). It was formed at the end of Tertiary, when massive layers of travertine had precipitated from mineral waters springing at the faults of the flysch sublayers.

The travertine hill was formed on the tectonic line of N-S direction which is perpendicular to the direction of the fault on which Sobotisko and Sivá Brada evolved. The original shape of the hill is better preserved compared to adjacent travertine hill, Dreveník. Xenotherm plant communities with occurrence of endangered species including *Pulsatilla slavica*, *Anemone sylvestris*, *Campanula carpatica*, *Aconitum anthora*, *Ophrys insectifera*, *Linum flavum*, *Linum austriacum* are under law protection.

National Natural Monument *Dreveník* (Figure 4D) is a table-like travertine hill formed from mineral waters at tectonic fault. It arose of the junction of several limestone-travertine heaps. Together with the Spiš Castle travertine hill, it is the eldest travertine formation in the area and the most extensive travertine area in Slovakia. It has numerous rock formations including the most famous and attractive: Peklo (“Hell”) and Kamenný raj (“Rock Heaven”). Three caves were found on its slopes. The name of the travertine massif of *Dreveník* has probably been derived from a wooden fortress that used to stand on it before the Spiš Castle itself was erected. Even nowadays, this significant archaeological locality reveals its secrets giving evidence reaching as far in the past as the times of the Neanderthal man. The mammoth bones, as well as items from Late Stone Age, Bronze Age and fortified settlement era have also been found (<http://slovakia.travel/entitaview.aspx?l=2&idp=18313>).

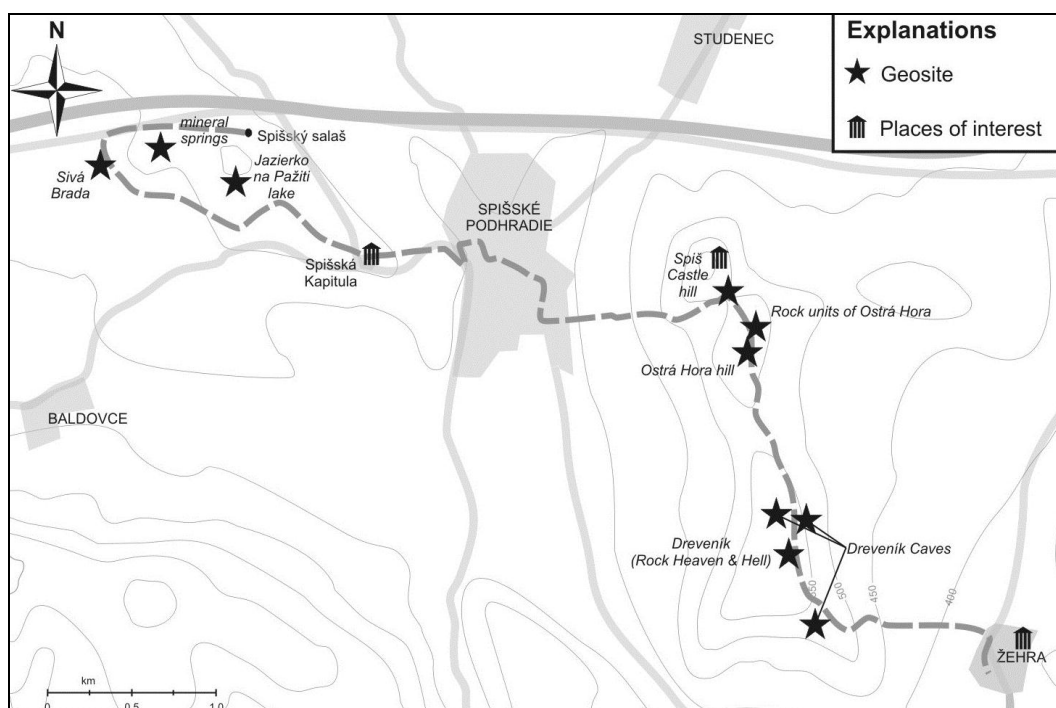


Figure 3. Map of identified geosites along the tourist trail Sivá Brada
(Source: TuristickaMapa.sk, 2014; modified)

Description of each geosite should represent complex information basis of the locality. One of the very good examples of such descriptions including geosite location, GPS coordinates, geographical and geological characteristics, site valorization and site characteristics was given by Slomka (2012). A complex geosite description is given in following text on the example of the Spiš Castle hill.

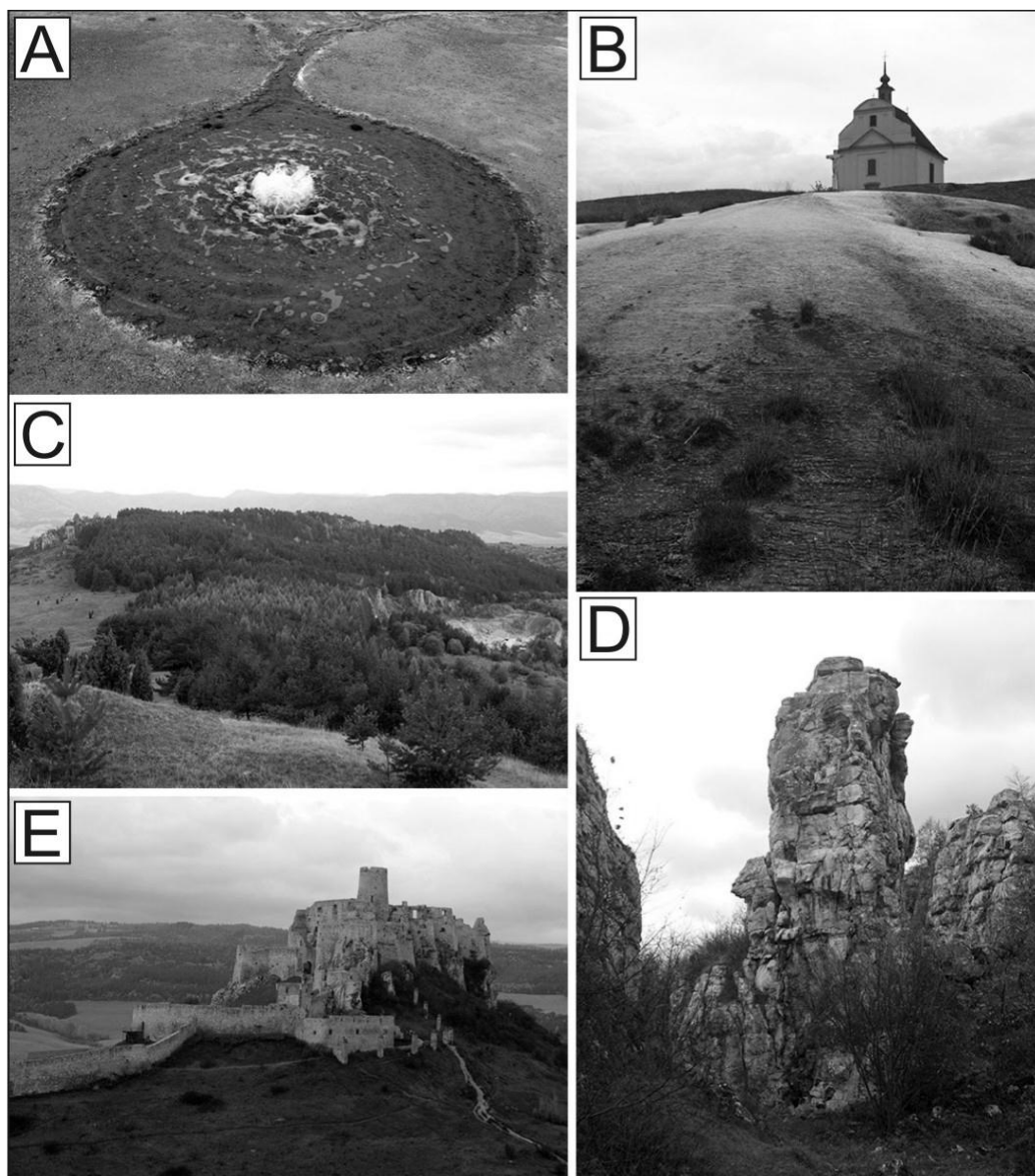


Figure 4. Geosites along the tourist trail Sivá Brada: A – mineral water spring at the foot of the Sivá Brada hill; B – Sivá Brada travertine hill with the baroque chapel of Holy Cross (“Kaplňka sv. Kríža”); C – view from the Ostrá Hora hill on the Dreveník travertine hill, D – one of disintegrated travertine blocks (Rock Heaven) of the Dreveník travertine hill; E – Spiš Castle hill and the Spiš Castle (view from the Ostrá Hora hill)

SPIŠ CASTLE HILL

Spiš Castle travertine hill (632 m a. s. l.) is National Natural Monument on which Natural Cultural Monument enlisted in UNESCO World Heritage List - the Spiš Castle – was built. It belongs to the cadastral area of the Žehra village and is under the administration of the National Park Slovenský Raj (Slovak Paradise).

Identification and Evaluation of Geosites Along Existing Tourist Trail As a Primary Step
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Location	Region: Košice District: Spišská Nová Ves Township: Žehra
GPS Coordinates	48°59'59" N 20°46'6" E
Geosite evaluation score	88% - international importance

Table 1a. Evaluation of identified geosites according to Rybár (2010), along tourist trail Sivá Brada

	Sivá Brada		Mineral Springs		Jazierko na Pažiti Lake	
Criterion	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>
Primary geological properties	Object not listed in any geosites network, but due to its character should belong there	5	Object not listed in any geosites network, but due to its character should belong there	5	Object of local importance	3
Uniqueness of the object	Object typical for region	3	Object unique within hiking distance	4	Object unique within hiking distance	4
Accessibility of the object	Comfortable access	8	Accessible for a person with average fitness condition	7	Comfortable access	8
Existing scientific and professional publications	Scientific and professional geological literature	8	Scientific and professional geological literature	8	Map records only	4
Conditions of observation (research)	Suitable	8	Suitable	8	Suitable	8
Safety criteria	Object, surroundings safe	8	Object, surroundings safe	8	Object, surroundings safe	8
Availability of information about the object	Available and quality information on the Internet	8	Existence of educational-popular form of information	6	Available and quality information on the Internet	8
Visual value of the object	Object in plain landscape with great view	6	Object in plain landscape with great view	6	Object in plain landscape with great view	6
Value of provided services	Object with no provided services	0	Object with no provided services	0	Object with no provided services	0
Object in the tourist area	Object marked on maps, underpinned by marketing	8	Object visited by holidaymakers	5	Object visited by holidaymakers	5
Total		62		57		54

Table 1b. Evaluation of identified geosites according to Rybár (2010) along tourist trail Sivá Brada

	Spiš Castle hill		Ostrá Hora		Rock units of Ostrá Hora	
Criterion	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>
Primary geological properties	Object not listed in any geosites network, but due to its character should belong there	5	Object of local importance	3	Object not listed in any geosites network, but due to its character should belong there	5
Uniqueness of the object	Object typical for region	3	Object typical for region	3	Object unique within hiking distance	4

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Accessibility of the object	Comfortable access	8	Accessible for a person with average fitness condition	7	Accessible for a person with average fitness condition	7
Existing scientific and professional publications	Scientific and professional geological literature	8	Map records only	4	Map records only	4
Conditions of observation (research)	Suitable	8	Difficult	4	Difficult	4
Safety criteria	Object, surroundings safe	8	Object, surroundings safe	8	Object, terrain in dangerous environment, without security elements	0
Availability of information about the object	Available and quality information on the Internet	8	Incomplete information	2	Incomplete information	2
Visual value of the object	Object in mountainous landscape with great distance and depth views	8	Object in mountainous landscape with great distance and depth views	8	Object in mountainous landscape with great distance and depth views	8
Value of provided services	Stores selling minerals, historical objects, books and advertising objects	6	Object with no provided services	0	Object with no provided services	0
Object in the tourist area	Object marked on maps, underpinned by marketing	8	Object marked on maps, underpinned by marketing	8	Object visited by holidaymakers	5
Total		70		47		39

Table 1c. Evaluation of identified geosites according to Rybár (2010) along tourist trail Sivá Brada

	Hell - Dreveník		Rock Heaven - Dreveník		Dreveník Caves	
Criterion	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>
Primary geological properties	Object not listed in any geosites network, but due to its character should belong there	5	Object not listed in any geosites network, but due to its character should belong there	5	Object not listed in any geosites network, but due to its character should belong there	5
Uniqueness of the object	Object unique within The Western Carpathians	6	Object unique within The Western Carpathians	6	Object unique within hiking distance	4
Accessibility of the object	Accessible for a person with average fitness condition	7	Accessible for a person with average fitness condition	7	Inaccessible for different reasons	0
Existing scientific and professional publications	Scientific and professional geological literature	8	Scientific and professional geological literature	8	Locality without description	0
Conditions of observation (research)	Suitable	8	Suitable	8	Difficult	4
Safety criteria	Object, terrain in dangerous environment, without security elements	0	Object, terrain in dangerous environment, without security elements	0	Object, surroundings, secured by security elements, protection tools at disposal	5

Identification and Evaluation of Geosites Along Existing Tourist Trail As a Primary Step
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Availability of information about the object	Available and quality information on the Internet	8	Available and quality information on the Internet	8	Incomplete information	2
Visual value of the object	Object in mountainous landscape with great distance and depth views	8	Object in mountainous landscape with great distance and depth views	8	Object in mountainous landscape with great distance and depth views	8
Value of provided services	Object with no provided services	0	Object with no provided services	0	Object with no provided services	0
Object in the tourist area	Object marked on maps, underpinned by marketing	8	Object marked on maps, underpinned by marketing	8	Object not underpinned by marketing	0
Total		58		58		28

General information

Spiš Castle travertine hill was declared as National Natural Monument in 1990. The protected area of geological, tourism and archaeological importance has an area of 242 064 m². The rocks of the travertine hill are intensely destructed erosional processes such as karstification and slope movements (Wróblewski et al., 2010) which represent one of the most important denudation processes.

This process leads to laying bare rock surfaces due to wasting and disintegration, and gradually reduction in relief of landforms (Mukherjee & Jha, 2012). Its evolution differs from other travertine hills in the Hornádska kotlina depression which is disrupted by the fault tectonics and membered into blocks mutually shifted both in vertical and horizontal direction. According to the latest knowledge, mineral and thermal waters, which deposited extensive and massive travertine hills, reach the surface along faults from Miocene to the present. Hydrologically, the area belongs to the Hornád river basin. The top of the hill is in 634 meters a. s. l.

Geological description

Spiš Castle travertine hill is considered to be, together with the Dreveník travertine hill, the oldest travertine hill whose evolution started in Miocene. Its dominating height can be explained by formation of younger upper “tower-rock-like” travertine layers during Pleistocene. According to Vlčko (2004), the travertine under the Spiš Castle reaches some 52 meters in thickness, has white to yellow color, is micro- to macro-porous with fluidized structure. Travertine bodies are destructed by intensive denudation processes which were confirmed by geophysical measurements in the area of the Spiš castle in 1980 and 1992. Results of these studies identified different intensity of creeping movements. Creeping slope movements cause deformations in the form of block disintegration, shifts and block fields (Figure 5). They also affect the building of the castle. Rock falls on steep to almost vertical rock walls occur along the outer perimeter of the castle hill (Figure 6). These falls result from slow creeping of perimeter blocks and mechanical weathering of travertine. Surface and subsurface karst forms (karrens, caves) are also present in this area, e. g. Podhradská jaskyňa cave located in the southern part of the hill, near the castle entrance gate, under the Perúnova skala rock.

Places of interest near the geosite

As the described geosite is located in significant cultural and historical region of Slovakia – Spiš, there are many places of interest that should attract visitor of the Spiš Castle hill including natural and cultural monuments – Spiš Castle, Dreveník travertine hill, Sivá Brada travertine hill with mineral water springs, Ostrá Hora hill, Spišská Kapitula and Church in the Žehra village.

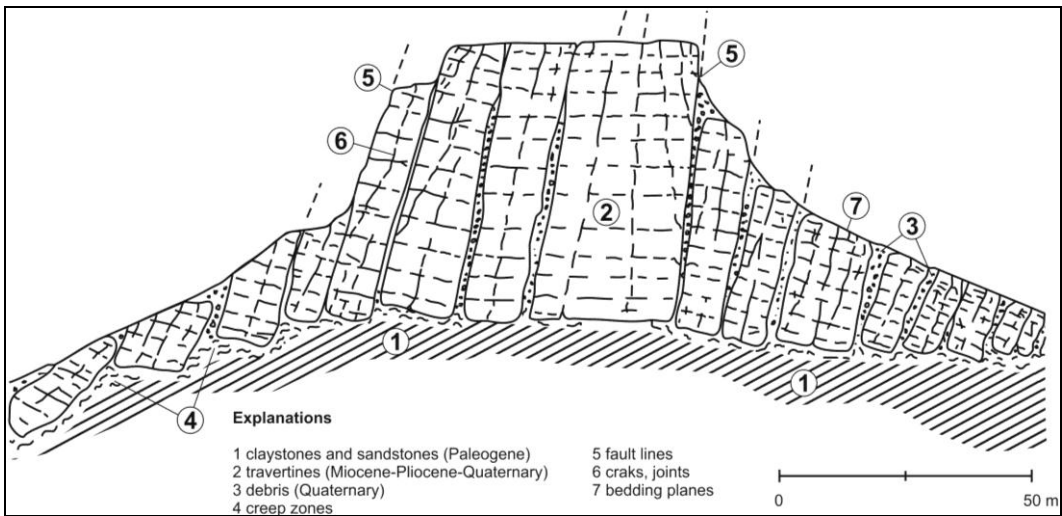


Figure 5. Spiš Castle hill cross-section
(Source: after Malgot in Vlčko et al., 1993)

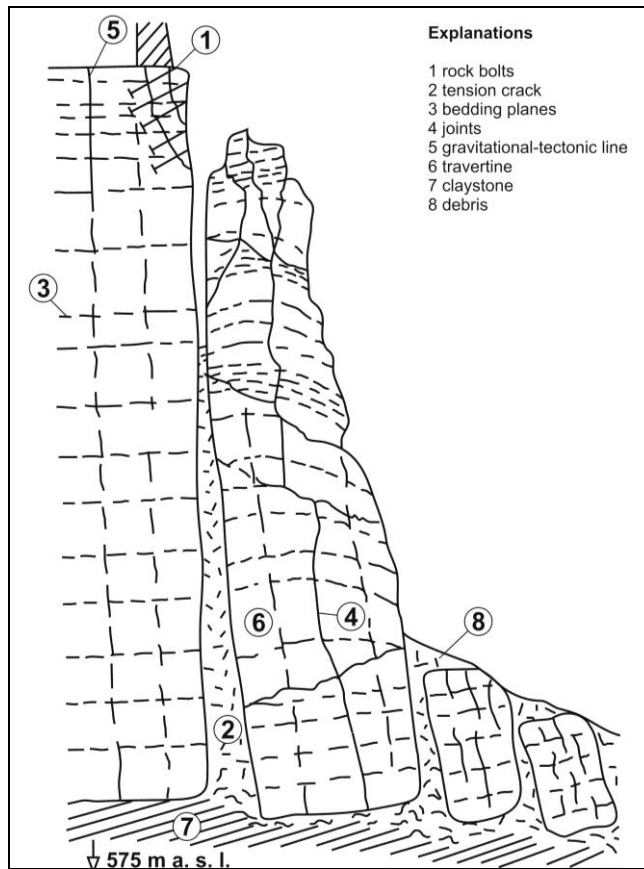


Figure 6. Displaced travertine cliffs below Romanesque Palace of the Spiš Castle
(Source: after Malgot in Vlčko et al., 1993)

SIGNIFICANT TOURIST MONUMENTS LOCATED NEAR THE TRAIL

As the analyzed tourist trail is located in the area of the Spiš region, which is one of the most important cultural-historical regions in Slovakia, in addition to many attractive natural sites, unique and significant tourist monuments are present near the Sivá Brada tourist trail including: Spiš Castle, St. Matrnins Cathedral and Holy Spirit church (Figure 7, Table 2).

Table 2. Evaluation of anthropogenic geosites according to modified assessment method of Rybár (2010) along tourist trail Sivá Brada

	Spiš Castle		St. Martins Cathedral (Spišská Kapitula)		Holy Spirit church (Žehra)	
Criterion	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>	<i>Category</i>	<i>Pts.</i>
Age	Medieval object	6	Medieval object	6	Medieval object	6
Historical value	Object of international cultural-historical significance	8	Object of international cultural-historical significance	8	Object of international cultural-historical significance	8
Aesthetic value	Architectonically preserved works (house, mansion, church, archaeological findings)	8	Architectonically preserved works (house, mansion, church, archaeological findings)	8	Architectonically preserved works (house, mansion, church, archaeological findings)	8
Authenticity	Preserved authentic elements and details	8	Preserved authentic elements and details	8	Preserved authentic elements and details	8
Value of municipalities and cultural routes reconstruction	Object connected to the cultural route	8	Object connected to the cultural route	8	Object connected to the cultural route	8
Excellence	Listed in UNESCO World Heritage List	8	Listed in UNESCO World Heritage List	8	Listed in UNESCO World Heritage List	8
Emotional value	Object related to famous person or event of global/ international/ national significance	8	Object related to famous person or event of global/ international/ national significance	8	Object related to the figure or event of regional significance	4
Utility value	Historical reenactments	6	Object used for exhibitions, masses, concerts	5	Object used for exhibitions, masses, concerts	5
Value of rovided services	Guided tours	8	Guided tours	8	Guided tours	8
Safety criteria	Object safe, requiring no safety measures	8	Object safe, requiring no safety measures	8	Object safe, requiring no safety measures	8
Total		76		75		71

Construction of the medieval *Spiš castle* on a travertine hill dates back to the beginning of the 12th century. The oldest written reference to the castle is from 1120. At the beginning it was a boundary fort placed at the northern frontier of an early feudal Old Hungarian state. Afterwards, it became the seat of the head of the Spiš region for many centuries. At present there are the collections of the Spiš Museum placed in the castle documenting its history, along with medieval arms and feudal jurisdiction. As a National Cultural Monument, Spiš Castle with its area of more than four ha, and partially in ruins, is one of the largest castle compounds in Central Europe. Spiš Castle was included in the UNESCO World Heritage List in 1993 (<http://slovakia.travel/en/spisky-hrad-castle>).

The most important building of Spišská Kapitula, enlisted as a UNESCO World Cultural and Natural Heritage, is the Late-Romanesque *St. Martins Cathedral*. This chapel of the Zápoľský family imitates the French chapel of Saint Chapelle. Baroque traits

were erased by reconstruction in the years 1873-1889 in an attempt to give it a medieval character in line with the taste of the period of Romanticism. The stone sculpture of Leo Albus from the second third of the 13th century is one of the oldest of its kind in Slovakia (<http://slovakia.travel/en/st-martins-cathedral-spisska-kapitula>).

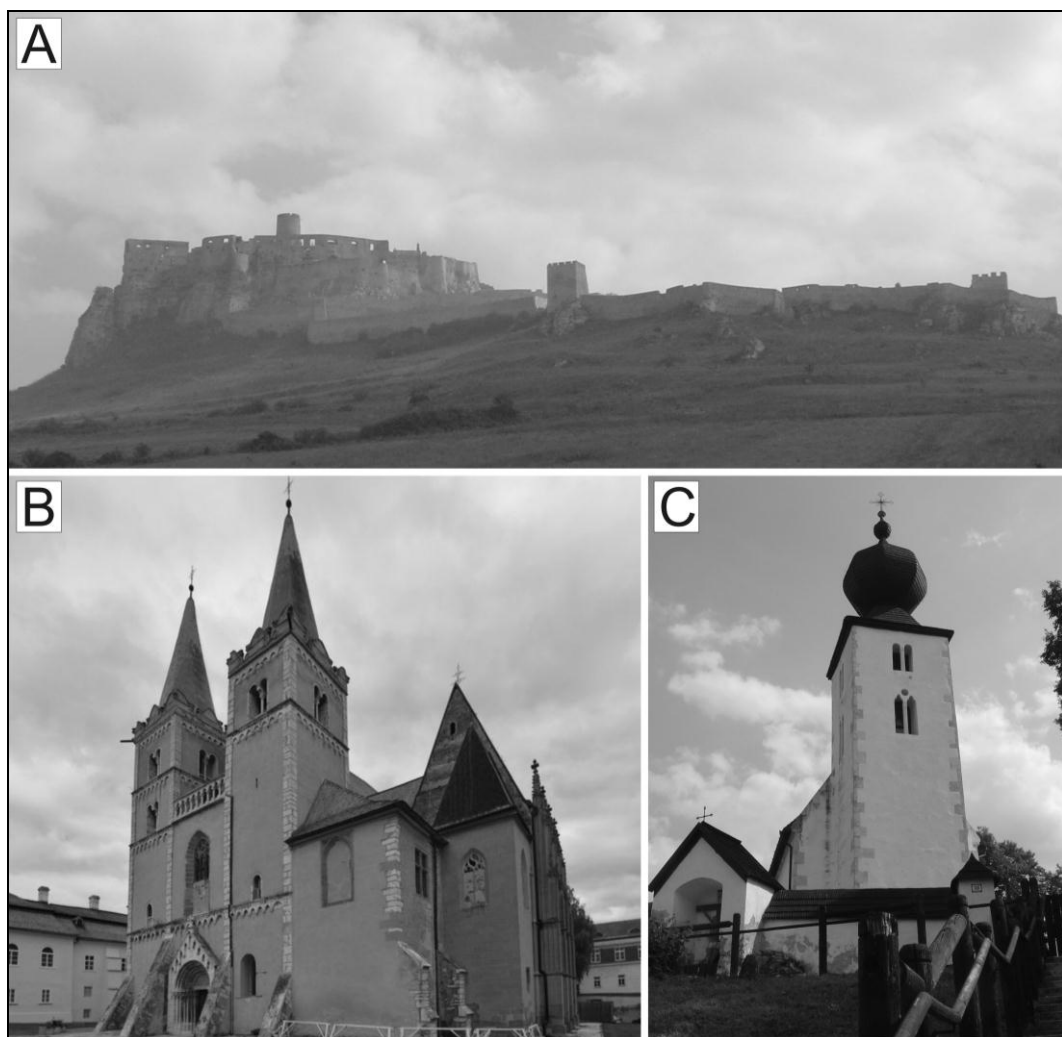


Figure 7. Significant tourist monuments located near the Sivá Brada tourist trail“ A – Spiš Castle, B – St. Matrine Cathedral (Spišská Kapitula), C – Holy Spirit church (Žehra)

The Spiš community of Žehra is known for its precious local Roman-Catholic *Holy Spirit church* (Kostol Ducha Svätého) that is, along with other monuments around the Spiš Castle, included in the UNESCO World Heritage List. The oldest part of the two-nave church with a square presbytery is a mixture of two styles preserved until the present time. It is a sensitively accomplished combination of the Romanesque and Early Gothic building elements. The temple paintings in Žehra are remarkable for their artistic quality and unusual thematic diversity. They depict various Biblical stories and legends of the saints (<http://slovakia.travel/en/holy-spirit-church-zehra>).

DISCUSSION

As tourists look for new and/or alternative forms of tourism, geotourism as a rapidly growing form of tourism all around the world provides a great opportunity for many regions to promote unique and/or rare sites or locations of different type (Dowling, 2011). One of relatively inexpensive methods of sustainable geotourism development in regions located outside geopark area is transformation of tourist trails area into geotourism educational trails. This process includes several major steps: (1) identification of possible sites of interest – geosite; (2) evaluation of each geosite identified and selection of the most significant geosites based on the evaluation score, (3) descriptions of selected geosites and (4) trail modification in the field (including e.g. text corrections on existing information panels, installation of new information panels, etc).

Evaluation scores of geosites identified along the Sivá Brada tourist trail indicate that the area of the trail undoubtedly represent significant region of geotourism interest. Based on this fact, there is a high potential of transformation of selected tourist trail into geotourism educational trail. As the evaluation scores primarily provide information on locality significance to scientist or professionals in the field of geotourism, characterization and description of geosites to general public as the major part of geosite visitors require different approach, e. g. by appropriate way of information presenting via information panels (Hose, 2000), QR codes (Canadi et al., 2010), or the guide on the trail.

Modern educational tourist trails all around the world are built to be devoted to one specific field of interest, about which information are provided along the whole trail: e.g. if the trail leads along significant karst forms, the educational trail is dealing with the forms, describes them and provides important information about them.

Most of older educational trails in Slovakia comprise static information panels devoted to different topics (e.g. one panel provides information about geology of the locality, another describes fauna and/or flora, etc.). Common problem of such trails (dealing with general information) is that they become uninteresting for visitors because it is often difficult to read "scientific-like" text on the panels and remember information from variety of topics presented on the panels. Form of the information presentation and information itself should be attractive to visitors. If the information is provided in catchy manner or through some kind of experience, it becomes easy to remember (Gebhard et al., 2007). Character of many Slovak educational trails does not change even after their innovation or reconstruction. There is no modernization in the form of information provision and no optimization of the educational trail theme. If the trail provides variety of information on different topics, tourist does not learn about important and/or specific values of the area. Thus, there is no increase in tourist's natural heritage awareness, no change of attitude towards nature in positive way and no motivation to preserve such sites for future generations.

According to the suggestions given by The Trail Planning Guide recommended by the UNESCO (Gebhard et al., 2007), it is necessary to provide such information that will be relevant to tourist on each interpretative panel along the trail (Carter, 1997; Gebhard et al., 2007; Moreira, 2012). Therefore, when discussing geotourism educational trail construction, passing such trail should bring enrichment and benefits in form of new knowledge gain (Hughes & Morrison-Saunders, 2002).

CONCLUSION

Combined with other tourism form, geotourism adds another dimension and diversity to the natural area tourism product (Dowling & Newsome, 2006). In the article, alternative view into possible use of existing tourist trail via identification and characterization of geosites along the trail and its transformation into geotourism

educational trail was presented. Results of the study showed that the selected tourist trail has significant geotourism potential. Similar approach may be applied in any location worldwide. Nowadays, as the educational trails represent important tool of tourists' education and may change their attitude to natural heritage and its preservation for future generations, it is necessary to focus on such steps that may help in this process.

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THE MOTIVATIONS FOR VISITING GEOSITES: THE CASE OF CRYSTAL CAVE, WESTERN AUSTRALIA

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Abstract: This research investigates the motivation of tourists in a geotourism context. This study provides an initial investigation into tourist's motivations and the relationship between these motivations and the behavioural intention of the tourists to revisit a geosite. It utilises a self-determination theory approach and was conducted at Crystal Cave, Yanchep National Park, which is located near Perth in Western Australia. The main findings of the study were that relaxation, escape from the daily routine, sense of wonder and knowledge are the major intrinsic motivations. There was also a positive correlation between intrinsic motivation and behavioural intention to revisit the geosite.

Key words: geotourism, geotourists, motivation, self-determination theory, Australia

* * * * *

INTRODUCTION

The development and promotion of geotourism products is growing at a rapid pace. There are now 89 global geoparks in 27 countries (UNESCO, 2012). Since the global awareness in the significance of geotourism has increased in recent years, UNESCO (United Nations of Educational, Scientific and Cultural Organization) has made significant contributions in expanding the culture of geoconservation, geoheritage and geotourism activities (Table 1).

Despite all this geotourism activity, to date there have been few studies and little discussion on the geotourism phenomenon due to the novelty of geotourism as a stand-alone type of tourism (Newsome & Dowling, 2010). Geotourism is one of the new forms of sustainable tourism. It is a new concept and most dictionaries do not offer a meaning for this term (Joyce, 2006). The geotourism research database and literature are still scant

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because of the lack of quantitative and qualitative studies. Recent developments in geotourism have heightened the need for such studies to expand our knowledge and understanding of this new phenomenon.

Table 1. The important events and conferences on geology and geotourism supported by UNESCO
(Data Source: Based on (UNESCO, 2012) and others)

Date	The Key event
1991	First International Symposium on the Protection of Geological Heritage: Declaration of the Rights of the Memory of the Earth, Digne-les-Bains, France
2000	Founding of the European Geoparks Network
2001	Agreement for cooperation between the Division of Earth Sciences of UNESCO and the European Geoparks Network
2004	Formation of the Global Network of National Geoparks assisted by UNESCO-First International Conference on Geoparks, Beijing, China
2006	The Second International Conference on Geoparks, Belfast, Northern Ireland
2008	The Inaugural Global Geotourism Conference, Fremantle, Australia
2010	The Fourth International UNESCO Conference on Geoparks, Langkawi, Malaysia The Second Global Geotourism Conference, Sarawak, Malaysia
2011	The Third Global Geotourism Conference, Muscat, Sultanate of Oman
2012	The Fourth International UNESCO Conference on Geoparks, Shimabara, Japan
2013	The Fifth Global Geotourism Conference, Reykjanes, Iceland

The purpose of this study is to explore the different motivations behind tourists engaging in a geotourism experience and to investigate the behavioural intention of the tourist to revisit a geosite. Using self-determination theory as a framework, this research seeks to investigate the different types of motivation (intrinsic motivation, extrinsic motivation and amotivation) behind the tourists undertaking the geotourism experience and how these motivations correlate with the desire for repeat visitation to the same geosite.

LITERATURE REVIEW

Information about geotourism is limited but is rapidly growing (Hose, 1995, 1998; Larood & Prosser, 1998; Buckley, 2003, 2006; Macadam, 2003; Xun & Ting, 2004; Dowling & Newsome, 2006; Joyce, 2006; Reynard, 2008; Panizza & Piancente, 2008; Komoo & Patzak, 2008). It has only been carried out in a small number of areas and concentrates on the scope and nature of geotourism (Dowling & Newsome, 2010; Newsome et al., 2012), the definition of geotourism (Newsome & Dowling, 2010), Geoparks and Geotourism (Farsani et al., 2010; 2012), the relation between geotourism and other forms of tourism (mainly ecotourism), and issues surrounding the development of geotourism (Slomka & Kicinska-Swiderska, 2004; Slomka, 2011). Notwithstanding the significance of these studies paving the way for our understanding of the geotourism paradigm, they pay scant attention to the issue of why people travel to the geosites and this important issue is still an undeveloped area of study.

By reviewing the literature it is apparent that motivation theories and studies play a vital role in understanding why tourists travel and the kinds of activities they engage with whilst away from home. According to Gnoth et al., 2000, "...motivation is the most significant and complicated part of tourism demand". In addition, it is considered the most fundamental and crucial topic in tourism studies.

Thus, if there is no motivation in tourism, demand will not exist (Sharpley, 2006). Accordingly, several studies of tourist motivations have been carried out on different types of tourism (Cohen, 1972, 1974, 1979; Plog, 1972; Crompton, 1979; Iso-Ahola & Allen, 1982; Dann, 1981, 1983; Bear & Ragheb, 1983; Mill & Morrison, 1985; Fodness, 1994; Veal, 1997; Goossens, 1998; Kozak, 2002; etc). Despite the breadth of

application of motivation theories in the tourism literature, studies about the scope and nature of the motivations of tourists undertaking geotourism experiences are uncommon. Hence, this study reflected an urgent need to bridge the lacuna in the geotourism literature and to develop the different dimensions of geotourism studies. Therefore, the main objective of this paper is to report on a pilot study, which was conducted to test the survey tool, before distribution to the international and domestic tourists at The Pinnacles, Nambung National Park and Crystal Cave, Yanchep National Park, Australia, as well as in Wadi Rum and the Dead Sea in Jordan.

RESEARCH DESIGN AND STUDY AREA

The aim of this study was to measure the motivations behind tourists' decisions to engage in a geotourism experience at Crystal Cave in Yanchep National Park (Figure 1). Crystal Cave is considered a large cave because its length is more than 310 meters (English & Jasinska, 2003).

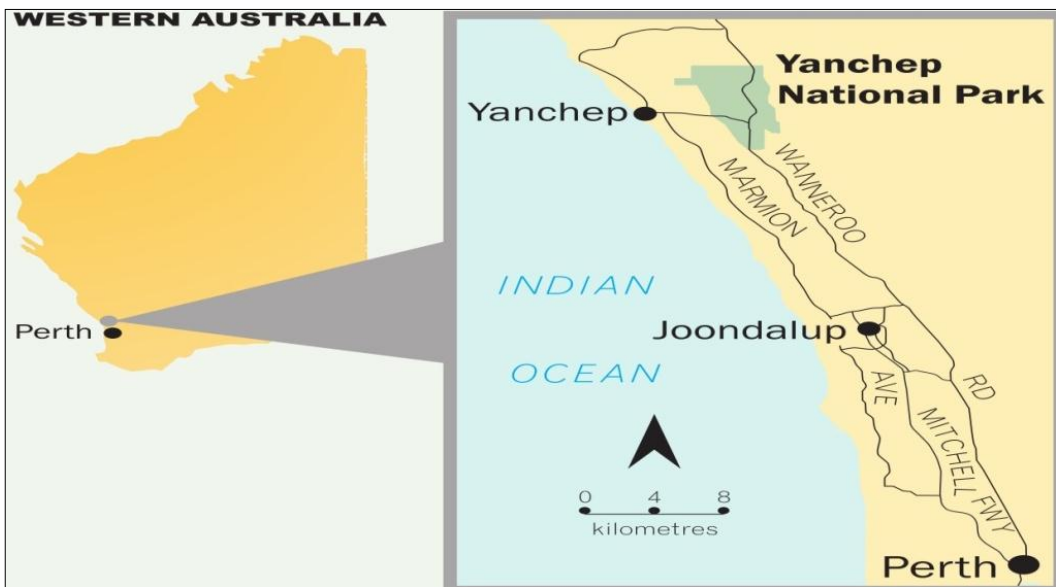


Figure 1. Location of Crystal Cave at Yanchep National Park, Western Australia
(Source: DEC, 2012)

It is demonstrated that the caves in Yanchep National Park have been shaped by the deep growing of the Tuart tree roots in the ground to get the water from pools inside the caves (English et al., 2000). This research used a quantitative approach that involved inviting a convenience sample of 100 tourists (Figure 2) visiting the cave on weekends during the months of April and May 2010 to complete a short interviewer administered survey. The surveys were written in English and all participants were over 18 years of age.

The design of the questionnaires was based on the main constructs of the self-determination theory. The intrinsic motivation (IM) includes of eleven items. The extrinsic motivation (EM) consists of six items whereas the amotivation (AM) includes three items. The tourist motivations items included were adapted from the literature and were modified to be appropriate for the nature of geotourism.

For example, the researchers considered 'gaining knowledge' and 'sense of wonder' as two types of intrinsic motivation because geotourism is based on a "sense of wonder,

appreciation and learning” (Dowling & Newsome, 2006, p. 4). A five point Likert-scale was utilized to express the level of agreement with each motivation items. The Likert scale ranged from 1 (strongly disagree) to 5 (strongly agree).

The (BPNS) was used in the second section of the pre-tested questionnaire to evaluate the state of the three basic needs (autonomy, competence and relatedness) with the respondents. Thus, the researched adapted ten items from this scale which has 21 items. BNPS was measured by five Likert scales which ranged from 1 (not true) to 5 (true). The researcher applied the behavioural intention battery (Zeithaml et al., 1996) to measure the behavioural intention of the tourists to revisit Crystal Cave in the final section of the pre-tested questionnaire.

The behavioural intention battery (13 items) was measured in this study by five Likert scales which ranged from 1 (extremely unlikely) to 5 (extremely likely). The data collected from this convenience sample was entered into the software package SPSS (Statistical Package for the Social Sciences Version 15) and frequencies and cross tabulations were performed (Jennings, 2010).



Figure 2. Tourists undertaking different tourism activities at Crystal Cave
(Source: DEC, 2012)

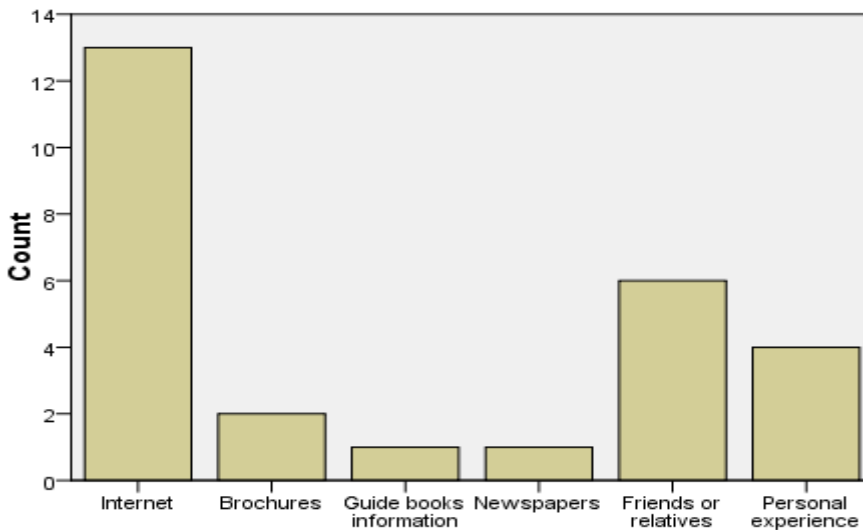
RESULTS

Of the 100 domestic and international tourists surveyed, 40 (40%) were female, 59 (59%) male, and there was one missing value (Table 2). The largest age category of the respondents is 18-34 (26%) whereas the age category 35-39 represented only 12% of the total age categories. The largest portion of the respondents has secondary education (34%), undergraduate education (31%) or postgraduate education (31%). It can be seen from the data in Table 1 that (37%) of the respondents are Australian. English tourists represented high rate of the respondents in Crystal Cave (27%) with the distribution of the other respondents included many nationalities from Asia, Europe, America and Middle East.

Overall, the majority of respondents (73) had not sourced any information about Crystal Cave before visiting it. The results of the usage of source information, as shown in Figure 3, indicate that the internet (13%) is the most frequent source of information employed by the respondents to learn more about the Cave before their visit to the site. What is interesting in this data is that there was no usage of local tourist offices or magazines.

Table 2. Demographic variables of the respondents

Demographic items	Value	Percent
Gender	Male	59.0%
	Female	40.0%
Age (Years)	18-34	26.0%
	35-39	12.0%
	40-49	20.0%
	50-59	25.0%
	60+	17.0%
Education	Primary	1%
	Secondary	34%
	Undergraduate	31%
	Post-graduate	31%
Nationality	Australian	37%
	New Zealander	3%
	Indonesian	5%
	English	27%
	Chinese	5%
	South Korean	2%
	Singaporean	4%
	Malaysian	1%
	Swiss	2%
	Irish	1%
	American	1%
	Indian	1%
	Saudi	2%
	Danish	1%
	Russian	1%
	Sri Lankan	3%
	Albanian	1%

**Figure 3.** Sources of information for the respondents

The mean of the intrinsic motivation ranged from the lowest mean score (3.11) to the highest mean score (3.88) (Table 3). The main factors of the intrinsic motivation

behind visiting Crystal Cave is relaxation (Q2. To relax and reset), sense of wonder (Q20. To explore new places) and escape from the hustle and bustle of the daily life (Q3. To escape from the daily life routine). Cronbach's Alpha (to assess the reliability of the intrinsic motivation scale) for the 11 items of the intrinsic motivation is (.831).

Table 3. The results of intrinsic motivation measurement

Measures	Mean	Standard deviation
Factor 1: Knowledge		
To learn new things	3.65	1.10
To increase my knowledge	3.63	1.13
Factor 2: Relaxation		
To relax and rest	3.88	0.988
To refresh my mental and physical state	3.11	1.19
Factor 3: Escape		
To escape from the daily life routine	3.81	1.04
Factor 4: Enjoyment		
It is exciting	3.75	1.08
To have fun	3.62	1.04
Factor 5: Friendship		
To meet people with similar interests and hobbies	2.48	1.04
To travel with friends and my family	3.52	1.12
Factor 6: Sense of Wonder		
Because it is an exotic place	3.21	1.29
To explore new places	3.87	1.11

The mean score of the extrinsic motivation ranged from (2.15) to (3.16). Thus, the major factors of extrinsic motivation are the identified motivation (Q6. Because it has many social, cultural and recreational advantages for me, Q11. Because I believe it is personally important to me to travel to the site), and the interjected motivation (Q9. In my life I need this type of tourism activity to be happy). While the external regulation has the lowest mean score (Table 4). The Cronbach's Alpha for the six items of the extrinsic motivation is (0.687). In the amotivation context the three items show low means score which is ranged from (1.79) to (2.11) as shown in Table 5. What is interesting in this data is that most of the tourists in Crystal Cave express their disagreement with the amotivation state. However, many questions have been raised about the desire of the tourists to express only their positive feelings toward the sites. The Cronbach's Alpha for the three items of the amotivation is (.687).

Table 4. The results of the extrinsic motivation measurement in the pilot test

Measures	Mean	Standard deviation
Identified		
Because it has many social, cultural and recreational advantages for me	3.16	1.05
Because I believe it is personally important to me to travel to the site	2.73	1.17
Interjected		
In my life I need this type of tourism activity to be happy	2.59	1.21
I must be occupied with activities	2.47	1.25
External regulation		
To show others that I am a distinct person	2.15	1.18
Because my family and friends tell me to do this activity	2.22	1.31

Table 6 shows the results obtained from the preliminary analysis of tourist basic needs satisfaction. The highest mean scores are (4.09) and (4.04) which represent the relatedness factor. Whereas the lowest mean score is (1.88) which relates to autonomy factor. The Cronbach's Alpha for BNS is (.642).

Table 5. The results of amotivation measurement

Measures	Mean	Standard deviation
Not by choice; I don't care about this type of tourism activity	1.88	1.15
I don't really know; I don't think that this type of tourism suits me	2.11	1.28
Honestly, I don't know; I think that I wasted my time in this type of tourism activity	1.79	1.19

Table 6. The results of basic needs satisfaction measurement

Measures	Mean	Standard deviation
Autonomy		
That my choice of visiting this geosite is based on my true interests and values	3.56	1.03
Pressured at this place	1.88	1.25
That there is not much opportunity for me to decide for myself where I want to visit	2.11	1.22
Competence		
That people I know tell me I am good at choosing tourist sites	3.01	1.09
That most times I feel a sense of accomplishment from what I do	3.32	1.06
That I have been able to learn interesting new skills	3.02	1.16
Relatedness		
That people at this place were friendly towards me	4.09	.937
That I like the people I am travelling with	4.04	.978
A strong sense of intimacy with the people I spent time with	3.20	1.15
That the people I travel with do not seem to like me much	1.89	1.09

A Pearson correlation analysis was conducted to examine whether there is a relationship between the tourists motivation and the behavioural intention to revisit Crystal Cave. The results showed a statistically significant positive relationship between the factors of intrinsic motivation (the knowledge, relaxations, enjoyment, and sense of wonder) with the items of the loyalty (Table 7). Furthermore, the results showed also a statistically significant positive relationship between one of the factors of extrinsic motivation identified ($r=433$). Whereas, the results revealed a weak correlation between the amotivation and the loyalty. The correlation between switch items and factors of motivation (intrinsic, extrinsic and extrinsic) are weak and negative. The results showed also a weak correlation between motivations and pay more. External and internal responses are correlated positively with enjoyment factor and identified as an extrinsic factor.

**** .Correlation is significant at the 0.01 level (2-tailed)**

*** .Correlation is significant at the 0.05 level (2-tailed)**

DISCUSSION

Tourist motivation is at the core of tourists' behaviour. Until now very little has been written in the literature about the motivations of tourists undertaking geotourism experiences. This study provides a small insight to this gap in the tourism literature. The quantitative results of this study showed that the major intrinsic motivation behind the

domestic and international tourists undertaking the geotourism experience in Crystal Cave were relaxation, escape from the bustle and hustle of the daily life, sense of wonder and gaining knowledge (Figure 4).

Table 7. The correlation between tourist motivation and behavioural intention to repeat visitation to Crystal Cave

Behavioural intention items	Intrinsic motivation						Extrinsic motivation			Amotivations
	F1	F2	F3	F4	F5	F6	F1	F2	F3	F1
LOYALTY										
Crystal Cave would be my first choice for my next holiday	.176 .088	.234* .023	.158 .126	.243* .018	.185 .078	.119 .251	.433** .000	.024 .819	.267** .010	.216* .038
I would recommend Crystal Cave to someone else	.394** .000	.107 .308	.232* .024	.406** .000	.183 .082	.485** .000	.057 .584	.146 .166	.084 .429	-.173 .099
I would say positive things about my experience in Crystal Cave	.309** .003	.009 .933	.149 .154	.88** .000	.146 .170	.422** .000	-.003 .980	.126 .233	.051 .629	-.215* .041
I would encourage my family members, peers and friends to visit the Caves	.287** .005	.030 .773	.044 .672	.347** .001	.004 .971	.398** .000	.229* .027	.143 .173	.028 .789	-.028 .788
I will visit Crystal Cave again in the next few years	.192 .067	.018 .863	.168 .109	.425** .000	.035 .748	.421** .000	.213* .043	-.029 .789	.070 .514	-.045 .673
SWITCH										
I would not visit Crystal Cave again in the next few years	-.148 .155	.118 .256	.095 .358	-.013 .901	-.036 .731	-.138 .183	.118 .258	-.204* .050	.033 .754	.183 .079
I will visit another site that offers a different type of tourism experience	-.041 .694	.023 .824	.116 .267	.115 .271	.029 .784	.096 .355	.229* .027	.155 .140	.097 .359	.086 .415
PAY MORE										
I would continue to visit Crystal Cave even if the price of its services increased somewhat	.155 .135	-.067 .522	.088 .404	.259* .012	.015 .890	.149 .155	.023 .825	.085 .420	-.059 .577	-.078 .463
I would go to another tourism site that offers cheaper prices	-.169 .110	.143 .178	.070 .508	.087 .408	.064 .548	-.035 .738	.203 .054	.037 .732	.064 .547	.179 .092
EXTERNAL RESPONSE										
I would switch to another place as I experienced a problem with the services at Crystal Cave	.091 .385	.225* .029	.125 .229	.139 .180	.121 .250	.074 .477	.356** .000	.126 .228	.070 .507	.014 .894
I would complain to other tourists if I experienced a problems with Crystal Cave services	-.142 .173	.066 .530	.045 .665	.060 .563	-.100 .343	.037 .722	.107 .306	.000 1.000	.009 .930	.055 .601
I would complain to the tourism authorities if I experienced problems with Crystal Cave services	-.073 .486	.076 .469	.037 .720	.030 .776	-.19 .855	-.037 .720	.213* .040	.102 .333	.191 .068	.191 .069
INTERNAL RESPONSE										
I would complain to Crystal Cave staff if I experienced any problem with the services	.003 .975	.136 .193	.042 .0685	.221* .031	-.07 .309	.079 .449	.322** .002	.110 .292	-.082 .436	.082 .434

This study produced results which corroborate the findings of previous work which have suggested that geotourism is a combination of learning, education, appreciation and sense of wonder. For example Dowling and Newsome (2006, p. 4) stressed that geotourism is “sense of wonder, appreciation and learning”. Hose (cited in Burek & Prosser, 2008, p. 38) argued that there are two major types of geotourists – a recreational group and an educational group.



Figure 4. Educational activities at Crystal Cave (Source: DEC, 2012)

Joyce (2006) considered the geotourist as a normal visitor who is interested in one or more parts of geology. Furthermore, the geotourist is “an individual who is going to a site with geological or geomorphological characteristics for viewing the site and gaining knowledge about the features of this site” (Allan, 2012, p. 30) (Figure 5).

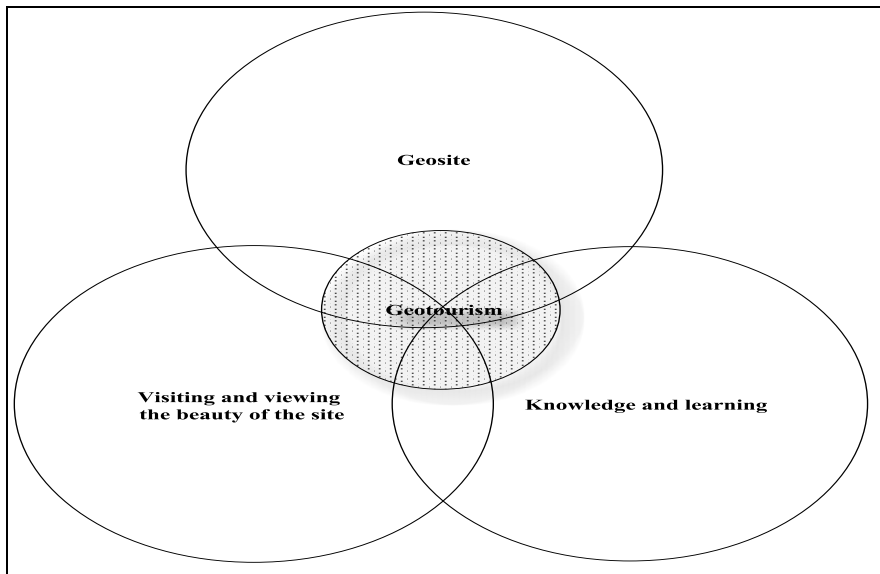


Figure 5. The Geotourism experience (Allan, 2012)

In the extrinsic motivation context (identified, intorjected and external regulation), the results of this study indicate that there was no significant effect of the external regulation on tourist motivation.

Further investigations in other geosites and other cultures which take these external regulation variables into account, will need to be undertaken because these factors are presented strongly in many cultures. Most of the tourists expressed high intrinsic for of motivation with low amotivation.

The mean scores of amotivation are 1.88 (Q8. Not by choice; I don't care about this type of tourism activity), 2.11 (Q15. I don't really know; I don't think that this type of tourism suits me), 1.79 (Q18. Honestly, I don't know; I think that I wasted my time in this type of tourism activity).

However, one source of weakness in this study which could have affected the measurements of amotivations was international tourists do not like to express negative feelings toward their tourism experience because of its sensitivity, and the domestic tourists try to avoid a focus on negative opinions in order to improve the image of their tourism attractions and their own country.

The results of this study showed that the geotourism experience at Crystal Cave represented a high level of fulfilment in regard to the need for autonomy, competence and relatedness.

The most interesting finding was that few of the tourists believed that they were pressured at the site (7%), whereas the majority did not support this idea (56%). The current study found that the intrinsic motivation and extrinsic motivation correlated positively with the likelihood of revisiting the geosite (Table 6).

Taken together, these results suggest that the ideal outcome of successful geotourism experiences is in the fulfillment of the tourist needs thus increasing the level of the likelihood of their re-visitation.

This correlates to the intrinsic and extrinsic motivations of the tourist. It can therefore be assumed that the status quo of geotourism as a new form of tourism requires more focus on repeat visitations.

Whereas geotourism has existed for less than ten years, retaining the first time tourists or geotourists, is more effective than promoting the geosites to new tourists, particularly as the value of the geotourism experience will still not be popular with some types of tourists.

CONCLUSION

The outcomes of this study provide a better understanding of tourist motivation; his/her basic needs satisfaction and the correlation of the motivation with the behavioural intention to revisit the geosite. Several limitations to this study need to be acknowledged.

Many tourists at Yanchep National Park visited the Park for recreation purposes to rest and relax at the edge of the lake without visiting the Crystal Cave. The tourist is required to pay an entrance fees (AUD \$11, \$5 per motor cycle and concession cardholders, and \$5 per coach passenger [\$2 per senior passenger]) to enter the park, while the entry to Crystal Cave costs: adults \$10 per Adults; children (6 to 15 years) \$5 each; a mini group (two adults and two children) \$25; and Australian Seniors Card holders \$8 per person.

The visit must be pre-booked and the tickets are available from the Park's visitor centre. The Cave tours are held at 10.30am, 11.30am, 1pm, 2pm, and 3pm (Department of Environment and Conservation, 2010).

The majority of the tourists (particularly domestic) prefer to stay at the barbecue area and enjoy the lakeside view without visiting Crystal Cave. Another

obstacle is that many tourists did not complete the survey and other tourists completed it rapidly without sufficient concentration on the answers.

The outcomes of these obstacles are some missing values and outliers. Nevertheless, there are no serious missing values in this pilot study and they were managed by a list-wise procedure.

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TOURISM DEVELOPMENT AND CROSS-BORDER COOPERATION IN THE HUNGARIAN-ROMANIAN BORDER REGION

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Abstract: Tourism began to play an important role as a tool of development regarding cross-border cooperations after the change of the regime. A more efficient cooperation is needed to employ the potentials in tourism-related development of environmental endowments as well as the significant improvement in standards of other factors. The aim of the paper is to reflect the importance of tourism in cross border cooperation through the example of two border regions. The methodology is based on a quality and quantity analysis of a specific database and programs. We are experiencing more and more common tourism activities in both cases.

Key words: tourism, regions, Euroregion, cross border cooperation, Hungarian-Romanian border

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INTRODUCTION

Following the changes of regimes in Central Europe, research into border regions has been increasingly advertised. However, various suggestions of researchers came into light on the definition and role of borders. Below, an overview of the most relevant theories and functions of borders as well as on border studies will be given.

According to the theory by Haggett (1979), the features of border regions are connected to the development of borders. By the author, three types of borders are distinguished as subsequent boundaries, antecedent boundaries and superimposed boundaries. In case the border is demarcated after a given ethnic group is settled down and these coincide, subsequent boundaries are mentioned. When the border was established after the settlement and the ethnic group are adjusted to this line, the border is an antecedent boundary. When the border line does not fit into the ethnic group's line of settlement, such are superimposed boundaries.

Ratti's theory is based on the functions and the impact of borders (Ratti, 1993). By the author, closed, filtering and opened borders are distinguished. A closed border will fundamentally determine the given area's regional characteristics as a border with rather limiting features will intensify peripheral processes (Houtum & Van, 2000). As a consequence of long-term closedness, cross-border regions become, from the aspects of both geography and socio-economics, peripheral areas (Ratti, 1993). Such regions have basic features as transmigration, ageing and lower living conditions. Filtering borders have a role of filtering disadvantageous elements and by this protecting the region's own, internal economy and living standards (Hardi & Rechnitzer, 2003; Matlovicova et al., 2015). An unlimited flow of population, labour force, capital and services, the fall down of administrative limitations are achieved at opened borders, thus cross-border regions at both sides will satisfactorily develop making up an integrated economic area.

According to Nemes Nagy (1998), the meaning of borders in everyday life is related to a content of dividing line, end or the rim of something and by this includes peripheral features. Thus basically 4 important functions of borders are emphasized: division, connection, conflict and filtering that can be present in a concentrated, sporadic, linear and zonal form. The model by Martinez is based on the interrelationships developed between the two sides; his studies were primarily carried out at the U.S.-Mexican border (Martinez, 1994). According to this theory, alienated, co-existent, independent and integrated border regions exist. Their socio-economic features vary according to the intensity of such relations.

Frontier and boundary are distinguished by Mező. Frontier is an imaginary border zone where a given civilisation meets the area not yet influenced whereas a boundary (political border) will also include the area demarcated (Mező, 2000).

By Hansen and Ratti (1993), border regions are assessed as areas for which socio-economic life is significantly influenced by being situated in the proximity of an international border. Based on this, border regions found along a national border and in a peripheral situation characterized by centripetal forces towards the inner regions of the country as well as cross-border regions where the peripheral situation becomes central and connective and can be described by centrifugal forces are distinguished.

Border regions and cross-border cooperations in Europe are classified into three types (Sersli & Kiszal, 2000). The first type has been developed in a Western European environment and is exclusively a feature of this region with several common features as a relative backwardness (underdevelopment) to its environment, high unemployment within the country as well as underdeveloped infrastructure. Such are the French-Italian or the Spanish-Portugal borders. The second type is a somewhat modified version of the above with the difference being that problems originate, in general, in the

cross-border planning (environmental, infrastructural or border stations) deficiencies of the neighbouring regions. The third type includes countries either not only bordering EU countries or even themselves are not as such.

This type can be further divided into three subtypes. The first includes the border regions of nations classified as among the developed regions of the continent as e.g. Austria, Switzerland, Norway or Finland. The second subgroup, the so-called Central European type includes the border regions of the Czech Republic, Poland, Slovakia, Slovenia and Hungary, whereas the third one is the so-called Eastern European type with the Baltic States, the European member states of the former Soviet Union and the countries of the Balkan Peninsula). These areas can be described by peripheral features, they are basically the peripheries of the periphery (migration, ageing, high unemployment).

Almost one-third of the territory and 21.9 percent of the population of Hungary could be regarded as borderland in January 2012 (Figure 1). In general, these LAU-1 (former NUTS-4) microregions are backward areas in the light of the most important statistical indicators, because they are characterised by low population density and low level of enterprising spirit, significant out-migration and unfavourable income situation (Kovács & Bajmóczy, 2001; Bujdosó et al., 2011). The Hungarian-Romania border makes up 13% of total the borderline of Hungary (Baranyi, 2009).

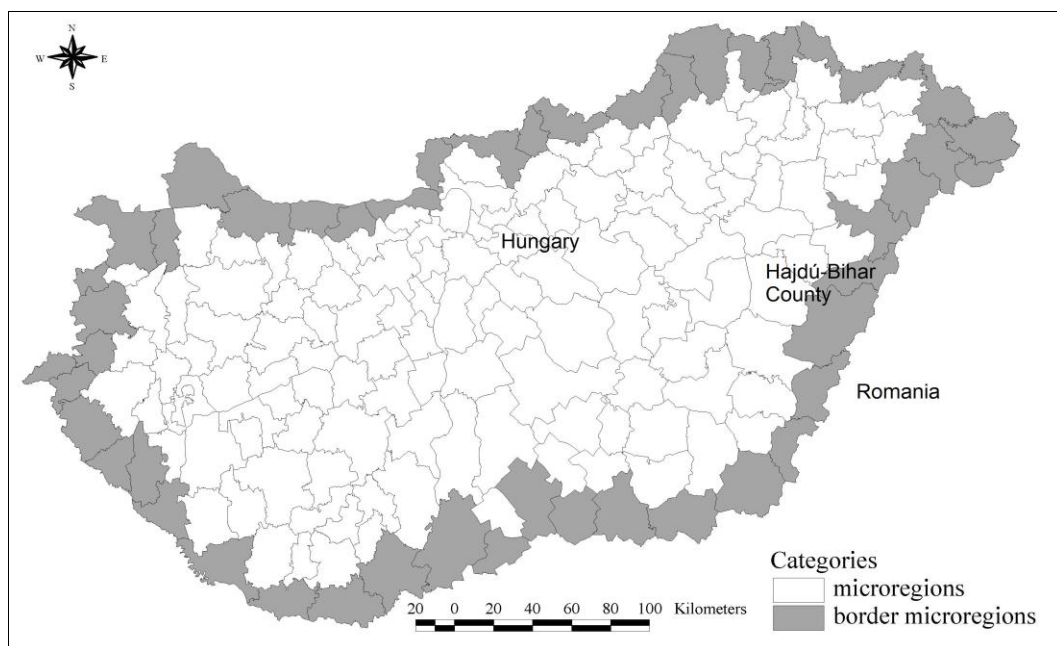


Figure 1. Border microregions in Hungary
(Source: edited by Bujdosó et al., 2011)

Lots of ideas came to light in order to resolve the peripheral situation, but most of them remained unsuccessful. At the same time, tourism and tourism development were regarded as a possibility to break out in every concept (Süli-Zakar et al., 2001; Michalkó, 2004; Dávid-Baros, 2007; Kozma, 2006, 2007; Dusek & Szalka, 2012, Péntzes, 2013). Before clearing the importance of tourism in the cross border co operations theoretical bases have to be explained.

METHODOLOGY

This paper is partly based on former reserches and calculations conducted by the authors, on the other hand contains original works. The methodology used in this paper is based on a quality and quantity analysis of the specific database and programs which supported the tourism development in Romanian–Hungarian cross-border area (Figure 2). Hoover index as a type of correlation calculations was also used in order to explain the differencies and concerns of the surveyed border region. To sum it up, both synthetisation and analysis were used during the research.

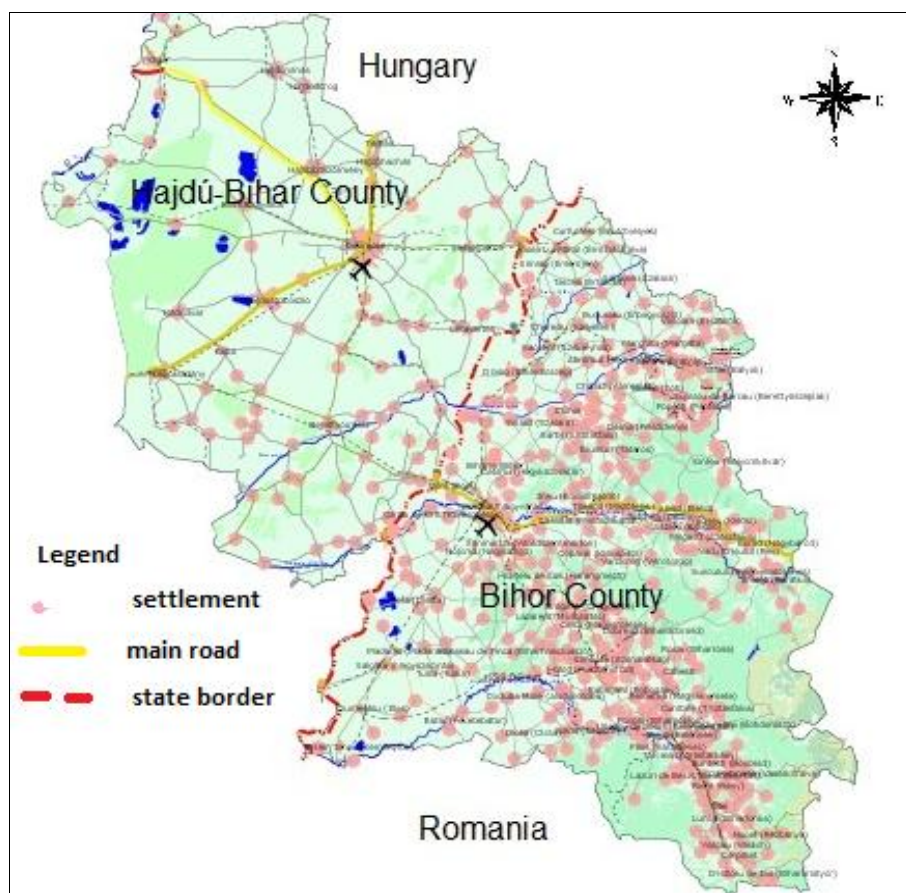


Figure 2. The Hajdú-Bihar-Bihar Euroregion
(Source: Hajdú-Bihar Megyei Kereskedelmi és Iparkamara, 2003)

THE ROLE OF TOURISM IN THE CROSS BORDER COOPERATION GIVING EXAMPLES OF THE HUNGARIAN-ROMANIAN BORDER REGION

One of the most important and flourish cooperation among the Hungarian-Romania border is the Hajdú-Bihar-Bihar Euroregion so that the subject of our survey was this part of the border. The Euroregion can be found in the centre of the Carpathian basin on the Eastern part of the Plain, and is comprised of one county in Hungary and one in Romania (Kovács, 1990). The Euroregion occupies 13,775 square kilometres, 4.2% of the two countries, there are 1,170,642 inhabitants, which is 3.7% of the population of the two countries. Its population density is 84 person/quadrat kilometer, which is below the

national average. In addition the rate of the country population in Bihar County is higher, which indicates the higher proportion of urbanised areas in the Hungarian county of the Euroregion (Süli-Zakar et al., 2001).

The area of the Hajdú-Bihar-Bihar Euroregion is composed of two, well-distinguished parts, flat land and mountainous areas (Bujdosó, 1999). The hydrographic conditions of the area are characterized by the lack of large water surface rivers, then again it is relatively rich in man-made lakes and thermal springs. The natural flora and fauna of the region can hardly be observed in its originality (Dávid, 1999).

TOURISM IN THE EUROREGION

The tourism of Hungary has been characterized for a long time by the high number of international tourists and low touristic incomes. Nothing proves it better than the fact that our share of the worldwide tourist arrivals is 3-4%, however, that of the touristic revenues hardly reaches 0.5% (it is only 1% even with non-registered revenues). The tourism of the county started a relapse in the first quarter of 2010, primarily as the result of the events within the country and in the world, nevertheless it is favourable that the number of guest nights spent by foreigners increased by 14% compared to the previous three months.

The Romanian tourism has also been characterized for a long time by the high number of tourist arrivals and low touristic incomes compared to it. Nothing proves it better than the fact that their share of the worldwide tourist arrivals is 1.5%, however, that of the touristic revenues is hardly 0.5%. Concerning the amount of incomes the situation in Romania has been constantly worsening since the change of regime, though the number of foreign participants in tourism increases year by year. Regarding spending for the time being mostly tourists of low spending come to Romania. This indicates that the foundations of quality tourism have not yet been established.

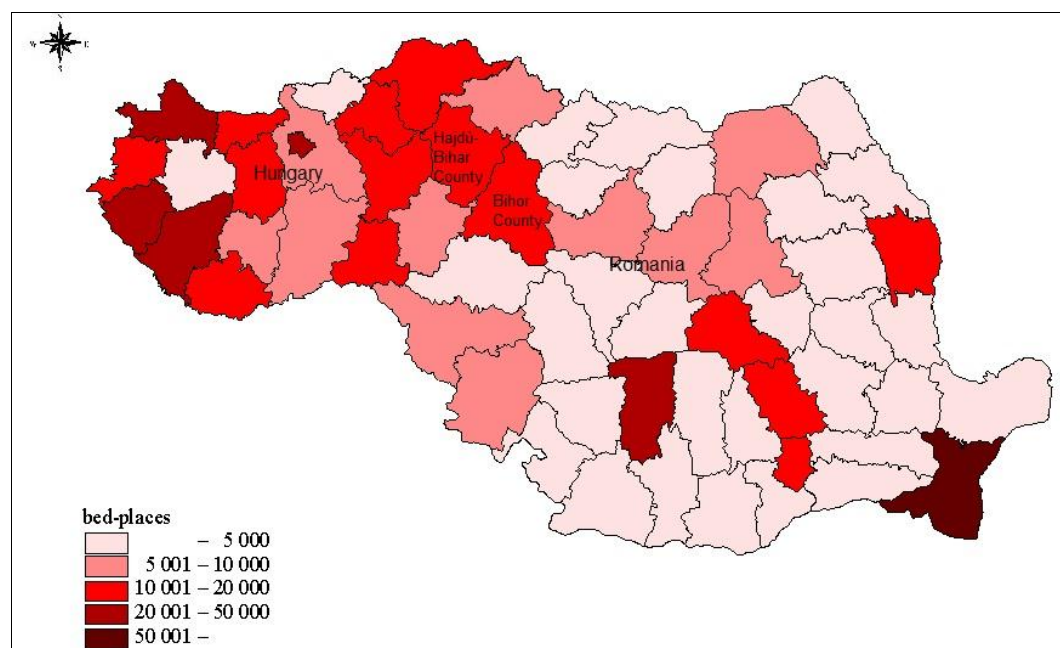


Figure 3. The number of bed-places in the Hajdú-Bihar-Bihar Euroregion
(Source: Bujdosó et al., 2009)

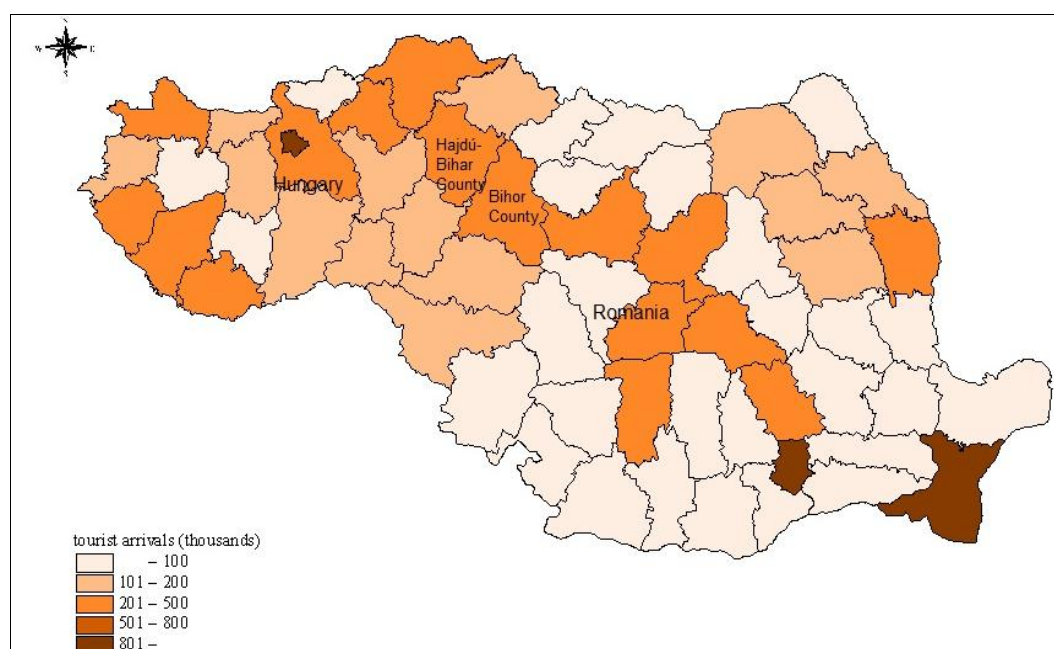


Figure 4. The number of tourist arrivals in the Hajdú-Bihar-Bihar Euroregion
(Source: Bujdosó et al., 2009)

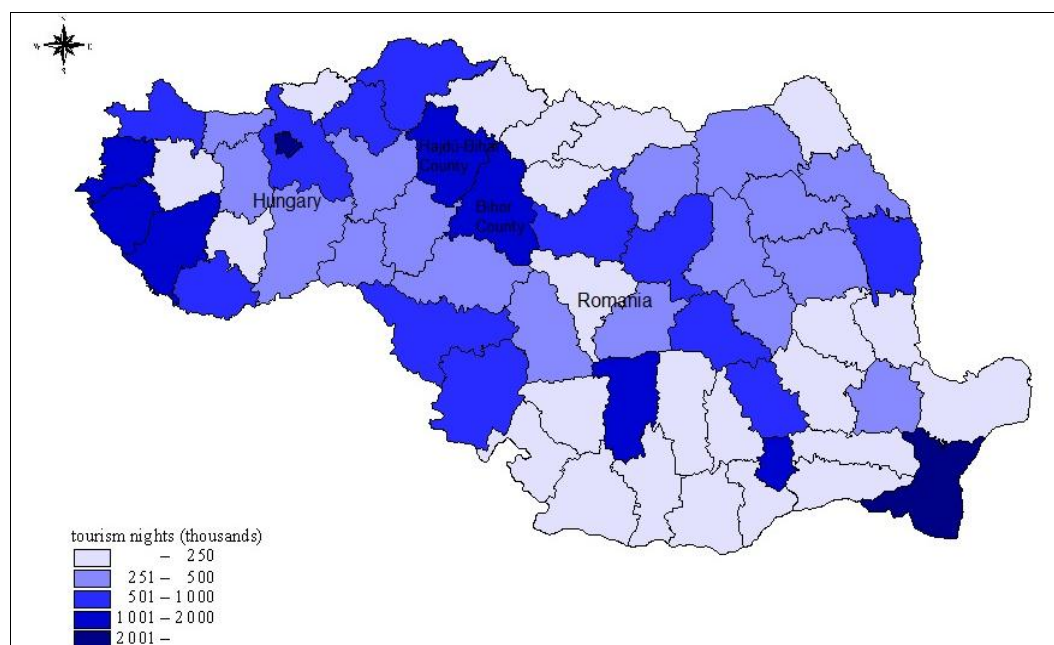


Figure 5: The number of tourism nights in the Hajdú-Bihar-Bihar Euroregion
(Source: Bujdosó et al., 2009)

According to the data of 2009 (the data were available for that year regarding both territories) both the counties of Bihor and Hajdú Bihar played very important

role regarding tourism in their own countries. Based on their bed-places, both the county of Bihor (10,455) and the county of Hajdú-Bihar (17,330) are at the fifth place in their own lands (Figure 3). Regarding tourist arrivals, another picture can be drawn (Figure 4). 300,000 guests arrived at the quarters of Hajdú-Bihar in 2005, by which data the county is at the sixth place. Whereas the number of the guests in Bihor was 216,000, this value was the ninth in Romania in the studied year.

Regarding tourism nights, the indicators show a slightly picture in both counties. Bihor with its 1,131,000 guest-nights is at the fourth place, while Hajdú-Bihar with 1,074,000 guest-nights is at the fifth (Figure 5). As far as the capacity utilization of commercial accommodation is concerned, it can be found, that both counties were at the fourth place in their countries in 2005 (Figure 6). In this respect, the county of Bihor had a more favourable rate, which is only by 6.4% behind the county of Covasna, the best in Romania. The average capacity utilization in Hajdú-Bihar was 39.4%, which is by 22% behind Budapest having the most advantageous position in Hungary.

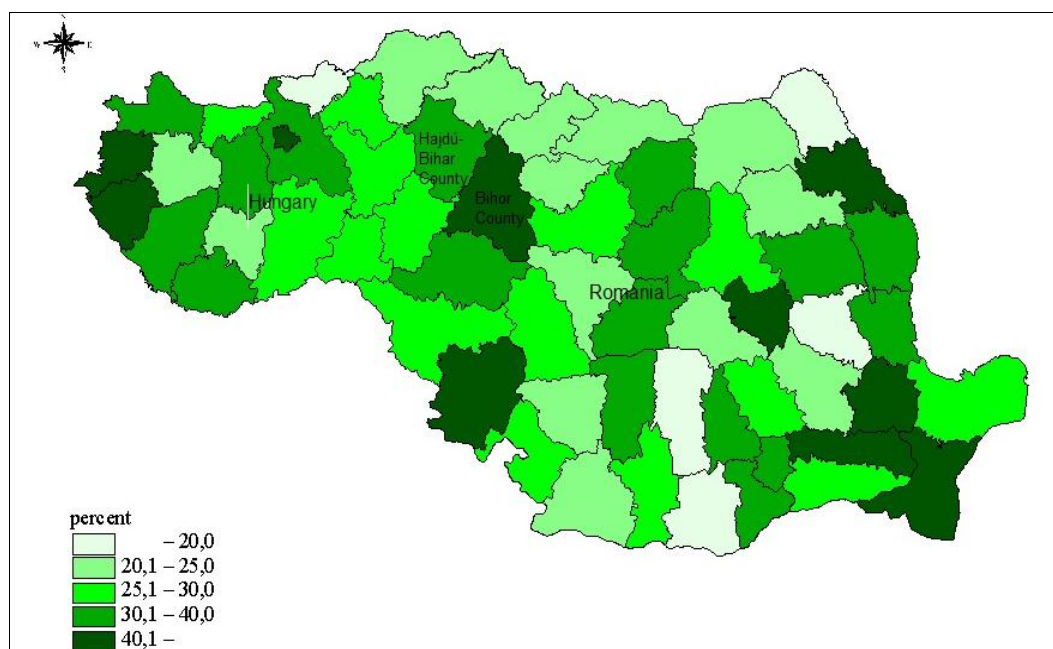


Figure 6. Capacity utilization of commercial accommodation in the Hajdú-Bihar-Bihor Euroregion (Source: Bujdosó et al., 2009)

Romanian–Hungarian Cross-Border Cooperation Frame began in 1996 with the PHARE CBC Programme which was extended to a border region between two candidate countries to EU integration (the period 1996-2003). It was followed by the cross-border co-operation program PHARE CBC, with Hungary-Romania Cross-border Co-operation Programme 2004 – 2006, respectively 2007-2013, which is supposed to meet the challenges and opportunities of the cross-border area, by capitalizing the previous experience (Ilies et al., 2011).

Another way to support the partnership between the border region was the INTERREG IV C Programme, a co operation area within the whole territory of the EU. Regarding tourism the set up of the authorities in the field of tourism, protection and promotion of the cultural and natural heritage can be mentioned as beneficiaries.

Within the framework of the South-East Europe Programme trans-national partnerships were created. The Romanian–Hungarian Cross-Border Co-operation Programme is continuing the crossborder co-operation programs Interreg IIIA in Hungary and Phare CBC in Romania, being implemented within a joint institutional structure by using joint funds, extending and developing the previous experience and results (Ilies et al., 2011).

SUPPORT OF TOURISM ON THE HUNGARIAN SIDE OF THE BORDER

Tourism is one of the most important tools of regional development. It plays an outstanding role in the alignment of underdeveloped areas like the Hungarian-Romanian border. This chapter deals with the distribution of the tourist supports obtained. The database of this analysis was based on the EMIR that contained the accepted touristic development supports of the NFT (National Development Plan), the ÚMFT (New Hungary National Development Plan) and the ÚSZT (New Széchenyi Development Plan).

This summary reflects the highlights of a survey conducted for the whole border region of Hungary (Bujdosó & Péntzes, 2012). In this case only the microregions of the studied border will be analysed.

The Hungarian-Romanian border region covers 10 microregions with different development and tourist supports granted. As far as these territories are concerned the Gyulai microregion – and the tourist developments of the town Gyula – received the largest amount of development support (more than one billion HUF) from the NFT between 2004 and 2006 while Nyírbátori microregions received more than 2 billion HUF supports from the ÚMFT.

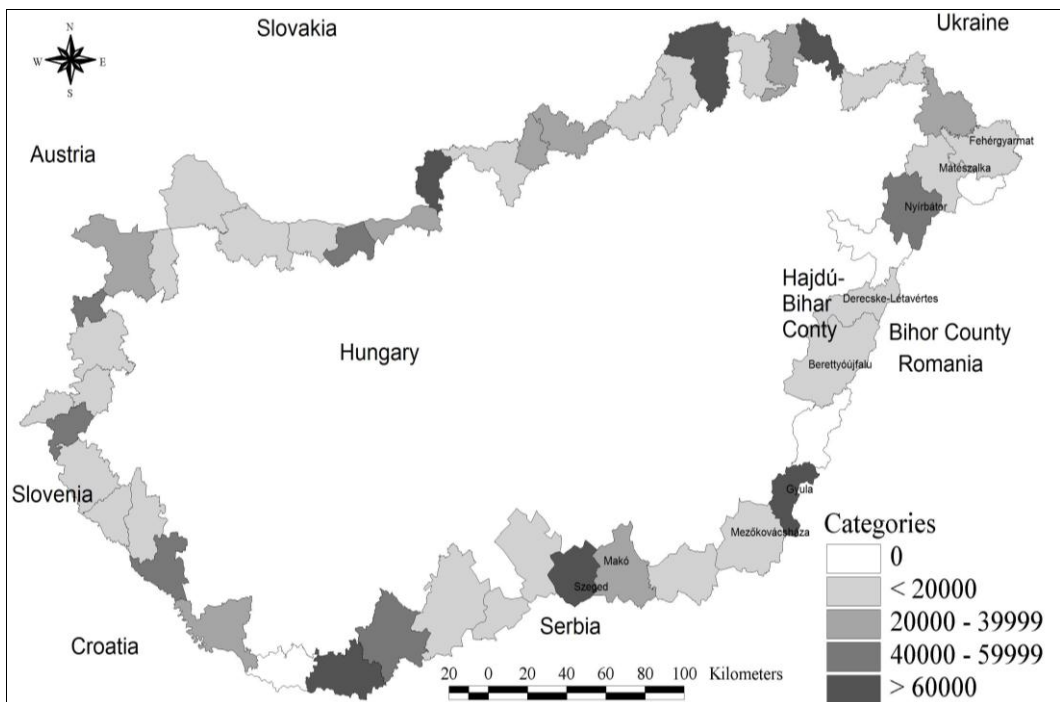


Figure 7. The total value of the touristic supports per capita in the border microregions of Hungary, 2011, HUF (Source: Bujdosó-Péntzes, 2012)

The summarized supports per capita values of the two periods are illustrated by Figure 7. Polarized distribution of the resources can be seen that tends to represent significant spatial differences (Bujdosó & Péntzes, 2012). Four border microregions had no kind of supports from these applications. Most of them are backward along the Hungarian-Romanian border (the Csengeri, the Hajdúhadházi and the Sarkadi microregions). However, at the same time, the largest values of support can be found in this part of the borderland (the Gyulai microregion). According to Bujdosó-Péntzes the microregions can be categorised by the approved supports per capita and by the competitiveness besides the correlation-calculation (Bujdosó & Péntzes, 2012). The dynamical categories of competitiveness provide a mosaic-like pattern (Table 1).

Table 1. Border microregions categorized by the supports per capita and the types of static competitiveness

(Source: Bujdosó-Péntzes, 2012 (bold- microregion among the Hungarian-Romanian border))

Categories		Multi-factored advantage	Single-factored advantage	Single-factored disadvantage	Multi-factored disadvantage	Complex disadvantage
Without support	–	–	–	Csengeri	Sellyei	Hajdúhadházi, Sarkadi
<20,000	Encsi	Berettyóújfalui, Fehérgyarmati, Kiskunhalasi, Komáromi, Körmendi, Makói, Mátészalkai, Mosonmagyaróvári, Lenti, Szombathelyi	Kazincbarcikai	Balassagyarmati, Ózdi, Záhonyi	Bácsalmási, Bajai, Győri, Kapuvár-Beledi, Letenyei, Mezőkovács-házai, Nagykanizsai, Szentgotthárdi	Bodrogközi, Derecske-Létavértesi,
20,000-40,000	Abaúj-Hegyközi, Vásárosnaményi	Esztergomi, Sopron-Fertődi, Szegedi	–	Szécsényi	Barcsi, Salgótarjáni	–
40,000-60,000	Csurgói	Nyírbátori, Óriszentpéteri, Tatai	–	–	Kőszegi	Mohácsi
>600,000	Mórahalmi	Edelényi, Gyulai, Sátoraljaúj-hegyi, Siklósi, Szobi	–	–	–	–

Microregions with competitive advantage received financial support for their touristic developments. It is an interesting fact that most of the microregions with complex or multi-factored advantage, among others the 7 on the Hungarian-Romanian border region were in a backward situation. The touristic dynamism of these microregions arose from the low level of basic data in 2000 however the developments of the touristic indicators by 2008 were not significant which is reflected by their moderate positions of static competitiveness.

On the other hand, the tourism of these peripheral territories can be characterised by the higher participation of inland tourists that are less sensitive to the economic recession than the foreign visitors. Tourism is highly responsive to the changes of the

macroeconomic environment because the effect of the narrowing income of individuals and companies can be especially destructive on the touristic expenditures. The result of this negative process mainly affected the territories with developed tourism (e.g. by the absence of orders from the business sector) (Bujdosó & Péntes, 2012).

CONCLUSION

Although the microregions among the Hungarian-Romanian can be regarded as heterogeneous from a touristic aspect and can be characterised by significant spatial disparities, the tourist potential of the Hungarian-Romanian border region is very important. The same problems being identified on both sides of the border: small dispersion of tourist activities, insignificant average tourist stay and the related spending (excluding shopping tourism), local destination are very little European and internationally known and finally a small share of tourism represent a sector in the economy (Ilies et al., 2011). According to the surveys both area play an important role in their own country concerning tourism however the development of the sector has territorial differences.

In the Hungarian side the homogeneity of supports did not decrease effectively by the end of the investigated period, but the concentration of resources preferring the developed areas partly melted. The resource-absorption capacity of the underdeveloped microregions is much lower than in the developed ones and most part of the backward territories primarily concentrate on the development of basic physical and human infrastructure (Péntes et al., 2008; Péntes, 2010; Radics et al., 2011).

We think that common tourism development programmes and projects would improve the competitiveness of the Hungarian-Romanian borderregion at the European Union level, stimulating at regional sustainable development.

Acknowledgements

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TOURISM POTENTIAL OF THE FORGOTTEN UNIQUE HISTORICAL SITES IN ŠUMPERK AREA – TŘEMEŠEK DOMAIN (CZECH REPUBLIC)

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Abstract: The present paper describes the historic development of the and includes proposals of how local unique historical sites can be incorporated the tourism industry. From the obtained information it can be assumed, that Třemešek is not only a small village with a few houses, a castle and a brewery ruin but a place with a rich history. Among the most interesting matters it may include, for example, the fact that Třemešek ponds belong to the oldest ponds systems in Czech Republic and entrance to the Třemešek castle is a well-preserved, a purely Renaissance entrance portal. One of the most important events in the development of the village and in fact (indeed) the entire area around could be the project implementation on the Třemešek territory by Baťa's textile city. From the village, which nowadays has only a few dozen inhabitants could become a quite big factory town, with a population comparable in that time to Šumperk. Even this information is sometimes unknown by the visitors of Šumperk city or Jeseník city, and also for the inhabitants around.

Key words: Jeseníky Mountains, Třemešek Domain, Baťa's textile city, forgotten sites

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INTRODUCTION

In the past half century, tourism industry has belonged to one of the fastest developing areas of the domestic and global economy. As well as industrial production has its outputs in the form of products; tourism industry has also its own outputs known as tourism products. Tourism product can be defined as the sum of all offers of private or public entities which operate or coordinate tourism industry. Even though we often hear the opinion that development of modern tourism industry started in the second half of the 20th century, the beginnings of this industry are mainly dated from the 17th and 18th centuries.

Humans entered to the foothills of Jeseníky Mountains for the first time, approximately forty thousand years ago. Roughly seven thousand years ago next dweller came to this place, who already knew about livestock farming and land use for agriculture. In the years from 2 000 to 700 B.C., during the Bronze Age, there was a boom of settlement in all northern Moravia and Silesia. The first trade route between the actual Poland, and Moravia and Silesia began through Ramzovské and Červenohorské Saddleback, this fact evidences the bronze objects are found in places like Skorošice and Branné. According to the basic necessities of life, people started to move from place to place, already we can start using the term tourism. But the essential settlements of Jeseníky Mountains consisted mainly in German colonization. In the 13th century was supported the influx of people into Jeseníky area, numerous findings of iron ore, gold and silver. Due to a gradual decrease in mining, new activities such as weaving, glassblowing, woodworking, and sheep farming develop at the foothills; this was the result of the transition of population subsistence.

In the peripheral regions was textile manufacturing also developed. Uničov and Šternberk cities were centers of flax and cotton industry. Bruntál city became an important crossroad of trade routes; Krnov city was later used as an important transportation hub. Certainly the spa had a great economic importance. In the 19th century places like Karlova Studánka, Jeseník spa, Velké Losiny and Lipová spa contributed to the progressive development of tourism. In 1881 Moravian-Silesian Sudeten Mountain Association participated in the construction of mountain huts in order to have access to the mountains. Unfortunately, the Second World War brought attenuation of tourism in Jeseníky Mountains and after that „recovery” starts very slowly. The fact that the present inhabitants found their own way into this area all the way to the postwar period has resulted in a lack of regional identity and this is a sensitive fact tourism is involved (Čihař, 2002).

Jeseníky Mountains are situated at the border of Czech Republic with Poland. The immediate potential of recreational visitors is located in cities like Olomouc, Ostrava and Brno. In Poland there are Nysa, Opole, Katowice and Wrocław. More than 60 percent of visitors come into the region from the above mentioned areas. Due to the proximity of the previous areas with Jeseníky, this last is the focus of considerable amounts day trips and short term accommodation (3-6 nights). The age structure of visitors is relatively young, e.g. approximately 30% of guests are made up by families with children, about 47 % are made up by people between 30- and 49-year-olds, and the last 23% is from visitors with ages of 19- to 29- (Vagner, 2011).

When there are talks about implementing tourism in the area, we can say that there are exist two possible ways of tourism, one is domestic tourism, in which residents get to know their own country, and the second is a foreign form of tourism in which visitants cross the state border. It is impossible to omit the incoming tourism, when visitors come in to the country. In the case of Jeseníky visitors come from Poland, followed by Germany and Slovakia, which is the most important foreign resource market. Domestic clients constitute over 90% of stably visitors of Jeseníky Mountains.

The core of Jeseníky Mountains is Hrubý Jeseník. The area constitutes of the massif Kralický Sněžník, Rychlebské hory a Nízký Jeseník. All of these mountains, with the exception of Nízký Jeseník, exceed 1000 m altitude. Nízký Jeseník with its highest mountain Slunečná (798 m), creates in the east area a gently rolling plateau. The whole mountain chain of Hrubý Jeseník form mountain barriers with an average height of 1350 m. In their eastern area is the highest mountain of Moravia and Silesia - Praděd (1492 m). Other notable peaks are Keprník (1423 m), Vysoká Hole (1464 m) and Mravenečník (1343). Jeseníky provides perfect conditions for sports, recreation, tourism (hiking), but especially for winter sports. The whole area is permeated with a rich network of marked hiking routes, and also a number of recreational & sports centers offer the possibility to spend a pleasant relaxing moment in these Moravian mountains (Babnič, 2002; Quix, 2011).

Among the most popular places in Jeseníky Mountains are the national nature reserve Praděd, Šerák – Keprník and Rejvíz. One touristic site (attraction) of European importance is the intersection watersheds of three seas (North, Baltic, and Black Seas); it is located in Kralický Sněžník on the southern slope of the Klepý Mountain. Also some technical monuments (attractions) can be found like handmade paper mill (machine) in Velké Losiny; or the Dlouhé Stráně hydroelectric power plant (pumped) in Hrubý Jeseník. Even though all the above mentioned places are very well-known; they fail to keep domestic and foreign tourists in the area for longer than a few days. For this reason, it is necessary to find a new entirely unknown site that with its importance and uniqueness will retain the tourists for at least one or two days longer, and in addition it will attract other visitors. Undoubtedly such a place is the Třemešek Domain, which is located near the city Šumperk.

THEORETICAL BASEMANT OF TOURISM DEVELOPMENT

Disproportionate quantity of tourism is mainly caused by the ecological devastation and its loose spontaneity. Mass tourism prefers comfort in great centers with attendants, which are technically equipped and provide uniform services. However, recently a new trend is gaining ground that requires an individual approach to each client and information about traditional nature & culture in detail. This trend can be described as sustainable tourism. The “Environmentally sustainable” tourism, respectively its forms, is operated respecting the environment (Závěšický, 2009).

Nowadays, in most sectors of human activity, the interest in protecting of environment and also in tourism more frequently comes to the forefront. Quality and protection of the natural environment are basic factors that affect the attendance in the given area and are considered not only some of the most important interests of tourists, but also as a necessary factor in order to know their needs. A healthy and clean natural environment is a crucial condition for the development of tourism. Entities which operate in tourism like hotels, guesthouses, restaurants, amusement parks and other are on one hand necessary for the development of tourism in its destinations, but on the other hand, they have influence in the possible contamination of the area and significantly change it. Environmental pollution reduces the standard of living and attractiveness of the area not only for residents but also for tourists. But for searched destinations, there is a temporary or in some cases a permanent outflow of tourists to other resorts and there is an ending of tourism in the area. One of the possible ways to prevent may be the use of “green management” (Dusová et al., 2012).

Activities aimed at protecting the environment should have a broader business impact. This applies in particular to customer loyalty and new business opportunities, which can be a good environmental policy to gain more clients. Therefore, attention should be focused on the exploration of requirements and expectations of guests,

operators, travel agencies and other entities. It is appropriate to engage in local events and initiatives to protect the environment. Interest in nature tourism is increasing. From the present global trend in tourism, it is seen that clients are interested in the experiences associated with exploring the mountainous terrain and if possible extended experience of nature untouched by man. Clients expect real professionalism from all who are entrusted to take care of them. For visitors interested in the natural, cultural and social values it is a very important professional care. Experienced, psychologically and pedagogically well mastered interpretation is what will improve and enhance the tourist experience (Tesařík, 2013).

If the area around the town of Šumperk wants to attract tourists, it is necessary that the representatives of national and regional government recognize the above aspects of contemporary tourism. Mentioned locality has all the prerequisites, both natural and historic to be able to develop tourism in the context of the 21st century. However, it is mainly for locals, if tourist potential can capture flows. The first statistical indicators say that the positive shift has come (Vondruška, 2013). In the near future it is necessary to increase efforts in connection with natural monuments, historical sites and revitalize them. If the development of environmental friendly tourism in Třemešek area is to be succeeds, logically, it will increase the economic level thus ensuring its sustainability.

BASIC INFORMATION ABOUT TŘEMEŠEK DOMAIN

Třemešek village is situated in Olomouc region, three kilometers far from the city Šumperk. This small village is quite unique in Olomouc region, and maybe in the whole Moravia especially from the perspective of its history and the monuments situated on its territory. The fact that Třemešek castle, which nowadays is a place of refuge for poor people, was once an important model (pattern) of Italian Renaissance is known by a few people. Other historical important fact is the cooking of the famous local beer Třemešský kozel 11° and that today the three Třemešek ponds are just the rest of the pond system, which had an area of over 30 hectares. A very interesting fact is also that Třemešek village was close to become the city of Bata's Factory, with its size and population could compete in the 30's and 40's of the 20th century with the current city Šumperk.

Třemešek domain extended over tens of square kilometers, nearby the present village Třemešek, in which are the best preserved monuments of the Třemešek domain. Currently, the exact boundaries of Třemešek domain cannot be determined. It can be assumed that the manor territory extended in the west, to the village Chromeč, and the east, to the actual village Víkřovice.

This village, together with the remains of the manor, is located in North Moravia, about 3 kilometers away from the city Šumperk, in Olomouc region (Figure 1). From a cadastral point of view lies in territory of the village Dolní Studénky, to this administration belongs. Neither the size of the village nor the population are particularly important, at the end of the year 2013, there were about seventy permanent residents, but the historical development and the preserved monuments of this manor exceeds its uniqueness boundary in district and region.

HISTORICAL DEVELOPMENT OF TŘEMEŠEK DOMAIN

In the present village Třemešek was located Třemešek domain. In the first half of the 14th century dominion Lords of Lipé are mentioned as the first owners, one of them Čeněk of Lipé domain sold it to Svatobor from Zábřeh. He later joined to Třemešek parts of Chromeč, Postřelmov and Dolní Studénky. Thereby began the formation of Třemešek estate. In the year 1420, when Jan from Kolšov bought Třemešek, in the village was a farmstead (farmyard), a milling, three ponds and a parsonage. In 1509 Mikuláš Trčka

took from Jindřich Tunkl the estates in northern Moravia. At that time the village Třemešek was declared as barren. A complex of Třemešek ponds remained as a reminder of the family Tunkl (Goš, 1993; Spurný, 1973).

In 1527 Peter from Žerotín bought the deserted village Třemešek together with the farmyard, Dolní Studénka and Hrabíšín. This step was trying to restore former glory Třemešek domain. In the year 1559 Peter Bukůvka from Bukůvka took in his possession Třemešek from Karel (younger) Žerotín. This required the construction of a new settlement for the Bukůvka's family. At the end of the 16th century, more exactly in the 80's in the 16th century the son of Mr. Peter Bukůvka began the construction of a new settlement in Třemešek – Renaissance castle. The construction was completed in 1587. This castle belonged to Bukůvka's family until the middle of 17th century. In 1653 Třemešek returned to the possession of Žerotín's family. The last Žerotín who owned Třemešek was Josef Karel, who had a great fondness for stargazing (Goš, 1993).

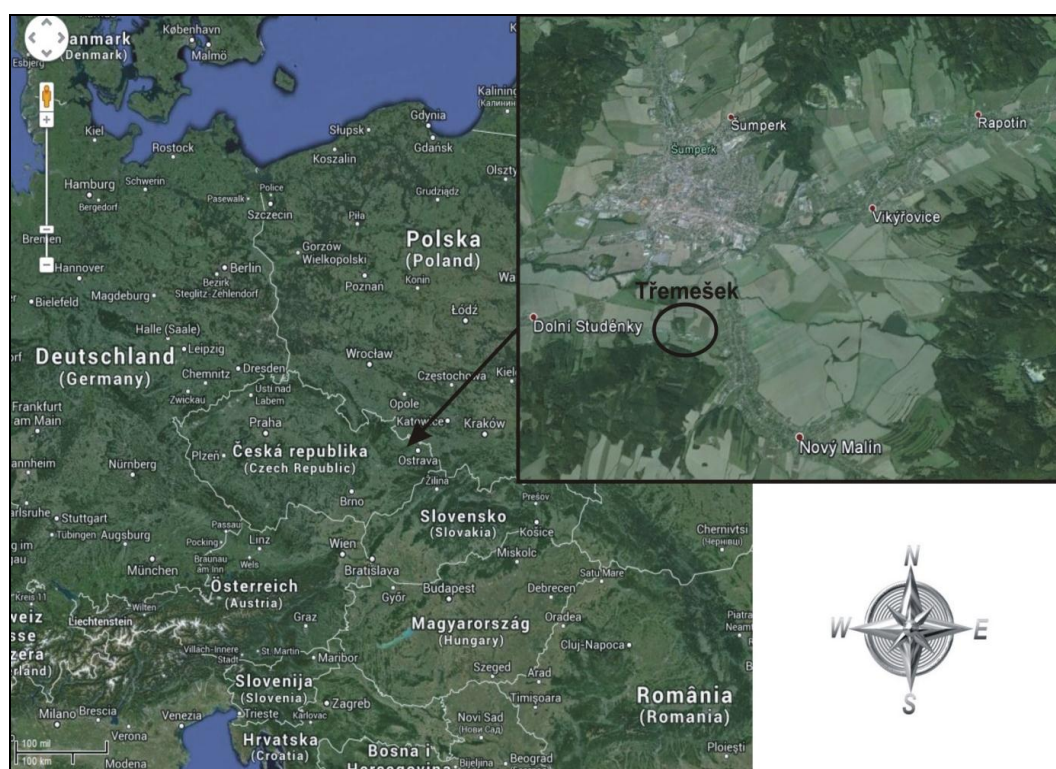


Figure 1. Topographic situation of the area
(Source: Google, 2014)

For this reason, Josef Karel from Žerotín let build in the castle tower a small observatory. Ramsden a world-renowned optic was the creator of the astronomical telescope for the castle observatory, the telescope had an achromatic lens system, Ramsden was originally from England (Spurný, 1993).

In the year 1771 Josef Karel of Žerotín sold Třemešek to her sister Antonia Oktavia Stillfriedová. In 1812 a wealthy merchant of Šumperk named Tersch Franz acquired the ownership of Třemešek domain; he was raised to the title of knighthood. Tersch Franz son, who was named same as his father - Franz, began reconstruction of the castle into the present form we all know. The number of farm buildings in Třemešek had grown

under his ownership. The reconstruction of the castle began in 1857, but was finished for the upcoming owner JUDr. Eduard Ulrich, who was a lawyer from Brno, in this year Franz Tersch, sold him the manor. JUDr. Eduard Ulrich was very enterprising owner; a proof may be the foundation (establishment) of extensive fields and plantation exotic trees together with 12,000 fruit trees around the castle. Ulrich also let build, in 1871, one of the dominant in Třemešek - a modern brewery at that time, whose operation was finished in 1908. Later Ulrich's Family was replaced by landowning family Mauthner and LADA Company, which was owned by the business family Baťa.

THE UNREALIZED AND FORGOTTEN BAŤA'S PROJECT OF STOCKINGS

After the First World War could be a great turning point in the historical development of the village Třemešek. Due to the planned project Stockings of Baťa from a small village could become a factory town with thousands of residents, but at the end for political reasons could not be fully implemented. There is not more information about the project of the textile city. Baťa Shoe Company designed the construction of the textile factories near the city Šumperk, in places of the former Třemešek domain, in Třemešek land settlements and the village Králec.



Figure 2. Regulatory Plan of Třemešek from the year 1939 – scale 1: 2880
(Source: archive J. Benda)

The construction concept of the Baťa's buildings company is known for the construction of cities and workers' colonies near to their factories. It was the same in the case of the textile plant construction in Třemešek, when the planned construction of the town along with the the production complex (Figure 2). More than four hundred houses from thr town were extended between the current Třemešek settlement and the village

Králec. Their architecture would probably be similar, for example, to the houses for employers of Baťa Company in Zálešné (Zlín District). Residents of the planned city should have several dozen of buildings with services – schools (including high school) boarding schools, culture houses, sport & social buildings, and catering facilities. The plan was also a railway connection, after which it was addressed supplying local factory and also a proposal for the transport services planned city. Those who were mainly concerned with making the design of this textile construction were Dr. J. A. Baťa, D. Čípera, V. Baťa and architect Podzemný (Benda, 2012).

Historian Benda (2012) described the ongoing construction of the town this way: On the 24th of January 1938 Milady s.r.o. Company bought the Třemešek estate at Šumperk from its owner R. Mautner. The castle, outbuildings belonging to it, 257 hectares of agricultural land and 193 hectares of forests were subject of the purchase.

Milady Brno s.r.o. Company was owned by partners Dr. Lewinsky and Thun Hohenstein of Kvasice. This company gave the Třemešek estate at a disposal to Baťa Company right away. The work on architectural design was preceded by surveys aimed at assessing the social, ethnical, educational, traffic and energetic conditions in the place of construction and its surroundings. Surveys gave answer to questions like how many inhabitants did the nearby village Sudkov have, what was its woman to man ratio, the ethnical composition, education, work experience in textile industry, and means of transport from the village to the factory (by bike or bus). Such surveys were performed in several municipalities. Baťa Company needed to verify that it will find the necessary number of qualified workforce for its factories.

Foundations of the first eight houses and one five storey building were laid at 1938. Houses were designated for the employees in charge of construction, recruitment and opening of the new stocking factory.

The construction work was interrupted by the German occupation of Czechoslovakia in 1938. After the occupation, the aryanization of the property of Milady Company took place. The company was notified of this act by the administration of the government president for Eastern Sudetenland in Opava. The reason for this was the Jewish ancestry of the company owners, which was not in compliance with the policies of Nazi authorities (Benda, 2012).

Baťa Company tried to appeal against this decision in a letter to the bureau of the government president of Eastern Sudetenland. They stated that the castle, brewery and other buildings are their property and that the sales documents are authentic. However, they did not succeed. This letter was discovered by Jan Benda (2012) in an archive in Zlín, where the documentation of Baťa company property aryanization at Třemešek is kept.

The failed appeal meant that the Baťa company could not proceed in building an industrial town and the company's activity at Třemešek was suspended until 1945, i.e. the end of the German occupation. Taking the size of the project into consideration, the concerns of Šumperk citizens, who were mostly of German ancestry, are not surprising. If the project was finished, it would have a great impact on the town of Šumperk and its surroundings. If the textile town would merge with Šumperk, the Czech population in town would increase over 50% and German influence in the city council would decrease (Benda, 2012). The planned number of employees in the stockings factory was 3 – 4 thousand. That was more than all the workers in textile industry in Šumperk combined. The small village of Třemešek would, after a few years, turn into an industrial town, which would help the development of Šumperk region.

The Industrial part of the town, i.e. the stockings factory should have been equipped with the most modern machinery, which would be able to produce the woman's stockings at a capacity of 200 000 pairs per week and men's socks at a capacity of 500 000 pairs per week.

Part of town, which was meant for public housing, was designed in a great detail. Placement of housing for employees and their families is visible at an architectural plan. There should have been four hundred of these buildings. Taking the people's needs into consideration, it was also necessary to build some public service infrastructure, such as primary school, several secondary schools, including textile school, where a qualified workforce could be educated. Two dormitories were designed, one for men and one for women, to be used by schools and the employees from afar, who didn't have the opportunity to live in the planned houses.

The architects who participated on the project of the town went through this task with very sensitive approach. In the past cases the residential buildings were situated in close distance from the industrial objects.

This practice was beneficial because workers could live close to their jobs but on the other hand the quality of life in the industrial area was questionable. In the presented case the architects tried to situate the industrial production with the awareness of the close proximity of the urban areas. In that time unique relaxation area was situated on the land separating the factory and the homes of its employees creating a green island of calm in the centre of the settled area.

The city project also contained the recreational facilities for the employees of the Baťa Company such as a sport stadium and a lido developed from one of the Třemešek ponds. This leisure area is displayed on the regulation map near the Třemešek ponds.

There were several reasons why was the textile factory situated in the former Třemešek domain. As mentioned above the cultivation of the textile plants was common in the area. There were also textile factories owned by companies Bujatti, Reiterer, Schiela and Trebisch which were closing or reducing their production after the crisis which occurred in the early 1930s. This also led to the availability of the large number of local workers who were experienced in textile industry (Benda, 2012; Tesařík, 2013).

The project of the textile industrial city in Třemešek was meant to employ circa 3000 - 4000 workers of which the 2/3 should have been women.

The influence of the early 1930s crisis especially on the labour market could have been abated by the realisation of this industrial city project. The textile industry in the Šumperk area would also greatly benefit from such action. However the real events went differently. After the end of the WWII the Baťa company reclaimed their former property. In the company's archives can be found the document dated in 1945 which was named "Project of the textile city in Třemešek and Šumperk" as the evidence of efforts to continue with these past plans. The formerly responsible person for the project realisation Mr. František Šťastný also requested the decision of the Baťa Company in the matter of reopening its construction.

Another evidence of efforts to pursue the original intention is the architectonic plan for the reconstruction of the Třemešek mansion for leisure purposes of the Baťas employees as well as the reconstruction of the inn situated near the crossroads at the mansions park. This inn was eventually demolished in the 1980s. On the 14 June 1947 the Baťa Company notified the city of Šumperk with the following announcement: "After the nationalization of the industry our company policy had to change and therefore our company will not realize the textile factory in Třemešek. Textile production will be singled out of the shoemaking industry" (Benda, 2012).

The realization of the textile factory project was therefore declined. With the amount of the necessary investment for its eventual implementation and with the necessity to eventually build a whole new city district, this project would have been the greatest one ever realized in the Šumperk region. After the end of the WWII and with the rise in the political power of the communist party it was decided that the Třemešek area will be the agricultural territory.

CURRENT TOURIST INDUSTRY IN THE ŠUMPERK REGION

The city of Šumperk is quite frequently visited by the Czech and foreign tourists. In the recent years the city and its surrounding villages and region is annually visited by more than 11000 tourists. The city of Šumperk is sometimes called “little Vienna” and it draws the tourists attention primarily by its history and architectonic features. This nickname is given to the Šumperk city because of the number of buildings which are designed in the architectonic style of the Vienna in the late 19th and early 20th century. The history of the Šumperk region is famous because of the witch hunts which took place in the 17th century (Frys et al., 2011).

The City tried to attract tourists with these interesting historical events. A number of tourist educational paths that are focused also on this subject were built around the city. Visitors can walk around the paths named “The birth of the little Vienna”, “Where did the witches live” and “The stroll from the 13th to the 21st century”. The town hall with the accessible tower, the St. Marys church and the observation tower Háj are some of the many other places of interest.

The number of city visitors is also influenced by its position near the Jeseníky Mountains and as such it is usually called “The gate to the Jeseníky”. Especially during the winter season the visitors are enjoying several modern skiing resorts and a large number of nordic skiing trails that are usually very well managed. In the summer season visitors to the Šumperk region can explore many touristic and cyclotouristic trails which are very well marked and they connect interesting locations around the area.

However the Šumperk region is not interesting by just its history and nature (Protected Landscape area Jeseníky) but there can be found also several National cultural monuments e.g. Velké Losiny palace, paper mill for handmade paper production in Velké Losiny and hydroelectric power station in Třeština.

The popularity of the region is also increased by its good accessibility by various means of transport. It can be reached by important A-road 1/11 which connects cities of Ostrava and Hradec Králové with daily traffic of above 10000 cars. Also the railway between Zábřeh na Moravě and Šumperk that is linked-up on the arterial railway Praha-Ostrava was recently electrified.

According to the regional statistics (Czech Statistic Bureau 2000 - 2012) the number of accommodation facilities grew in the period from 2000 to 2012 by the 38 (to the number of 148 in the 2012). The number of beds increased in the said period as well by the 571 beds (total of 6916 beds in 2012).

The room utilization ratio in hotels and guest houses is in average about 30 % according to the statistics of the Olomouc province. The average tourist spent in the region just 3.5 days in 2012. The data from the year 2013 were not published so far but the expectations are similar to the the numbers of 2012.

Presented data clearly implies that Šumperk region still has a lot of work in promoting and attracting new tourists from both the Czech Republic and abroad, but also has to work on keeping tourists in the region for a longer period of time.

Also the augmentation of the average time spent in the region per visitor should be one of the priorities. Recently “discovered” locations of interest with the potential to attract tourists’ attention in the vicinity of the Šumperk city could very well contribute to this purpose.

CONTEMPORARY CONDITION OF THE OBJECTS OF INTEREST IN THE TŘEMEŠEK DOMAIN

Due to the large extent of the Třemešek domain the most interesting and preserved points are selected which could be eventually used for touristic and leisure purposes after certain investments. Specifically these locations are the Třemešek mansion (or castle), the

castle park, Třemešek brewery and the Třemešek ponds (Figure 3). All of these sites are close to each other and with the appropriate amount of publicity they could broaden the touristic potential of the Šumperk region.

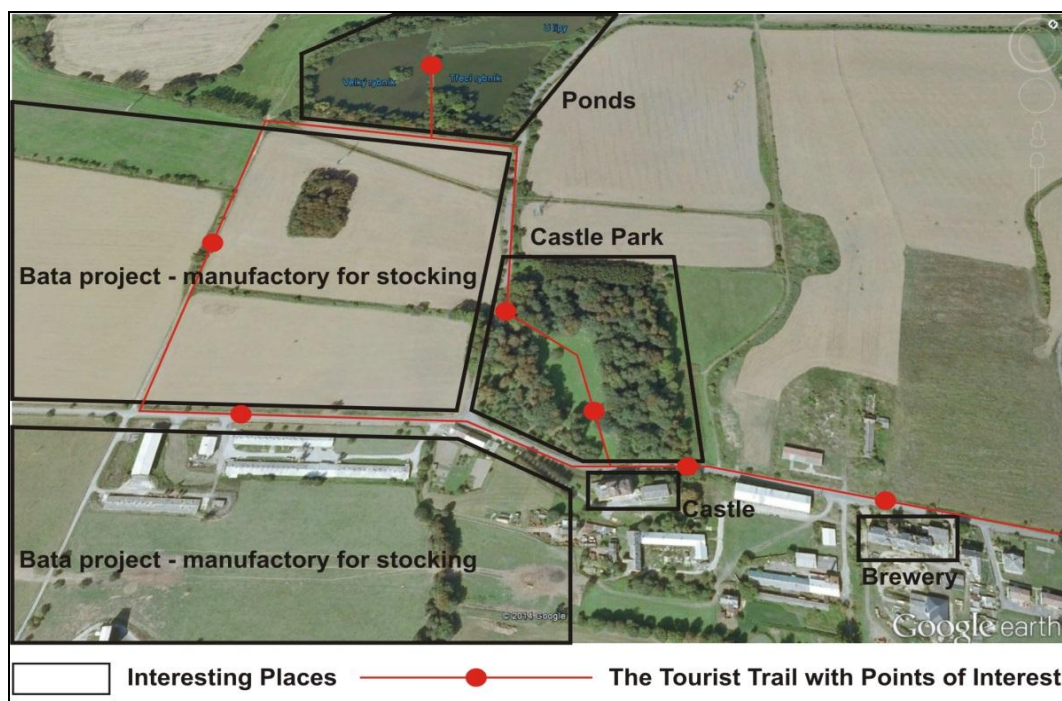


Figure 3. The points of interest at the Třemešek location with the draft of the possible tourist trail design (Source: Google, 2014)

Třemešek mansion (castle) is situated in the western part of the Třemešek town. The original renaissance style was changed to the architectonic style of 1850s because of the reconstruction and this condition remains to this day. Luckily the most valuable fragment of the original style, the entrance portal (Figure 4), remained untouched. Its construction was ordered by the owner of the mansion Jan Bukůvka of Bukůvka and it is the artwork of an unknown Italian artist. The mansions owner decided to make a big investment into the decoration of the portal which documents the great quality of stonemasonry that prevailed for centuries and forms the most valuable part of the whole mansion (Doubravský, 2010).

Třemešek mansion currently doesn't have other interesting features from the visitor's point of view. Interiors are furnished more functionally and therefore no murals or other architectonic interior decorations can be found there. The façade which was renewed in the 1970s for the last time bears a certain evidence of aging. Also the mansions tower doesn't contain a small astronomical observatory as it used to. Since the tower is the highest point in the city it currently serves for telecommunication purposes as the involved companies place their transmitters or antennae etc. there. The mansions visual aspects undoubtedly suffer by such features.

The mansions premises serve as a guest house nowadays. Most of the interiors architectonic decorations were irretrievably damaged by various practical modifications of the building especially during the communism period. The entrance portal however remained unharmed and it is freely accessible to the public.

Castle park was developed right in front of the Třemešek mansion on the site which remained after the pond drainage. Its 4 ha of area was planted with exotic trees by JUDr. Eduard Ulrich. Even now the trees such as *Pseudotsuga*, *Tsuga canadensis* and *Ginkgo biloba* can be found there (Goš, 1993).



Figure 4. Renaissance entrance portal
(Source: Vavřík, 2009)

In the parks centre there was situated a small fountain. However the only remaining evidence of it is a small terrain depression. The park is becoming desolated as there is just minimal care taken of it. The park is divided into two parts by a local road. The part which is located near the mansion forms the access road to the mansion (or castle) that is lined with the alley of *Tilia* (Linden) trees with several *Carpinus* (Hornbeam) and *Fraxinus* (Ash) trees. Main part on the other side towards Šumperk is of rectangular shape with lawn in the center that is surrounded by trees. Trees are mainly lindens, oaks (*Quercus*) and beeches (*Fagus*). Some of the trees are suffering from the root and trunk rotting and some of them have even fractures of branches and treetops (Pavelková, 2012).

Not far from the Třemešek mansion is situated the building of former **Třemešek brewery** which might be mistook for the mansion or little castle. In its time it had even greater beer production than now relatively well known brewery Holba which is situated in Hanušovice city.

The most noticeable part of this building is the tower which was a part of the malt house and the malting floors that served for drying of the germinated barley grains were situated there. This once majestic building was built in revivalistic style which is typical for industrial buildings of the late 19th century. The features such as battlements or mouldings are purely decorative (Gába, 1994).

In the present the building is in serious disrepair with just bearing walls and parts of roof and its frame remaining. After the object remained unused the pilfering of the metal materials occurred which afterwards grew in large stealing of anything that people could find a use for i.e. even windows and wooden structural elements of the building. The wooden beams were removed as well and therefore the floors collapsed. Surprisingly just the large iron brewing tanks remained in place.

This unfortunate landmark of the Třemešek town can be seen even from the Šumperk which is in a few kilometres distance (Blažek et al., 2011). The Třemešek brewery is in very bad technical shape which would change only after large efforts and investments for the reconstruction.

Not far to the north from the Třemešek mansion are situated the **Třemešek ponds** that are the remains of the former system of ponds. These ponds were founded in the 15th century by the Tunkl family. First reference to the Třemešek ponds dates to the year 1420 and therefore they are one of the oldest ponds in the area of current Czech Republic. Originally the pond system consisted of 5 ponds and was connected with the pond system in the near former Zábřeh domain (Haitmar, 1973).

The main purpose of the Třemešek pond system was to produce fish. The fishing annals from 1735 shows that there were caught a large number of 7200 trouts (Haitmar, 1973). Ponds are the most preserved part of the Třemešek domain.

The proposed trail is not belong among the longest of its kind. It would be about 1.5 km long using mainly tarmac or firm clay trails and roads. Proposed trail is not very suitable for disabled visitors especially who are handicapped in their movement abilities as the visitor can easily encounter various obstacles on the trail such as fallen parts of trees or potholes that would make the mobility on the e.g. wheelchair quite limited. The trail would be best to visit in the period from April to October as the trail is passable easily compared with the winter period. At that time the trail would also bring the most beautiful experience to the visitor as there can be encountered various kinds of flowers in bloom and species of fauna.

GENERAL KNOWLEDGE ABOUT THE AREA

The number of residents in the region is decreasing since 1990 especially the number of residents under the 14 years of age. On the other hand the number of residents over 60 years of age is increasing. The reason to this is the lack of work opportunities that ceased to exist due to the declining industrial production in the region. The vacant manpower wasn't put to use in any other work sector since then and the villages around Šumperk region are amongst the least on the labour market in the Czech Republic with unemployment rate of up to the 45 %.

This state needs to be improved by the work alternatives for the residents. Since the 1990s the tertiary economic sector experienced a dynamic growth in the area. Many workers who were formerly employed by the mining industry found a job there but still not as many as the region needs. Tertiary economic sector employs about 47 % of the working residents in the Šumperk region. That is however far under the Czech Republic average of 53.5 % (Kreisel et al., 2006).

The developments in tourism would certainly bring benefits for the employment rate around the territory even in directly unrelated sectors. However unlike the high leisure potential of the region, the local marketing level and the cooperation of the local and regional administration are limiting the possibilities of the area as well as the communication barriers between the public and private sector.

The accommodating facilities are deep under their utilization limits and along with the restaurants they usually do not meet the international standards and would need further modernisation.

The “sustainable development” should be the goal of the further planning. That means to develop tourism that sensitively makes use of the landscape, the environment and has strategically managed quality and resources.

CONCLUSIONS – PROPOSALS FOR THE TOURISM DEVELOPMENT IN THE ŠUMPERK REGION

Třemešek area is quite unknown among the general public and is currently visited mainly by the local inhabitants or just passing by cyclists. Its significance lies primarily in the local tourism even though there could be found the points of interest significant even in the national scale such as the entrance portal of the Třemešek mansion and the unrealised project of the Bařas industrial city. It certainly suffers from the technical conditions of the objects and very low general public knowledge of it which results in low number of visitors.

One of the points of interest could be the tower of the Třemešek mansion with the astronomical observatory which historically belongs to the mansion as it was built there by Mr. Bukůvka.

Unfortunately it's not functional or even preserved anymore. In the Šumperk region and its wider surroundings there is no other similar facility which could serve to the public for observation of astronomical events. The location would still be perfect for this purpose as there is minimal light pollution around the mansion which could make the sky observation more difficult.

It would be appropriate to mark this location to the existing touristic maps as the area with the abundance of endangered species of flora and fauna and of certain historical significance. As e.g. many people don't know that the ponds are one of the oldest in the Czech Republic the area could be fit for educational school field trips.

Třemešek park and ponds could serve as the educational locations for e.g. biology classes. There is also lack of camping facilities around the place although the area is very suitable for such activities. The utilization of ponds for leisure activities of the public would need its further improvements as there are no restaurants and public toilets, parking lots etc.

The educational information panels placed along touristic routes are one of the ways of promoting the location. These panels are growing in popularity recently as they are relatively cheap compared to other options which are to establish an information centre or to employ the guides.

The foundation of the educational trail named “The rise and fall of the Třemešek domain” suggests itself. The proposed trail should have 7 informational panels (Figure 3) that would introduce a visitor to the history and significance of interesting points as well as of the Třemešek domain itself.

Each of seven panels would contain information about the nearby place. After the foundation of the educational trail it is necessary to promote it accordingly. For example the creation of a web page that would be focused on the history of the Třemešek mansion and on the said trail might be appropriate. This web page should be linked with the existing touristic web pages. The trail should be also marked in touristic maps and brochures and printed guides that inform the public about various trip possibilities in the area around Šumperk.

The information panels called „The Bařa City” that would be situated along the local 3rd class road that connects Králec village and Třemešek village will be certainly the most interesting with plenty of information available.

They will eventually inform a visitor about unrealised project of the Bařa Company mentioned above. Urban area and industrial buildings should have been situated right on the spot where the proposed trail is situated. The visitor will be

presented with the picture of the Bařas buildings, stadium, textile factory and various other facilities instead of pastures and forests spreading towards Třemeřek that are actually there nowadays.

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IDENTITY BASED GEO- AND TOURISM BRANDING STRATEGIES DERIVED FROM RURAL MARAMUREŞ LAND (ROMANIA)

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Abstract: Rural Maramures Land is well-established as identity based place brand. It was “naturally” exploited by regional stakeholders, until the new geo-branding fever reached this relatively conservative area. The paper examines the relationship between place branding and tourist branding, and how destination management organisations (DMOs) are substituted by other stakeholders in order to promote identity based strategies. In consequence, communication, concepts and networks will function at the benchmark imposed by the DMO placeholders: NGOs, universities, museums, tourism networks and portals, with substantiated discourse and oriented networks and platforms. Theory is derived from two different perspectives: identity-based cultural events and the local strategy of a LAG (Mara-Gutai, in Maramures, Romania).

Key words: Maramures Land, geobranding, tourism branding, DMO placeholder

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INTRODUCTION

Small tourist destinations, located in peripheral areas have a long-standing image of heritage containers, rich cultural rural areas, a specific vernacular architecture as background for a range of tourist attractions and activities. This is the case of the Romanian “lands”: Maramures Land, Oas Land, etc. However, they were affected by an uneven development in respect with other regions, powered by different constraints. The place brand was “naturally” exploited by regional stakeholders, until the new geo-branding fever reached these relatively conservative areas.

This paper examines the relationship between place branding and tourist branding, and how DMOs (Destination Management Organisations) are substituted by other stakeholders in order to promote identity based strategies. Preliminary work on geo-branding issues directed towards the study of an existing, well established identity-based place brand – Maramures Land. Analysis on less controlled development, on local and

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regional strategies, and on tourism activities highlighted some interesting features. The development of tourist infrastructure has an upward trend, and yet the tourist service providers point out a malaise. Interviews with B&B owners specify a lack of assortment regarding the complementary services, weak integration of services, low networking capabilities (Ilies & Hotea, 2010). This was regardless of the general economic crisis, and statements of this kind came in earlier. Tourist satisfaction surveys, carried out by researchers (Stancioiu et al., 2011; Drule et al., 2013) and organizations related to the main DMO (Visit Maramures at www.visitmaramures.ro) showed the main themes needed to asses: assortment, access, information, as well as strong points: traditional food, light cultural activities, local community openness, attractions. Touroperators and main resellers recognize the importance of the present cultural tourism brand. Professional discussions and working partnerships show a slight incoherence at national level, in communicating features, imagery, and frequent changes, hard to manage.

Main research questions are: (1) To what extent the existing place brand, based on regional identity, takes the role of a tourist brand? (2) How to combine geo-branding strategies for tourism and socio-economic objectives in rural Maramures Land? (3) What is the main task of a DMO placeholder?

BACKGROUND

The lower levels of decision in the field of tourism branding are populated with stakeholders that play the DMO placeholder part in the identity-based discourse. Destination management organizations are mainly public bodies having a specific way of functioning. Their projects and funding have a visibly slower lifecycle than the private or NGO project-based activities. In consequence, communication, concepts and networks will function at the benchmark imposed by the DMO placeholders: NGOs, universities, museums, tourism networks, e-tourism portals. All of these DMO placeholders use the regional brand to communicate the tourism brand. The selection of discursive images, sounds, landscapes has a larger variability in this case, biased by the interests of the organization. Main inspiration comes from the rural Maramures Land, with its landmarks (in terms of personality and representations): wood art, vernacular wooden architecture, textiles and landscapes that inspire a spirited, honest, cheerful, reliable, intelligent, charming and open community (Drule et al., 2013). Therefore, the discussions in this paper focus on identity-based events and prioritization of actions in a Local Action Group's development strategy. The actors involved in place branding are DMO placeholders, functioning on networking principles.

Identity-based cultural events

The festival is known as "Marmatia", as part of a larger product "December in Maramures". In 1967 a team of ethnographers started this project in order to preserve immaterial cultural heritage, threatened by the heavy industrialisation process at that time. On the day of the Parade, on December 27th, 40-50 groups of amateur artists from the surrounding villages perform traditional folk music, carols, dances and theatre numbers. After the parade, a smaller conference is gathering all those specialists working on cultural heritage (academics, museum curators, writers etc.). The datasets used in this study refer to the 44th, 45th and 46th edition, in 2012 -2014 period.

All of the previous editions were directed quite organically (with low management capacity); therefore main cultural stakeholders started to lose interest in this festival; that is why they needed new input. A research team from the university has conducted interviews with participants (tourists), locals and artist groups; a fair amount of qualitative data was produced. As the track record of several team members included also practical experience in tourism, the Mayor's office (as the main funding body) decided to

implement the new ideas. This was difficult because the main research interest was in preserving rural heritage, not in innovation or event management; it was a challenge to determine the main intervention points for regional development and raising destination attractiveness. Another constraint was related to the fact that imported ideas, implemented for the first time at certain level, do not equal innovation. Innovation creates “victims” by *changing traditional methods* or at least by threatening certain interests (Decelle, 2004). This approach created the ending of incoherent actions on cultural management at local level, and opened the door for a new stakeholder - the municipal cultural centre.

The mapping of the origin of the spectators is important, tourists from 12 Romanian counties (21.35%), international tourists (4.16%), locals from Maramures Land villages (40.6%), and from Sighetu Marmatiei municipality (33.85%), were present during the studied editions (2012-2014). The average attendance was 20,000 - 25.5% tourists and 74.5% locals. 98% of the tourists were accommodated in B&Bs functioning in Maramures Land, and the rest at the limit of the region (Lapus and Chioar Land, both in Maramures County as well).

It was important to look at the festival from the *services’* point of view. The festival will become a *tourist attraction* or it will remain a *merit good* (subsidised)?

In Romania, this is the first time the university is involved in the concept and in the operations related to a traditional festival. As consequence, the research team contributed to the process of making the festival. It demonstrated that the university could be involved in the development of the festival through specific knowledge management. The features of communication and the “negotiations” during the development of the concept support the conclusions of Florida et al., (2002) that only the university could nurture innovation in a region with such high social capital as Maramures Land.

The LAGs

The main voices that shape small cultural tourism destinations are: local action groups (LAGs, organised groups of communes, animated by same ideas on development), outgoing/returning temporary migration flows, upper-level administration (mostly infrastructure planning and policies). LAGs, organised around the LEADER concept, conceive and apply bottom-up strategies for development, which often include tourism or complementary activities. Two “studies on the zone”, for Mara-Gutai LAG: first, on the preservation stage of vernacular wooden architecture, and the second, on the carrying capacity of protected sites, with accent on tourism services, were produced (Ilies et al., 2014). The studies on Gutai Mara LAG’s area are territorial analyses arising from the need to substantiate specific local elements, due to the nature and speed of the changes occurring in society. The local development strategy states as its objective: *maintaining, consolidating and promoting the local/regional identity* closely linked to Maramures.

METHODS

The main objective of the study is approached using knowledge and network mapping. This enabled to draw-out the relationships between the various stakeholders, the organisers of the festival, and the LAG’s actions. Also, representing the nature of the relationships will allow concluding on the intervention points and the areas where the university could contribute with knowledge to the discourse on the region. Observation and cross-analysis is used to enrich the study, regarding the brand core, the development of the brand as part of a wider national project for the Romanian tourist brand, its dynamic.

Notions such as place branding, geo-branding, tourism branding are often correlated and linked to the notion of regional identity (Hankinson, 2004; Harrison-

Walker, 2012; Kavaratzis & Hatch, 2013). The interaction between the place and the brand has been outlined since 2011, “brands and space mutually shape each other” (Lucarelli & Berg, 2011). This concept is important for the present paper, having in mind that the *Maramures* brand is already identity-based, and it does not need a re-construction at this point. The functional symbolism, as part of a hard/soft geo-branding strategy mix, is mentioned in relation to festivals, served by cultural repertoires (Giovanardi, 2011, 2012).

Regarding the multitude of models, stage lists and generalizations, this study focuses on the Albernathy and Clark model (Hjalager, 2002), that accentuates the features of innovation used in the process for the festivals. The relational branding communication model (Harrison-Walker, 2012) was adapted for the Maramures tourist brand and supported the need to link with development strategies in LAGs.

FINDINGS AND DISCUSSION

Preliminary empirical research shows several findings: (1) the tourist brand is overlapping the place brand, and sometimes outgrows it; (2) Place brand takes the place of the tourist brand; (3) Place brand is impacting the tourist brand, both in positive and negative ways.

The place brand as tourist brand

The tourist brand is covering a larger geographical area than the place brand. Maramures Land lays on 3 311km². It is a land type region, with strong cultural, ethnographical and landscape landmarks, recognised on the tourist market as Maramures tourist region. The tourist region has at least two shapes: Maramures and Satu Mare Counties combined (Figure 1), or only Maramures County.

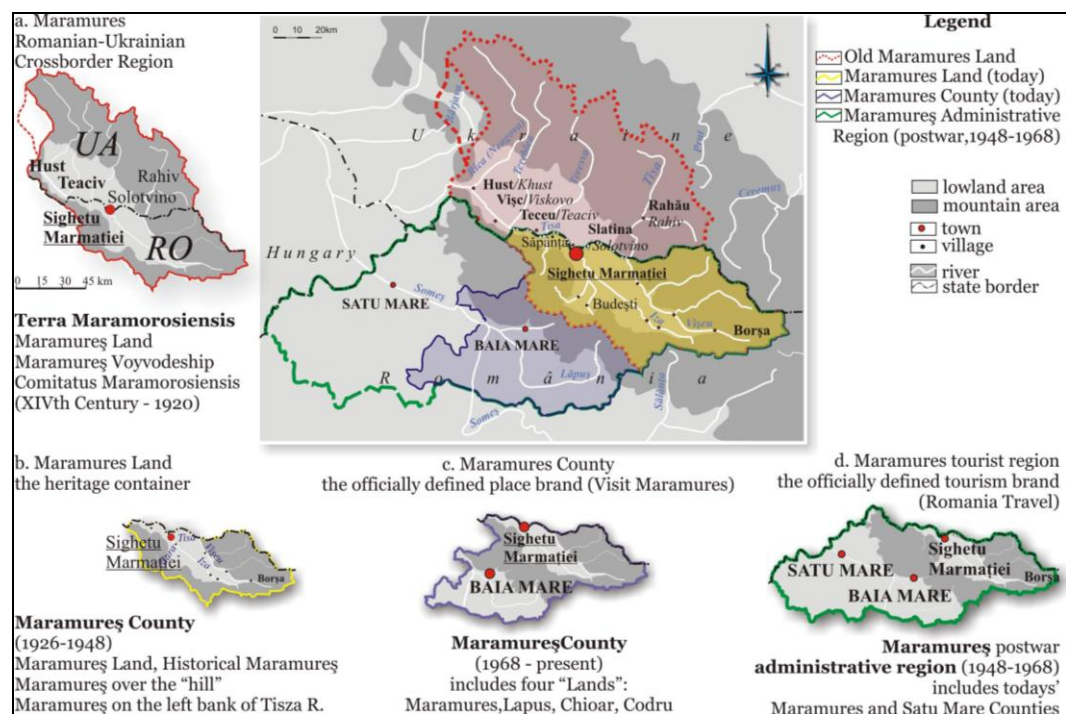


Figure 1. Spatial units named “Maramures” and the relationship with the tourism brand
(Source: Ilies et al., 2014)

First is better marketed by touroperators across Romania, the second is a natural extension to the limits of the NUTS 3 administrative unit with its official bodies, including the main DMO Visit Maramures (www.visitmaramures.ro). National tourist office, Romania Travel (www.romania.travel), maintains the name of the county as synonymous with the tourist region and it does not present a map. Although, the region, the attractions, and activities are highly linked to Maramures Land, the northern part of the county.

Geo-branding strategies for tourism and socio-economic objectives

Branding strategies for Maramures are strongly linked to regional identity. Relational branding (Figure 2) and the features of the core (Hankinson, 2004 in Harrison-Walker, 2012) define the concept for the festivalscape and the main priorities for the Mara-Gutai LAG (Table 1).

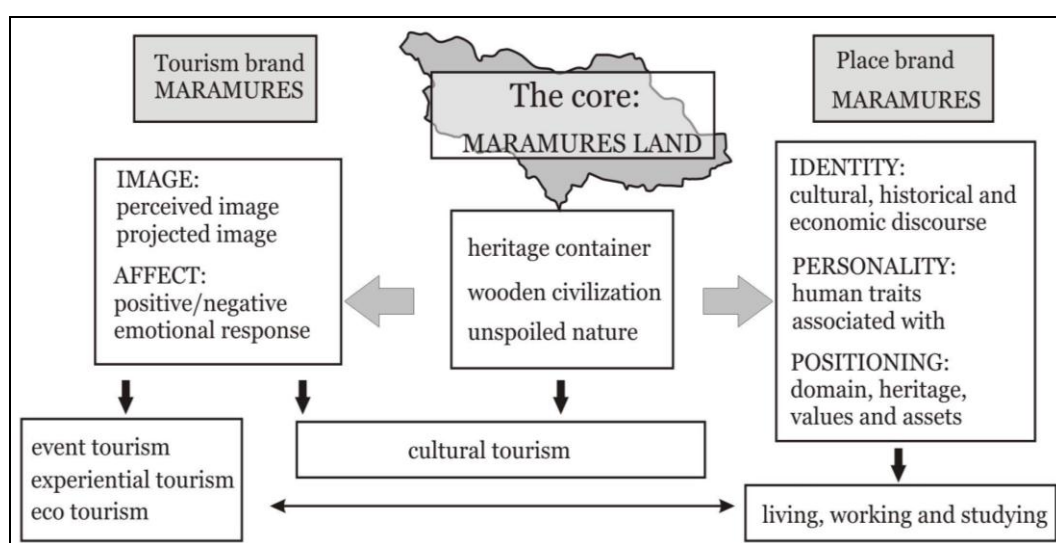


Figure 2. Relational branding based on the features of the core in Maramures Land (adapted from Hankinson, 2004)

Table 1. Parallel approaches for the Maramures brand's core

Features	The festival	The LAG's objective
A "land", heritage container	Logo derived from the folk costume; Selection of authentic costumes and portfolios for the groups; Craftsmen display their work	Preserving the heritage by specific means (local strategy)
Wooden civilization - a specific vernacular architecture for dwellings and churches	Re-interpretations of wooden elements in the spatial planning;	Creating a simple and clear blueprint for the wooden houses
Nature – protected areas and scenic landscapes	Info-festival centre with tourist info included	Park services and support capacity

The "land" as a heritage container is approached by the festival through the logo, the selection procedures, definition of authentic display etc. The LAG tackles the issue with its own means: strategic planning and actions. Wooden architecture is

reinterpreted in a new innovative manner by the festivalscape planners; on the other hand, LAG creates a simple and clear blueprint to raise awareness on the feature. This will allow stakeholders to build in accordance with the traditional ways: houses, guesthouses, service infrastructures etc.

Main task of a DMO placeholder

Destination management organizations (the DMOs) are public bodies, owned by municipalities, and have the main task to raise awareness of the tourist brand, in order to increase the number of tourists, overnights or other services. In Romania, there are three types of DMOs. Tourist information centers are funded by the municipalities (for local and regional level), and function by the town/commune council. Tourism and County Promotion Office, funded by the county council, outline the marketing strategies and promotion projects for the county. Tourism information centers depending on public funding through projects, managed by NGOs, usually function as long as the project is requesting it.

A DMO placeholder is another type of unit that steps-in at destination level, in order to ensure a proper destination branding, with specific means: NGOs with interests in socio-economic development, universities, museums, e-tourism portals and networks. From this perspective, the LAGs, the local university, the museums, and the local tourism networks are the serious voices. They have the means to counterbalance the biased discourses regarding the shape, the attractions and the authenticity of the tourist region.

Substantiated discourses are proven concepts, with high degree of peer-reviewed activities, negotiated and implemented at the most accessible level. Theoretical background is set by Jarkko Saarinen (Saarinen, 2004) with its two sided study on *discourse of a region* and *discourse of development*, leading to the identity of a tourist region, further used in branding strategies.

Table 2. Actions and discourses related to the identity-based cultural event

Component	Actions	Discourse
Production of the parade	Participant selection	Groups of amateur artists from the surrounding villages perform <i>only</i> traditional, authentic folk music, carols, dances and theatre numbers
	Main spatial deployment	Map with the specific show location, <i>traditional itinerary</i> of the parade
Human resource management	Leveling different teams	Capitalise on the <i>neutral image</i> of the university
	Bringing in qualified/trained personnel	New improved event <i>management</i> capacity, qualified staff
	Volunteers management	Envolving the <i>young generation</i> in the making of the event
Procedures	Tacit knowledge management	<i>Valorizing</i> the past editions' strong features, eliminating the weaknesses
	Structured documents	Formal communication, <i>new media</i>
Equipment, facilities and work units	Scenery/the festivalscape	<i>Reinterpretation</i> of traditional wood carving, textiles, masks
	Work units: stops, main stage, infocenter	<i>Communicating</i> the festival, involving the participants

This involves two types of data: information on the indexing process on the natural and cultural characteristics of a region, and data on economic and institutional

practices of tourism in a given region. Knowledge mapping brings in the information related to the concepts on: spatial planning of an event, external concept of the event, graphic design for operations and communication, event management with visitors and artist groups, policy, etc (Table 2).

Oriented networks and platforms are formed around common interests, the socio-economic development of the region. Geo-branding is applied in order to increase attractiveness of the territory, in a bottom-up approach. LEADER programme fits well into this concept; LAGs have already taken the role of the DMO. Local development strategy is implemented through projects, including tourism and cooperation measures (413.313, 421, Table 3).

Table 3. Priorities and operational objectives
for the local development strategy of LAG Mara-Gutai
(Data source: LAG Mara-Gutai, 2015)

Priority	Actions	Discourse
1. Raising the attractiveness of the territory	Supporting cultural activities and events	<i>Authentic</i> cultural products associated to the rural tourism activities in the area.
	Developing the promotion and communication tools	<i>Website</i> design and layout with visual elements derived from traditional woodcarving, textiles and painting.
	Renovation of cultural infrastructure	Authentic folk <i>costumes</i> , reinforce the pride of wearing them and relaunch the production.
	Valorisation of natural and cultural heritage	Support authentic features in the <i>architecture</i> of the future tourist infrastructure; Respect the tourist carrying capacity of the protected areas.
2. Increasing competitiveness and economic viability	Diversification of local produce offer	Encouraging local groups to form <i>cooperatives</i> and to concentrate on local produce.
	Enhancing the storage and selling capacity for local produce	Building <i>markets</i> and storages.
	Encouraging small farms to enter the produce market	<i>Support</i> small farms with funding and logistics.
3. Developing the cooperation and management capacity	Partnership development	Common tourist attractions and infrastructure <i>promotion</i> .
	Local management abilities	Good project <i>team</i> .

CONCLUSIONS

The rural area of Maramureş Land is undoubtedly providing supplies for the identity-based geo- and for tourism branding strategies. These elements are mostly from the cultural heritage, the brand's core: the land as heritage container, the wooden civilization and the scenic landscape.

The importance of the core for the geo-branding strategy is derived from the impact on human resources (community resilience, social capital, strong attachment to the land, education, working skills, etc) and also from the economic resources' vantage point (eco-agriculture even with less fertile soils, prevalence of cattle breeding, deforestation and the lumber economy, natural construction rocks, food and textile industry/manufacturers, tourism services, etc).

Tourism branding is rather inconsistent at DMO level, but a series of placeholders take their role in increasing the attractiveness and the tourist frequency. Substantiated discourses and oriented networks form the link between the geo and tourism branding strategies.

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POTENTIAL DEVELOPMENT OF SPECIAL FORMS OF TOURISM IN VRBAS MUNICIPALITY

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Abstract: The changes in the tourism market have led to the emergence of certain types of tourists in response to requests from individuals or small groups of tourists. Tourists look for new destinations, activities and experiences as an opportunity for underdeveloped tourist places. The municipality of Vrbas is one of those places that can be positioned in the market. Because of this, the paper will present potentials for the development of some special forms of tourism in this place.

Key words: Special forms of tourism, environment, Vrbas, natural resources, cultural resources

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INTRODUCTION

International tourism is experiencing a metamorphosis and open many questions of its restructuring. This is especially important for those who expect more from tourism and its programs see tourism as a strong support for economic and social development while preserving natural resources and improving environmental conditions of the local environment. Consumers are becoming more sophisticated and demanding. Travel motivations and expectations of tourists are a significant segment of modern tourism. Tourists are increasingly looking for new tourism products (services) and new tourist destinations. With the rise of environmental awareness, more and more tourists avoid too commercialized and polluted destinations.

At the same time, there is more deregulation of the legal, technical, technological development and radical transformation on the tourism market. The ability of the business in the tourism industry will depend on the skills of participants to implement the best practices of modern tourism. Modern tourism is characterized by flexibility, segmentation and authenticity. It must be understood and accepted as a necessity, fashion and a way of life of modern man. It is the result of a component society, community organization, and the standards of modern civilization.

Notwithstanding the obvious differences in the contemporary tourism, whether it is a mass tourism or special forms of tourism, common objectives are reflected in the following:

- ensuring the appropriate level of development,
- protect the interests of the local population,

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- ensure the tourism experience and understanding of the original culture tourism destination;
- encouraging a responsible attitude towards the environment;
- ensuring local tourism profits;
- ensuring socio-cultural, economic and physical harmony.

Why Vrbas? Because Vrbas at the end of the twentieth century represented one of the most important business centers in the region, which have a large number of visiting tourists looking primarily for hunting, sporting, cultural, event tourism activities. The transition has had a great impact to the overall situation which affected the municipality of Vrbas and led to the present situation, both in terms of living standards and in terms of tourism development.

Besides resources, primarily natural and cultural, alongside with the improvement of infrastructure and accommodation, Vrbas could be well positioned in the tourism market. This position would be much lower than the previous period, but it is certainly a basis for further improvement and upgrade.

The requirements of modern tourists are changing. There is an increasingly present demand for activities which do not have a strictly seasonal character. This demand is characterized by requirements for nature, improving health, raising environmental and cultural awareness. This form of tourism activities is based on the attractiveness of the tourism resources of the city and the city environment. At the same time the number of providers of tourist services based on the interest of tourists is increasing. Local population considers this as an opportunity to increase profits by improving existing and creating new tourist services.

Based on the above is any of an open discussion about the need for presentation and adjustment of tourism and other resources of the municipality Vrbas to the needs and possibilities for the development of specific forms of tourism.

METHODOLOGY

Special forms of tourism occur as a result of individual desires (needs) for the tourists for an authentic experience in the travel and leisure. To make specific demands, typical for individuals to be realized, the tourist offer should be filled with a variety of amenities and programs that conform to the natural and cultural resources of the village. Supporting the above statement, Vrbas stands as an example, which so far by tourists is not recognized as a tourist destination (tourist spot). In this case, the responsibility is higher in local policy makers and potential service providers who should use the existing natural and social resources for tourism purposes.

The paper will present natural resources, cultural resources, events and facilities for the development of several specific forms of eco-tourism, cultural tourism, rural tourism, recreation and hunting. At the end of the SWOT analysis the author will give his opinion on the (destination's) current and potential state and final recommendations for next steps and activities (to be carried out).

GENERAL CHARACTERISTICS OF THE MUNICIPALITY OF VRBAS

Vrbas is crossing the central and southern Backa along the route of the Great Backa canal, which forms the backbone of a hydro system Danube-Tisa-Danube Canal. While the centre of the Vrbas municipality has a central position in relation to the Backa, other settlements are more inclined towards its southern part. In addition Vrbas, which is also the center of the municipality, consists of the following settlements: Bačko Dobro Polje, Zmajev, Kucura, Ravno Selo and Savino Selo (Miljković et al., 1998).

Vrbas municipality covers an area of two geomorphic units: the loess plateau and loess terrace. Although the relief is clearly defined as having distinct morphological

categories, these units have many common features. Height difference between them is not the same everywhere, most notably in the border area to the tower, where the loess plateau dominates the loess terrace 17 m high.

The total dissection of the relief is 24m and ranges from 80 m to 104 m above sea level. Meadow calcareous chernozem soil is most common in the area of the municipality of Vrbas (Miljković et al., 1998). This is the most common type of soil on loess terrace. The average thickness of the humus horizon of this soil type is 65-70 cm. Meadow calcareous black soil has good structure, water-physical and chemical properties, in particular, is rich in nitrogen, phosphorus and potassium, and an agricultural land of high productive value. Chernozem on loess plateau, meadow black soil has a relatively deep humus horizon, very favourable and stable structure loamy and is well supplied with plant nutrients in available form, water has good physical and thermal properties. Good physical and chemical properties of the deeper layers of the basic characteristics of production for which it is classified as a land of high productive capacity. Carbonate chernozem - extends also to the loess terrace and the loess plateau. On the loess terrace carbonate chernozem is present in several locations, while the loess plateaus extends over southern parts.

The average thickness of the humus horizon is 40-70 cm. Colour is brown calcareous chernozem-brown on the loess plateau, while the loess terrace brownish-black. Solonchak is a type of brine created during salinization. In the municipality there is a small territory solonchak. This salty soil can be successfully unsalted lowering the groundwater levels (Mrkša & Milanović, 2012).

Climate has no pronounced specificity compared to other parts of Vojvodina, and has continental steppe climate features. Annual average air temperature is around 11°C and annual average rainfall is 560 mm. The value of insolation is about 2003 h per year, while the cloudiness is about 60% per year. For much of the territory is most frequent north-westerly wind in the summer and spring, while the intensity somewhat weaker southeast wind-wind, which is most frequent in autumn and winter.

The most important hydrographic facility in the territory is the Grand Backa Canal. Digging of the canal has greatly contributed to the creation of the Vrbas as a strong industrial centre, because the channel was designed primarily for transportation. However, the major waterway channel has today become a major environmental problem in Vrbas, because it is used for industry, and still used for wastewater discharge. In addition to DTD hydro system, through the municipality, Jegrička river flows, which is partly protected as a nature park category III. The importance of groundwater, except for water, is reflected in the existence of three thermal spring waters that have both energy and health resort potential (Mrkša & Gajić, 2013).

Flora and fauna are directly related to the geomorphologic, soil, climate, hydrological and anthropogenic factors, so that in the community, depending on the type of land, developed adequate wildlife. Forests to a significant extent do not exist, except for some trees near the banks of the canal Jegrička, mostly poplar, black locust and pine. Along the roads are chaparral and shrub, while at the site Carnok, there is a significant number of protected species. The most numerous faunistic groups are over 100 bird species, and more than 20 species of fishes, while for hunting you may encounter deer, rabbit, pheasant, quail and others (Mrkša & Gajić, 2014).

PROTECTED AND NATURAL RESOURCES

In the municipality of Vrbas there are three protected areas: Jegrička Nature Park, Natural Monument Čarnok and White poplar trees. Nature Park Jegrička is designated as an important area for the Protection of Birds (IBA), as well as plants (IPA), a candidate for entry into the list of Ramsar sites. On the territory of the nature park Jegrička has so

far registered 76 species and 16 plant communities. Among those is a rare, protected species and the disadvantaged in the Red Book of Flora of Serbia: white water lily, marsh fern, water earthnut, bladderwort. From relict species from the Tertiary warm were held: water lilies, water fern, water orašak, uvijuša. Security mode allows scientific research, regulation points for the presentation of natural heritage, education, tourism and recreation and recreation, arrangement of the settlements, tourist and recreational trails. Natural Monument Čarnok is a small botanical site of exceptional natural features, covered with primeval steppe vegetation.

Cultural and archaeological values are created - ellipsoid fortress like "oppidum", a protected monument. Vegetation Čarnok natural monuments have characteristics of relict and authenticity, and its inventory of the flora of 120 species of plants in a small space is a feature of representativeness. Steppe relicts that are here are cotton grass, wild carnation, srpica and wild asparagus. From the Pannonia endemic is represented cornflower, a new taxon species is a type of thistle.

Natural monument white poplar tree is located in Savino Selo. Zmajevačka lakes represent four artificial reservoirs created by excavating earth for a brickyard. The complex consists of four lakes: big yellow, lime, feeding and big blue lake. Large yellow and lime lake is a great place for anglers while feeding is a separate entity in which the food is grown and younger. Big Blue Lake is privately owned, fenced and not accessible to fishermen. The most common species are carp, grass carp, silver carp, catfish, pike, perch and babushka and a lot of white fish. The lake is open year round and is provided solely for the fishing coast. Special advantage is the possibility of night fishing. On a nice-constituted coast there are 12 platforms for the competition and 19 carp fishing village. At the lake there is a where the hut from where a fishing permit can be taken.

CULTURAL RESOURCE

The oldest residence in the municipality of Vrbas dates from the Neolithic period, the so-called Starcevačka culture. The first organized settlement dates from the second millennium BC and is one of the largest lowland settlements in Central Europe. The existence of settlements testify Celtic oppidum, Charnock, an archaeological site dating from the first century BC. From the period of the great migration of the Dragon are found gold pins that are recorded in the almanac. On the left bank of the ponds was investigated Avar- Slavic necropolis which comes comes from Pseudo attributed to the Slavs. At the site Šuvakov farm they found the remains of the village Vrbas, church and necropolis, which was first mentioned in 1387. It was in the same period for the same period the village with a church and a necropolis near the site Čarnok.

Both settlements were destroyed and extinguished by the late fifteenth and early sixteenth century. Settlement on Šuvakov farm was moved to the coast of the bar, and after a few decades the population moved to the present location of Old Vrbas. The emergence of new Vrbas is associated with colonization of the Ruthenians in 1745 and Germans in 1785. After World War II the Germans leave these areas and settlers from Montenegro, Croatia and Bosnia inhabit them.

Today, as witnesses of history and multi-ethnic composition of the population, the most significant forms of cultural heritage are archaeological sites, religious buildings, palaces and buildings, monuments.

From religious buildings stand out: the Serbian Orthodox church which was built between in 1730, and in 1738 the, Evangelical (Lutheran) Church was built around 1824. Chapel Guide is a unique type of chapel characteristic for Vojvodina and Slavonia was built in 1793. Reformed (Calvinist) Church was built in the same period as the Evangelist Roman Catholic Church was built in 1884, and its precursor was the first Catholic school was built in 1872.

The Orthodox Church in the Dragon was built around 1794. Orthodox Church in Flat village was built in 1804. The church keeps two valuable religious books Oktoih - Bozidar Vukovic and Osmoglasnik - Jerome Zagurović. Greek Catholic Church in Kucura, founded in 1765, the Roman Catholic church in Kucura built in 1859. This is the hard material in honor of all the saints (Čučulović et al., 2014).

Significant buildings and castles in the municipality of Vrbas are: High School "Zarko Zrenjanin" was founded as the Latin School in 1809, The 1835th was renamed the cartridge gymnasium, and in 1872. Cartridge in lower high school in 1893. Utility in high school, 1921st in total real a high school in 1947, mixed in real high school. Museum Vrbas municipality was established in 1968, and changed a few locations and today housed in the old municipal building. Base Center or Bapina base is the most famous illegal base in the municipality of Vrbas from the Second World War. Villa in Savino Selo was built in the late nineteenth century, the Hungarian Art Nouveau style.

It was built as a family home then landowners who had a mill in the same place today at the villa is separated clinic medical center; Toman's mansion in Vrbas is built Jewish landed gentry Toman, a representative house for living in the early twentieth century, today the mansion is a subsidiary D.D.O.R. Novi Sad; Tabor Castle was built in the mid-nineteenth century to unknown owner, and in the early twentieth century it was bought by Gyula Tabori, who dealt with the hospitality, wine, fruit and grain trade, today the castle is owned by JP "Vrbas Gas" that it was a few years ago modernized for its basic needs; Straight Windmill Village - owned by painter Vladimir Stpanova, built at the site of illegal dumping. The interior of the windmill has been converted into a studio (ground floor), and above the studio showroom that reflects the traditional life of the region, filled with hundreds of items (old furniture, carpets, furniture pottery, old tools, etc).

Monument Jozef rain is on the hill above the dam near Šlajz. This monument represents the memory of the designer of the Grand Canal, which although not a citizen of the Vrbas wanted to be buried in Šlajz as they headed out for the first test works.

The most important events in the municipality of Vrbas are: Youth Poetry Festival, established 40 years ago, and is the oldest and most important cultural event of the municipality, but it is one of the most important and poetic events in the country and takes 5 to 7 days; The range is the largest youth poetry festival event supporting young people. Established 6 years after the festival brings together a dozen talented young painters from the country of your choice selectors - known art critics; Festival of folklore traditions of Vojvodina was established 30 years ago and held in many municipalities in Vojvodina. Decision of the Bureau and the municipality of Vrbas festival will continue to be a permanent event and will be held in Vrbas, in September; Autumn Art Salon was established in 1968, and is the oldest event of its kind in the municipality.

Salon is held in October or November and lasts about twenty days; Kostelnik in autumn is the intermunicipal musical poetic manifestation with meetings choirs organized by KDP "Carpathians" and KC Vrbas, in November; Night of the museum is a cultural event which is jointly organized by museums and cultural institutions, during which the museum is open for visitors from 18.00h to 02.00h pm; Neven's children festival poets is held in Savino Selo since 1989.

It has an international character and excels in working with gifted children and writers; Art Colony "Triangle" in Savino Selo gathers a lot of important and talented artists, traditionally in the month of May, the three-day interval create their images, mostly of landscapes, still lifes, and figurative composition associative, author and aesthetically liberated.

Kucura harvest is an event with performances of Ruthenian and Ukrainian cultural clubs and several companies of other national communities in Vojvodina; Tambura music in the Dragon is held in honor of Sava Vukosavljev one of the most prominent figures in

the music scene of Vojvodina during the second half of the last century, is being held at the Cultural Center of the Zmajevu; Fijakerijada in Ravno Selo is a traditional equestrian event, which has revue and a competitive nature, takes place in July or August, and the organizer of the Equestrian Club "Mustang" from the Ravno Selo.

Table 1. Manifestations in the municipality of Vrbas

	One day	Two day	Multy day
Vrbas	5	1	4
Bačko D. Polje	1	-	-
Zmajevu	1	-	-
Kucura	1	1	-
Savino Selo	1	-	2
Ravno Selo	1	-	-

CATERING FACILITIES

Units of accommodation, food and beverage dispensing perform basic activities and therefore are important for the catering company. However, with most catering units the first and second types of business units are represented, but a judgment was made based on whether catering unit performs predominantly one or the other type of service. Catering units for accommodation and restaurant services consist of the issuance of furnished rooms, suites, beds and extra beds. Basic food and housing unit for the hotel, and its allied units are motels, motor- hotels, pensions, etc. Other units to accommodate the tourist resorts, tourist campsites, guesthouses, hostels, etc.

Catering units for food and beverage dispensing offer guests a variety of shopping services, individually or in combination. With these services the consumer receives certain products for final consumption, because, for example, food and drink are consumed during lunch. Catering services include processing activity consisting in preparing and serving guests cold and hot dishes and desserts, while providing a beverage dispensing activity includes serving guests drinks and soft drinks, mixed drinks - cocktails, hot drinks - coffee and tea.

The restaurant is basic catering units for food and beverage dispensing, and its her allied units are canteens, restaurants, pubs and the like. In other catering units for food and beverage dispensing includes cafes, bars, grills and catering units in mass passenger transport (Janićević, 2008; Lončar, 2001; Kovačević & Nikoloć, 1999).

The accommodation facilities are the main indicators of the tourism base material because of them binds basic local infrastructure, services and related services (Mrkša, 2011). If we look at the number and the current situation in the municipality of Vrbas, it can be concluded that they are not at a high level.

The largest accommodation facility is Hotel Bačka, which is located in the center of the Vrbas. The hotel was built in 1955. It represents the structure characteristic of the time in which is built. After privatization, most of the units and related facilities have been renovated and are categorized with three stars (***). The hotel has 22 single rooms, 29 doubles, 2 triples and 3 quadruple rooms, 3 suites, with a total capacity of 104 beds. Within the hotel there is a restaurant with 450 seats, banquet hall with 90 seats, 4 lounges (large lounge has a capacity of 40 seats, two smaller halls with capacity of 12 and 8 seats and a small lounge with capacity of 5 seats), bar, exchange office, a barber shop, cages for dogs, parking space.

CFK Hotel is a newly built facility within the Center for Physical Culture. The facility has 47 beds in 4 suites, 19 double rooms and 1 single room. Hotel guests have at their disposal all contained Sports Center. Farm 49 is located in the courtyard in the center of the Vrbas and the City Cafe makes catering accommodation complex.

The accommodation part has one single and four double room, one four apartments with total capacity 13 beds. The restaurant has a capacity of 60 seats, terrace 16 seats. Within the complex there is a dog cage.

Brothers Madnić Motel is located on Highway E -75, in the direction of Novi Sad. It was built in 1994 with 6 single rooms, 24 double rooms and 4 suites. Each room has a bathroom, air conditioning, TV and Internet. The motel has a restaurant within which operates a banquet hall, breakfast room, a gallery with a coffee bar and terrace. The complex includes a gas station and fast food restaurant with a cocktail bar.

Table 2. Battle of the ownership structure restaurants in the municipality of Vrbas

Place	Object	Number of seats		Ownership
		Indoors	Terrace/ Garden	
Vrbas	CFK	600	220	National
Vrbas	Hotel Bačka	640	148	private
Vrbas	Klub M	200	50	private
Vrbas	Klub A	70	30	private
Vrbas	Marezi	50	35	private
Vrbas	Balkon	30	30	private
Vrbas	Pescatore	40	30	private
Vrbas	Čavo	600	200	private
Vrbas	Gradska kafana	50	16	private
Vrbas	Kairo	59	36	private
Bačko D. Polje	Durmitor	250	100	private
Bačko D. Polje	Braća Mandić	80	50	private
Zmajev	Jezero	72	16	private

It is evident that the size of the accommodation capacity in a small municipality, a quality structure is unfavorable, and with such an accommodating base it cannot achieve a significant progress in the development of tourism. However, one of the main tasks is to create the conditions and the business environment, which should lead to the improvement of existing and construction of new accommodation (Čučulović, et al., 2013).

Hospitality is a specific activity that is related to environmental quality and the aesthetics of the landscape. When it comes to the quality of the environment it depends on the quality of food and water, but the clean air important factor in the success of catering services (Lješević, 2005).

POTENTIAL SITES OF SPECIAL FORMS OF TOURISM

Ecotourism - the main potential activities for ecotourists would be the following: walking network discreetly marked trail excursion, with possible editing of individual sections of cycling; horse, accompanied by a local guide, or ride a horse-drawn carriage or another; educational and scientific activities; bird watching; harvesting with a guide or host; observation and participation in the processing of milk and other traditional works within the authentic rural households; observation or participation in traditional arts, games and contests; lodging and stay in tents or in huts that are purpose- built for this purpose in traditional/authentic architectural style of the building (EPCD 2006; Mrkša, 2009; Čučulović et al., 2012).

Potential eco destinations in the municipality of Vrbas are: Nature Park "Jegrička"; Natural Monument "Čarnok"; precipice; Zmajevačka lakes; Kosačić; Windmill in the straight country; Motel Zodiac Savino Selo and unpolluted coast canal watercourses. The cultural tourism resources include various types of cultural heritage (Đukić-Dojčinović, 2005).

The different classifications are usually distinguished: cultural and historical monuments, architectural objects, ethnographic complexes, monastery complexes and churches, museums and monuments, exhibitions, galleries and fairs, cultural forums, folk festivals and various cultural attractions (Hadžić, 2005). Cultural tourism attracts many tourists. Every event and each group of cultural and historical monuments (mentioned in the previous part of this paper) represent specific cultural motifs which is a common combination that triggers attractiveness and appeal for potential future tourists.

The special significance of hunting lies in the fact that modern hunting is conceived and constituted so that it is in the function of sustainable development. It means that hunting which represents a complex activity of managing wildlife populations for their protection, breeding (artificial production, population, health care, nutrition), hunting and rational use, as well as maintaining and improving the habitat conditions in hunting grounds, not only provides the optimum reproducibility of the existing wildlife populations according to the potentials of their habitats (biological and economic capacity of a hunting ground), but also aims to prevent and repair any damage wildlife may cause in a given ecosystem or biotope (Prentović, 2005; Prentovic et al., 2012).

Hunting Association "Vrbas" managing the hunting ground "Koviljak" has a total area of 37,566 ha, of which hunting area is 33,835 ha. The association is composed of a hunting society "Pheasant" from Vrbas, "Hawk" from Kucura, "Pheasant" in Savino Selo, "Rabbit" from the Ravno Selo, "Deer" from the Zmajevu and the "Partridge" from Backa Dobro Polje with about 570 members. At work the next hunting facilities: 5 stable waiting 73 for feeding deer, 191 for feeding pheasants and partridges, 97 soloists, 21 watering holes, two shelters for pheasants.

Constantly reared species of wildlife are deer, rabbit, pheasant and partridge Poland. Professional service has the gamekeeper employed full-time and 36 volunteer rangers. For hunting the most important is summer hunting quail, doves and turtledoves, and winter hunting ducks hang out-and-White-fronted geese.

The main task of the association is the preservation of fishing delegated control of surface waters and fish stocks. This is accomplished through the action of maintenance, stocking and storage of poachers and illegal means of fishing. Often, in accordance with the regulations and hunting seasons are organized competitions and sports fishing. In the municipality of Vrbas, the following associations function: "goldfish" from Vrbas, "Perch" from Kucura, "Jegricka" from Zmajevu and "carp" in Savino Selo. In addition to regular activities that include situation of sport fishing grounds, fish stocks, conservation and management of the same, organized the championship, league competitions, schools, fishing, etc. Important fishing events include "Stukijada" in Savino Selo, the Dragon's Children's camp - the school of carp fishing, "Carp Cup" on Zmajevačka Lakes and others (Mrkša, et al., 2013).

Sport and recreation touristic activities - the relationship between sport and tourism today is emerging as a mutually beneficial process, because it created an interactive relationship, and sport is shown as a separate part of the tourism industry, and more and more opportunities to enrich the tourist offer of the sport and support the development of sport through tourism. According to Plavska (2007) sports activity is not the same for everyone, nor is its experience the same even for the same person at different ages, the specific importance of sport and tourism is the effect it has on different people. This type of tourism in recent times is growing in popularity and is of interest to very different target groups, from children to the very elderly.

The basis for mass organization and the dominance of this type of tourism in the destination represent natural conditions (suitable relief, climate, well-preserved environment, etc.) and a well-developed general infrastructure, facilities for adequate housing and facilities for sports and recreation. Population, it can be divided into two

parts, one of which involves providing athletes with the desire to have as many elite athletes from a variety of disciplines and others, which involves the creation of content for the widest and most varied forms of recreation that is now common practice of people regardless of age, constitution, and even health.

Center for Physical Education "Drago Jovic" is one of the best and most comprehensive sports centers in Vojvodina. It has two halls, an indoor swimming pool, a modern bowling alley, fitness center, outdoor swimming pool, outdoor courts for basketball, handball, basketball, volleyball, beach volleyball, tennis courts, mini pitches and others. In addition CFK in the municipality are several gyms that their predispositions and facilities could be classified as a basis for the development of sports and recreational tourism activities, such as Sports halls in primary schools "20 October", "P. P. Njegos" and "Svetozar Miletic".

In each of the settlements there is an outdoor football field, tennis courts, football and handball. These two sports have the highest traditions of the region. The Flat Village's 2012 year built mini pitch, while that same court has existed for several years in the sport complex "Obilic" in Zmajevu, which still includes open fields for soccer, and indoor facility is a restaurant and a table tennis room.

All outdoor handball courts and basketball courts are located within the primary school until the completion of the school room in all localities (except Kucura that already has a school sports hall) expected in the 2013 year. In addition to these fields and facilities under construction, sports and leisure activities are possible on unpolluted rivers, of all the river channels DTD hydro system and Jegricka. In addition to bathing activities on the water as possible and boating and kayaking, while banks can be planned arrange for beach volleyball, mini football, table tennis and others.

SWOT ANALYSIS

Benefits are seen near the auto roads, primarily highway E-75, which causes a good transit position; preserved environment in the urban areas (protected areas, unpolluted streams); numerous and diverse wildlife; biogeographic values and protected natural areas. Opportunities for development of special forms of tourism are reflected in the willingness and support of relevant institutions, primarily national and provincial, for the preparation of planning and development documents related to tourism, and hence its individual shape. It also has significant readiness implementation of strategic goals and objectives and monitoring and improvement by these institutions. Closer to the European Union opens up the possibility of applying the access to funds for financing of infrastructure projects and the building which contributes to improving the quality of life in general and the development of the entire region.

Weaknesses are manifested primarily through underdeveloped awareness among local people and institutions that tourism is a chance for development of the municipality, the development of special forms of tourism, mainly related to the populated areas, thus creating the conditions for serious involvement of local population in the creation and provision of tourist services; lack of direct and indirect investments in infrastructure and human resources from local to higher levels of management; lack of political stability, which would create conditions for the safe investment of private capital.

Hazards can be viewed through an unbalanced and uneven development, both at the provincial and at national level; excessive centralization leads to a negative trend that manifest outflow of the young population through educational challenges (high school and college) due to lack of adequate facilities; most young people will not be returned to places of origin, and educational and age demographic structure of the population is very poor and do not make efforts to improve it. As a threat to mention conflicting development options and the dangers of uncontrolled hunting tourism.

SWOT analysis indicated that it was necessary to immediately start the process of rapid change, which is also seeking specific activities to their maintenance at current levels, or promotion. Depending on fitness, speed and effectiveness of strategic actions will depend on the success in the development of tourism, and therefore special forms of tourism in the municipality of Vrbas.

FINAL CONSIDERATIONS

The main resources / funds for the development of specific forms of tourism in Vrbas are natural and human resources, while main activities are agriculture and tourism. Combining the stable development and improvement of the aforementioned resources and activities can achieve the desired results. Based on the established natural and anthropogenic resources presented are the possible forms of tourism.

All of the above work addresses the potential for the development of specific forms of tourism but also certain disadvantages which are as important as resources to be able to talk about the development. Primarily refers to the shortcomings of the local to the regional level regarding the serious and responsible attitude towards the sustainable development of the municipality within which the important place occupied sustainable tourism development and therefore the special forms of tourism as an integral part thereof.

Before proposing specific guidelines necessary to note the lack of strategic documents and highlight one of the major steps towards the promotion potential and to the establishment of the Tourist Organization in late 2013-and Goin (until then, the municipality of Vrbas was one of the three municipalities that did not have a reasonable Tourism Organization).

For the purpose of evaluation of the potential it is necessary to: preparation, adoption and implementation of the overall strategic document; development and implementation of strategic documents in the field of tourism; infrastructure improvements; work on enhancing opportunities in rural areas for education, information and communication, as well as opportunities for cultural ascension of the population; creating the conditions for investment and private equity investments available; participation in educational meetings on developments and trends in the tourism market; training of personnel for writing projects and applications for grants from the safe area to improve the quality of life and tourism development; create realistic and achievable marketing strategy that will highlight the advantages compared to other local governments; improvement of the local population in the development of tourism as development opportunities; provide as many real benefits from the state and local governments and to stimulate the commitment of funds for the development of tourism; Multicultural population structure provides a good basis of diversity of experience of potential tourists, mainly due to the traditional hospitality.

As main deficiencies or limiting factors are: lack of built infrastructure; inadequate awareness of local population about the importance of special forms of tourism and opportunities for them; creating better living conditions in the rural areas of the municipality; Lack of strategic documents in the field of sustainable development, tourism and agriculture.

All this indicates that there is a reasonable possibility, but to rely entirely on the state of awareness and responsibility of local governments and the state.

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THE IMPORTANCE OF ADDRESSING ANTHROPOGENIC THREATS IN THE ASSESSMENT OF KARST GEOSITES IN THE APUSENI MOUNTAINS (ROMANIA)

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Abstract: Geosites' vulnerability and the anthropogenic threats within their perimeters are issues that arise in most of the established methods of assessment and inventory of geosites. This fact is due to the high vulnerability to anthropic pressure of some geosites, karst geosites in particular, that can be easily altered or even destroyed. Their primal, geomorphologic value is most threatened by industrial activities such as the exploitation of carbonate rocks which has had pronounced effects on some of the geosites in the Apuseni Mountains. The brutal interventions of such activities have caused changes in the physiognomy of the affected areas, considerably lowering the value of some geosites, mainly gorges which have been the main target of quarrying. Other human activities such as pastoral practices and forestry impact on the additional values of geosites (ecologic, aesthetic, geotourist etc.), thus they must also be considered in any geosite assessment. The sometimes random development of infrastructures and the damaged older constructions often lower the aesthetic value of geosites. Some tourist forms represent a perturbing factor for geosites of higher vulnerability (speleosites in particular) and also generate tourist pollution which, alongside the dumping of domestic waste represents a risk factor for karst groundwater. Covering the anthropogenic threats in geosite assessment and inventories is essential, because it provides a more complex image upon the current state and evolution of sites and it facilitates the identification of conservation priorities among the analyzed geosites.

Key words: threat, anthropogenic, geosite, karst, Apuseni Mountains

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INTRODUCTION

When assessing geosites in a given territory, an important issue, covered by most methods is the preservation degree or the integrity of the geosites. It depends on both the natural evolution of the landforms and on disrupting phenomena and processes that affect some features or even the integrity of the sites - natural and anthropogenic risk factors that threaten the geosites.

Such risks are addressed in the assessment methods of geosites by one or several criteria. In Pralong's method (2005) anthropogenic risks such as vandalism or building of

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infrastructures are addressed in a criterion regarding the integrity of geosites. Bruschi & Cendrero (2009) also mention urban-industrial development, industrial exploitation of rocks and the possibility of collecting objects, in a section regarding potential threats and protection needs, while also considering the degradation of sites due to human activities within the intrinsic quality assessment. The method elaborated by Pereira (2007) has a distinct section regarding the protection value of the geosites, analyzing the sites' integrity (the impact that natural phenomena and human actions had had in the past) and the sites' vulnerability (future threats).

Lima & Brilha (2010) highlight the importance of assessing human impacts in order to effectively prioritize management actions necessary to protect those geosites that have the greatest need for such interventions.

A substantial part of their method is dedicated to the evaluation of the risk of degradation of concerned geosites, addressing the vulnerability of sites to anthropogenic and natural factors as well as the geosites' location in relation to potential damaging sites. Cocean (2011) suggests that natural and anthropogenic risks be analyzed in a distinct section, as restrictive factors acting upon the value and potential of geosites. Their numerical value would be subtracted from the sum of the structural (intrinsic) and functional values.

Covering natural and anthropogenic risks when assessing geosites is important because their impact can manifest at many levels, upon the different values of geosites. Some human activities, on which we will focus further on in the paper, affect the geomorphologic value of geosites: industrial exploitation of carbonate rocks have a strong impact upon the integrity of geosites and can even lead to their destruction, improper water use and pollution in the perimeter of hypogean sites irreparably affect their evolution or defining features, development of infrastructures (transport, expansion of settlements) has the effect of destroying microforms etc. Such issues also affect the scientific value of geosites, the integrity of the landforms being a criterion commonly used for its assessment.

Other human activities, though not representing a direct threat to the geomorphologic value still affect the secondary values of sites: ecologic (damaging of flora and fauna by logging and intense grazing), aesthetic and cultural (damage of the cultural landscape). All of these aspects impact the potential of geosites as geotourism resources, for which the preservation degree and natural aspect are key elements.

THE VULNERABILITY OF KARST GEOSITES

Karst landscape is considered as one of the most fragile and vulnerable types of landscape (White, 1988; Urich, 2002; Parise & Pascali, 2003; Calò & Parise, 2006; Ford & Williams, 2007; De Waele, 2009; Podobnikar et al., 2009; North et al., 2009; Gutierrez et al., 2014), undergoing a gradual degradation in the current period due to anthropogenic impacts (Parise et al., 2009).

Karst geosites, as representative forms of this type of landscape are particularly vulnerable to anthropogenic impacts. For those landforms affected by some human activities such as mining or quarrying, reclamation is difficult, often impossible (De Waele, 2009), due to the irreversible anthropogenic changes (Parise, 2009; Ilieș et al., 2010) that can lead to the destruction of the landform (De Waele, 2007).

A method successfully applied for the assessment of the disturbance degree in karst areas is the one elaborated by van Beynen & Townsend in 2005 (karst disturbance index). It aims to assess the impacts on geomorphology, atmosphere, hydrology, ecology and culture by using quantitative indicators. De Waele (2009) suggests the direct reporting to disturbances instead of the indicators; such an approach partially

eliminates the main problem that may occur when applying the index, problem also signaled by van Beynen & van Beynen (2011), the lack of advanced studies and the limited access to valuable data regarding human impact on karst.

This problem also rises when trying to apply the index on the karst geosites in the Apuseni Mountains, especially for the less studied sites, with limited available data. However, anthropogenic threats and impacts must be analyzed within geosite assessment, especially since adverse impacts of past human actions are obvious for several karst geosites in the area. Besides, such activities are still ongoing in the perimeters of some geosites, representing a threat to their overall value.

ANTHROPOGENIC THREATS IN THE PERIMETERS OF KARST GEOSITES IN THE APUSENI MOUNTAINS

Among the anthropogenic risks present in the perimeter of karst geosites, the *industrial exploitation of limestone* has the most striking and often dramatic impact upon geosite integrity and karst landscape.

The spatial extent of limestones in the Apuseni Mountains (1 132 km²) and their high fragmentation has led to their exploitation in several locations.

Gorges have been the most exposed to this risk, many quarries being located in the perimeter of such geosites: Tureni quarry in the left slope of the gorge, the two quarries in Poșaga Gorge, Băița quarry in Crișul Negru Gorge, Poiana Galdei (inside the perimeter of Galda Gorge) etc. The impact of such quarries involved brutal interventions upon the geosites, by changing the declivity and physiognomy of the slopes and valley profile, interventions that are prominent in the Tureni Gorge (Figure 1A), Ardeu Gorge (Figure 1B) and Poșaga Gorge.

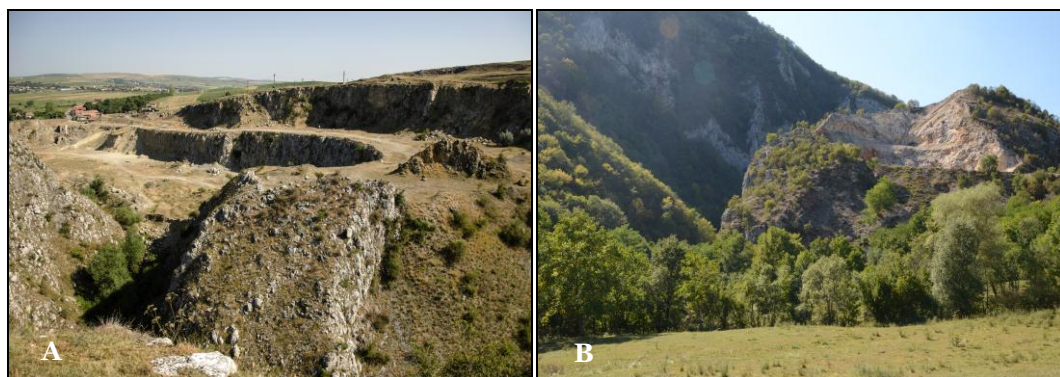


Figure 1. Limestone exploitation in Tureni Gorge (A) and Ardeu Gorge (B)

While the Tureni Gorge has a great geomorphologic value as a geosite (Cocan, 2011), the Poșaga Gorge stands out in terms of cultural value as well (due to the presence of the monastery at the entrance), aspects that should have been considered before the starting of the industrial exploitation in their perimeters. In fact, Stanton (1990) noted that in some cases the actual value of limestone is highest *in situ*, as an aesthetic factor, therefore recommends avoiding their exploitation for those cases (and we strongly believe that this applies to the gorges previously mentioned).

Quarrying also involves the genesis of anthropogenic landforms: massive dumps of crushed material (prominent in Băița and Poiana Aiudului), steep quarry terraces (Tureni and Săndulești), enclosed or semi-enclosed basins and excavation platforms (Săndulești). Such forms mark the surrounding landscape for thousands of years

(Parise et al., 2004) or may even be considered permanent since they require a significant geological time to return to a more natural state (Urich, 2002), thus the need for reclamation once the exploitation has been ceased.

Yet, one can note the absence of reclamation and mitigation of damages for most quarries where activity had been ceased (Tureni, Poiana Galdei, Poșaga, Pietroasa etc). The fact is all the more regrettable since quarries are often located in the perimeter of natural reserves, where landscape conservation, protection and reclamation should be high priorities. Some quarries located within the perimeters of geosites still function, the most relevant being the Băița-Plai crystalline limestone quarry, currently the only such exploitation in the Apuseni Natural Park and the Săndulești and Cheia quarries, located in the Petrești Ridge, near the Turda and Tureni gorges.

Quarrying has of course derived impacts upon the ecologic value of sites by damaging the vegetation and fauna in the surrounding area due to dust and vibration propagation, that have also been acutely felt in the past by residents living near quarries (as it was the case of villagers living near the upstream quarry in Poșaga Gorge).

However, we should also mention the fact that sometimes quarries can become geosites, by uncovering some novel geologic or paleontological features (Gueguen & Adurno, 2010), as it was the case for the Minervino Murge, Murgetta Rossa and S. Leonardo quarries in Puglia (Italy). Quarrying also led to the discovery of caves of great scientific and aesthetic value (De Waele, 2007), as the Urșilor Cave in the study area, discovered in 1975 during work for the Chișcău limestone quarry.

The *underground exploitation of minerals* also had negative repercussions upon karst geosites in the Apuseni Mountains. Bauxite has been extracted in the Vârciorog – Răcaș – Dobrești – Roșia area (including the Albioara gorge and nearby Vida, Cuților and Lazuri gorges). Although the activities had been ceased in 1996 the impacts are still present in the area: numerous cavities of diverse extent with unstable slopes, pollution of surface and groundwater that show great variations in the pH, heavy metal pollution with obvious effects on soils and vegetation (Dragastan et al., 2009).

The bauxite and uranium deposits in the Galbena area (Tărtăroaia Massif) had been prospected in the past. A possible decision regarding their extraction would imply a major risk for the Galbena Gorge, a geosite of very high scientific and geotourist value. Băița Plai uranium exploitation has had an insidious impact upon the area. Begy et al (2013) report radium presence over the internationally accepted limits in the brook sediments next to a gallery entrance.

In the same context, the presence of the National Radioactive Waste Repository in Băița Bihor is yet another risk factor for the area, as well as the limestone exploitation located inside the Crișul Negru Gorge. These issues have a negative impact upon tourism development, the tourist value of the Crișul Negru Gorge and Porțile Bihorului Cave being practically zero. This is due mainly to the restricted public access in the area as well as the discouragement of both investors and visitors due to these industrial activities and forsaken landscape around Băița Plai.

Logging favors erosional processes and enhances the geomorphologic risks in the exploited areas. Abandoning wood waste and sawdust influence the intrinsic value of some speleosites, mainly by clogging reported in some swallets in Padiș, Gârda, Bătrâna, Ic Ponor (ANP Management Plan, 2006). In addition, storage of logs, improper disposal of wood waste and tracing forest roads have affected the value of several gorges (Vida, Ribița, Pociovaliștea, Gârdișoara). Similar problems have been reported for some karst plateaus: Vașcău, Răcaș, Poieni (Cocan, 2001).

Pastoral practices, widespread in the Apuseni Mountains do not generate substantial changes in the physiognomy and structure of geosites, but still have an

impact marked by the grazing terraces in the slopes (Figure 2A), trodden paths and degradation of soils and vegetation. These impacts are not present on the steep rocky slopes; however, Başnou et al. (2009) remark the intensifying grazing on the steeper slopes of the Apuseni Mountains in the recent years.

The same authors, in a study conducted in the Intregalde Commune (that includes the Intregalde, Găldiței and Turcului gorges) highlight the fact that the vulnerability of limestone grasslands is higher than for the other types of bedrocks (flysch and volcanic), and their recovery takes much longer. The cause indicated by the authors is the specificity of the vegetation in limestone areas, also containing relict and endemic plants which are not adapted to grazing.

Grazing and overgrazing are unfortunately common in the territory of protected areas, where they becomes a risk factor to plant associations, threatening the ecologic value of some geosites in the Apuseni Natural Park (Călineasa or Bălileasa uvala) or the Trascău Mountains: Turda Gorge, Pleașa Râmetului-Piatra Cetii Ridge etc.

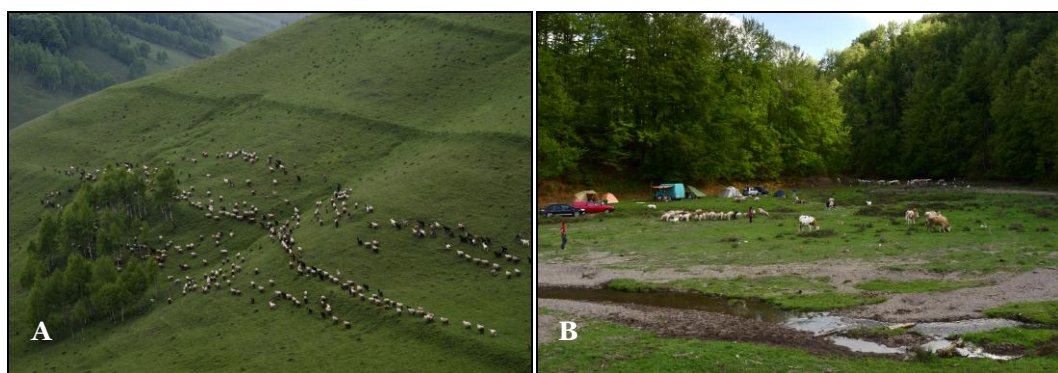


Figure 2. Grazing in the area nearby Vânărtara Swallet (A) and at the Runcșor Swallet (B)

Water contamination with organic substances is yet another problem associated to the pastoral practices, due to the fact that areas near water sources, cave entrances and swallets are also used for grazing (Figure 2B).

In areas where such infiltrations are conjugated to *discharge wastewater* from households or tourist infrastructures (due to the lack of access to sewage networks) the quality of groundwater is scarce. Epure & Borda (2014) analyzed the groundwater in the Ocoale-Ghețar-Dobrești plateau, indicating the presence of E.coli (associated with faecal contamination), which makes the seven analyzed sources improper for usage according to the national standards of water quality. The authors draw attention to the fact that these sources are used in households, and to the implications they may have due to the high permeability of karst areas.

Pollution of karst waters is also caused by waste disposal along rivers that later cross gorges where waste accumulates in the narrow sectors and in lateral marmites with a direct impact upon their aesthetic and geotourist value (Ardeu, Râmeț, Tureni).

Tourist pollution characterized by leaving garbage in camping spaces or along trails and roads is another problem. Its intensity is strongly correlated to the intensity of tourist flows within geosites and with the main types of tourism. In less touristy areas from the Trascău or Metaliferi Mountains it has a lower impact as opposed to the intensely visited areas in the Apuseni Natural Park, that are the most susceptible to this type of pollution. In fact most gorges and easily accessible caves in the Gârda-Scărișoara-Albac area are prone to this type of pollution (ANP Management Plan, 2006).

Among other negative effects that *tourism* has in certain areas we must also mention the inscriptions on cave walls or gorge slopes, collecting endemic plants and tracing paths towards climbing sectors or by leaving the road with off-road vehicles.

Tourism is often a risk factor to speleosomes due to the fragility of the underground landscape, in particular of those caves rich in helictites, speleothems, crystals etc. that can easily be altered. These impacts are limited either by totally restricting the access of the public to such caves or by controlling the access by means of organized visits. However, the poor planning and circumstantial arrangements of caves can also represent a threat. Some past cave arrangements have caused the degradation of the underground landscape in some sectors of caves (Cocean, 2001). One obvious example is Huda lui Papară cave where the degraded structures stirred up by a flood have had a repulsive impact upon the aesthetic of the geosite until their complete removal.

Tourist capitalization of speleosomes must also be correlated to the conservation capacity of the karst systems (Cocean, 2001) and their maximum visitor capacity (Gutiérrez et al., 2014). Parise (2011) highlights the fact that this capacity is unique to each cave and should result from a monitoring program conducted on longer periods.

One particular issue is raised by the ice caves in the Apuseni Mountains and the impact that tourism has on the underground ice deposits. For the Scărișoara Ice Cave, the complex studies conducted by the staff of the Speleology Institute of Cluj between 1983 and 1988 revealed a major sensitivity of the cave environment to the anthropogenic factors (the presence of tourists). This fact is not completely endorsed by Perșoiu & Onac (2011), that show that the impact that visitors have is not propagated to more than 10 meters away from the access path, so it does not noticeably affect the ice block.

Cave arrangement for tourism purposes also impacts the biota of caves, one common issue being the development of lampenflora, easily noticeable in the Urșilor Cave for example. For some caves, tourism had a negative impact upon the ecologic value by affecting the bat population, such as the Poarta lui Ionele cave.

Borda et al. (2009) noted that the tourist access to the upper level of the cave for 20 years led to the bat colonies extinction. In fact, after restricting access to that level, removing of artificial lighting and obstruction of the artificial entrance to the upper level, the cave was re-inhabited by bats.

However the impact of tourism activities is still low when compared to the acts of vandalism or theft that had taken place in caves: the massive removal of *Ursus spelaeus* remains from the Onceasa and Igrița caves, the vandalism acts in Fagului Cave in 1973, the damage of the footprints of the prehistoric man in Ciur-Izbuc cave etc.

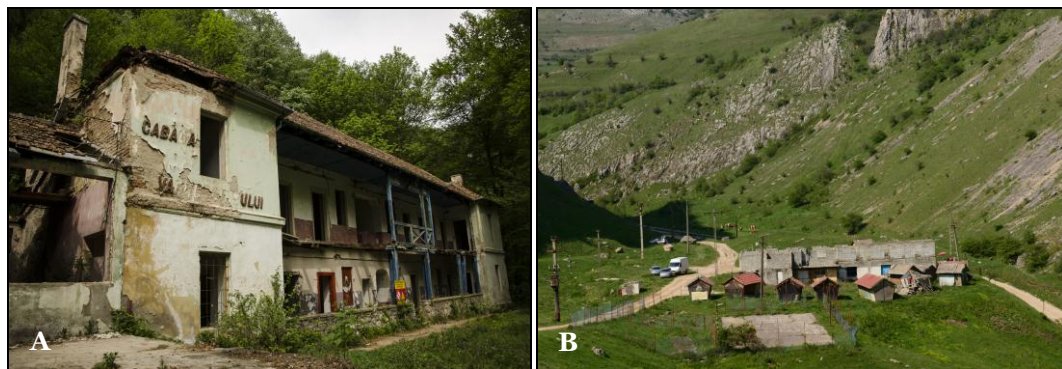


Figure 3. Derelict tourism infrastructures near Vadul Crisului Cave (A)
and in the Vălișoara Gorge (B)

Another type of an anthropogenic threat, mainly to the aesthetic value of geosites is represented by various *infrastructures* built in the perimeters of geosite that lead to the degradation of the scenery. Old, abandoned and damaged households, like the ones located inside geosites (in the Poieni Plateau) or near the sites (the abandoned village Cheia near the Râmeț Gorge) stand out as degraded cultural landscapes. Derelict tourist units have a negative impact upon the aesthetic features of several geosites: Intregalde cabin, Vadul Crișului cabin (Figure 3A), the camping in Vălișoara Gorge (Figure 3B) etc.

New buildings (often tourist guesthouses) can also have a negative impact upon the scenery when having an entirely different architectural line, different materials and a contrasting coloring in comparison to the traditional architecture of the area. The examples are numerous in the Boga-Padiș area, on the Gârda, Râmeț, Ampoi valleys etc. The lack of authorizations and construction permits, the *ad-hoc*, illegal construction of secondary homes are other issues of concern for the representatives of protected areas, the Apuseni Natural Park in particular.

CONCLUSIONS

Integrity and vulnerability of geosites are issues which arise in many geosite assessment methods. Many of these methods include criteria targeting anthropogenic risks that act as limiting factors on one or several types of values.

For karst geosites, as representative forms of the karst landscape (one of the most vulnerable types of landscape) these limiting factors have specific features and impacts. Considering these factors when assessing geosites is essential and represents a first step towards mitigation of anthropogenic risks and impacts.

Various human activities, from the industrial ones to the urban extend, tourism, logging or traditional activities such as grazing have had negative impacts upon some of the karst geosites in the Apuseni Mountains affecting their overall value.

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THE VATRA DORNEI TOURISM DEVELOPMENT THROUGH LOCAL ENTREPRENEURSHIP (ROMANIA)

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Abstract: Dorna Depression as a whole and Vatra Dornei particularly associates, for many reasons, with tourism activities emerged early as the nineteenth century. While health tourism is most developed currently, other types of tourism are taking shape, especially due to local, public or private stakeholders. This paper aims at being an analysis of the state of entrepreneurial initiative in tourism and its outcomes at the Vatra Dornei resort, analysis performed on four components: who are the entrepreneurs in tourism and what do they offer, what is their relationship with the local environment, who are and what do the Vatra Dornei tourists look for, and which are the available alternatives to spas that tourism entrepreneurs can turn to in order to deal the competitive local and national economic environment. The analysis is based both on statistical data provided by the National Institute of Statistics and data obtained through a questionnaire applied to more than 90% of the accommodation in Vatra Dornei. Outlining local entrepreneur's profile (average age, with a higher level of education and training in tourism, open to innovation, but still reluctant to access financing sources exceeding the local), identifying what he can offer (complex tourism products), but also what he actually provides for the application of tourists (minimal tourist services), and the relationships they have with local stakeholders and decision makers, it may refer both to untapped opportunities and possible courses of action in the future.

Key words: tourism entrepreneurship, entrepreneur profile, tourist offer, green tourism, local stakeholders

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INTRODUCTION

The chosen area for the analysis has experienced a series of stages of economic development which have led to real life cycles of the communities, whether urban or

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rural, that has mobilized the population's entrepreneurial resources and triggered spontaneous mechanisms of adaptation to the new socio – economic conditions.

Thus, we mention a whole historical period (years of centralized economy, extended to mid 90's) in which the local economy was supported by mining, followed by primary wood processing - developed through national and international entrepreneurship withdrawn at this time outside the urban area itself.

The mining crisis and the closure of manganese and sulfur mining in the Călimani Mountains led the Dorna area to search and find alternatives to an important segment of the population. After a period of substantial migration in the European Union countries, in which they accumulated entrepreneurial experience, capital and the right attitude, the Vatra Dornei area population developed in about 10 years, primarily service businesses and then wood and food industry. Although mainly grafted on the same approach of local development, each evolved differently depending on predisposing factors or inhibitors.

Located in the northern Oriental Carpathians, the national interest resort of Vatra Dornei can be regarded as representative for Romanian spa tourism, but is at the same time a complex tourist destination by completing, in the recent years, the tourism offer with green products tourism, the white dominant and the active tourism. The aspects by which the Vatra Dornei resort can be considered a representative case study for the evolution of this type of tourist destination in Romanian area are: the early development of tourism activities based on the exploitation of the mineral waters as early as the nineteenth century, the diversification of the tourist offer by winter sports, but also the emphasis on the balneary destination character of the social tourism during the communist period, the attempt to adapt to the new trends in the tourism market by developing the concept of green tourism and the active tourism after 1990.

Although these are specific stages of a cyclical development of spa resorts in Romania, the extent to which these resorts have managed to resist and to impose themselves on the national tourism market is again mostly given by the specifics of the local entrepreneurship in the field.

Assuming that the success of tourism activities depends largely on the characteristics and the vision of those who initiated and / or coordinate this study aims at providing a detailed analysis of these elements in the Vatra Dornei resort. Considering the voice of the tourism entrepreneurs as very important in the context of regional and local development, we intend to make it known by an investigation on the owners / managers of tourist accommodations in Vatra Dornei.

The analysis of the results of this investigation aims to outline the type of tourism entrepreneurs working in this area and tourism products they suggest their ability and willingness to integrate into the local environment, and that of the effects of their activities on local and regional level.

REVIEW OF THE SCIENTIFIC LITERATURE

Entrepreneurship Tourism was approached as a distinct theme in literature, in a period in which it was found difficult to create a balance between the values of the past and the demands of the present, between what is sought and what is consumed, between urban and rural reality expectations (Oppermann, 1996).

Tourism and entrepreneurship extent depend directly and indirectly to sustainable development of other areas (McKercher, 1993). So, overall improvement of infrastructure, decrease corruption, economic growth, rising living standards etc. will lead to creating conditions conducive to sustainable development of tourism. Given that competition between destinations is strong, each area must know the resources and potential customers, the success of belonging to those who know how to capitalize on their comparative advantages (Hughes & Allen, 2005).

Issues addressing tourism have become increasingly more business ties and the analyzed situations are becoming increasingly complex, aiming at different types of relationships, such as that between tourism development and key elements that ensure the process of developing (Lane, 1991); of the distinctive features of tourism and nature of economic interactions causing them (Bramwell, 1994); relationship between tourism policies addressed to it and the regional development (Bouquet & Winter, 1987); relationship between how entrepreneurs in tourism and tourists affect the environment, the perception and thinking of the community (Ryglova, 2007) or the relationship between tourism and how it creates changes in the local culture (Hall & Jenkins, 2004); the ability of rural tourism and recreational activities having influence on community local development (Fredericks et al., 2008); residents' attitude towards tourism development areas and leisure activities (Hall, 2001); tourism development based on community image and on tourist rural destinations or the relationship between local stakeholders and tourism development (Nistoreanu, 2004).

There are also many approaches in terms of the role of tourism in business development zones and regions, outlining the main points are in general: the implementation of development projects for recreational locations is a mechanism to attract tourists and new investments (Hall, 2001).

The tourism activities in the Vatra Dornei area have been the subject of numerous studies, of geographical, economic or sociological nature. They analyze the tourist activities in Bucovina (Chasovschi et al., 2011), in Vatra Dornei in a broader context (Dincă, 2013), the tourism demand and supply specificities (Muresan et al., 2012), regard to spa tourism (Erdeli et al., 2011), refer to the active tourism alternative (Iațu et al., 2011), the tourism development strategies in Bucovina (Minciu & Stanciu, 2010) or the impact of climate change on tourism activities (Dincă et al., 2013).

RESEARCH METHODOLOGY

The research was based both on the analysis of the available statistical data on the establishments of tourists' reception and the tourist flows in the Vatra Dornei resort and the analysis of results of a questionnaire applied to the owners / managers of accommodations. The questionnaire was structured in three sections: the entrepreneur's profile and relationship with stakeholders in the local environment, the characteristics of the existing local tourism products and the features for the tourism services consumers, and it was implemented in July 2014 on over 90% of registered tourist accommodations in the resort. The analyzed data were provided, in most cases, by the owners of these structures, and where not possible, it was discussed with the managers of the structures in question or the person authorized such as directors or receptionists. The questionnaire was conducted face to face and was completed by broader discussions with those concerned.

The research results can be considered representative of both the very large share of the entrepreneurs interviewed in the total number of those who work in this field and the fact that the investigation took into account all types of accommodation, regardless of their size (from large hotels to guesthouses offering just a few accommodations), their type (hotels, villas, bungalows, guesthouses) and tourism services offered (accommodation, bed and breakfast, lodging and complete packages including leisure activities, etc.). Finally we obtained 39 complete and valid questionnaires, whose answers were interpreted in a broader context, of the analysis of tourism activities in Vatra Dornei. The analysis of the results was completed subsequently of discussions with key players in the development of the local tourism: representatives of Mountain Rescue Department and of the Călimani National Park, catering establishments managers and local authorities.

RESULTS AND DISCUSSION

The beginning of the tourist activities in Vatra Dornei is placed in the nineteenth century, when the Austrian government representatives in northern Moldavia who was then known as the Bucovina, highlight the mineral springs they had discovered since their arrival in the area, by the end of the seventeenth century.

In 1845, the first spa in Vatra Dornei was built, and in the second half of the nineteenth century the development and modernization of the resort begins by capturing springs, applying peat mud treatments, and mostly, building, in 1895, modern spa facilities. Tourism activities are developed in parallel with the activities from the mining and wood processing activities that defined the economic profile of a larger area, that of the Dorna Depression.

After a period of decline, imposed by the effects of the Second World War (during which the spa facilities were destroyed), the tourism activities have entered a new stage of development, imposed by the economic and social policies of the communist state. It is the period in which Vatra Dornei develops as a spa resort of national interest, which results in the appearance of large accommodation units that integrate spa facilities. Social tourism is the one that gets the biggest scale in the resort, being generated mainly by highlighting of mineral water, mud and healing climate valence, developing facilities for winter sports supplement and diversifying the spa profile of the resort.

The Vatra Dornei landscape, the easy access by road connecting Moldavia and Transylvania, as by the railway Iasi – Timisoara, and the presence of well known monuments of religious architecture are known to be the factors that led to the tourist business development in Vatra Dornei.

After 1990, the resort faces the inertia of a social system in decline compared to other Romanian spa resorts (Dincă et al., 2014), the indifference of the local authorities, that, at least in the first part of the 90s, were not involved almost at all in the preservation and enhancement of tourism potential, but also by the competition generated by the spectacular growth of another nearby tourist destination - Gura Humorului. However, the number of accommodation structures, as the number of accommodation places experiences a continuous upward trend from 1997 to the present, and the number of tourists is also growing, except for the period from 2009 to 2011, marked by the economic crisis (Figure 1, Table 1).

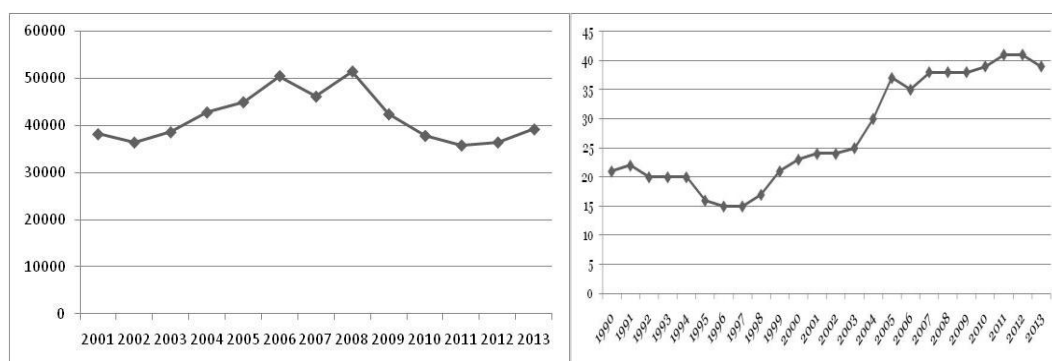


Figure 1. The evolution of the number of tourist accommodations (a) and the number of tourist arrivals in Vatra Dornei

The figures demonstrate the presence of an active economic environment, the relative success of tourism activities and prove the adaptability of the tourism entrepreneurs. This adaptability was manifested by the development of tourism products focusing on the active

tourism (Iațu et al., 2011), the green tourism, the gastronomic tourism attractions and by associating tourist attractions in complex, not specialized tourist products.

Table 1. Number of accommodation and number of tourist arrivals in Vatra Dornei
(Data Source: data supplied by www.insse.ro, Tempo Online)

	2001	2003	2005	2007	2009	2011	2013
No.of accommodation	24	25	37	38	38	41	39
No.of arrivals	38212	38623	44956	46126	42390	35844	39232

However, the lack of coherent strategy on tourism development in Suceava region and insufficient exploitation of the Bucovina notoriety gained in the past 25 years, becoming the fifth tourist destination in Romania (according to the Masterplan for tourism development in Romania from 2007 to 2026 proposed by MDRT) are issues raised in the literature (Minciu, 2010) as negatively affecting the tourism in Vatra Dornei.

The Profile of the entrepreneur

One of the aims of the conducted investigation was to outline the portrait of tourism entrepreneurs in Vatra Dornei as it results from associating objective characteristics (age, sex, level of education and training in tourism, etc.) and subjective aspects that relate to the attitude towards their business, practices to promote business, relating with tourists, openness to funding opportunities, motivation to start a business in this area, etc.). The survey results outline a respondents structure by age dominated by people between 41 and 50 years old, representing 30.7% of the total, followed, with equal share, by those aged between 31 and 40 years old and those aged 51 and 60 years old (23.07%)(Figure 2a).

Correlating the age structure of the time in which they started their business, it can be concluded that when entrepreneurship, most existing entrepreneurs were in the age group of 30-40 years old. The most dynamic entrepreneurship period in Vatra Dornei tourism resort proved to be the period of 2000 - 2008, when there over 56% of the analyzed accommodation units appeared (Figure 2b).

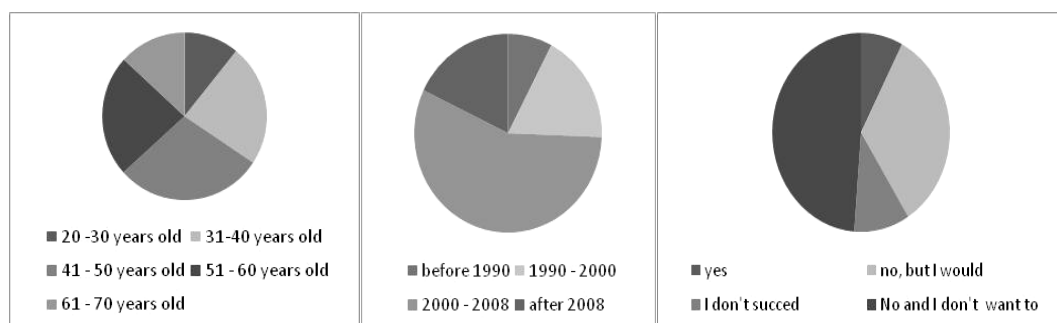


Fig. 2. "Entrepreneurs' responses to the following questions: a. What is your age?
b. When did you start the business?
c. Did you access European funds for business development?"

Contrary to the sketched portrait of Romanian entrepreneurs of different research groups (the National Council of Private Small and Medium Enterprises, 2009, Report on the SME sector Post Privatisation Foundation, 2010), indicating the predominance of men among Romanian entrepreneurs, in Vatra Dornei women entrepreneurs / manager dominate the rate of 61.5%.

Regarding educational level, most of the respondents are university graduates (66.6%), the rest are high school graduates and the structure of the Vatra Dornei entrepreneur approaches the nationwide one.

The share of those who said they had specific training in the field of tourism (postgraduate courses organized locally, etc.) is even higher (74.3%). We believe that both the training and qualification in the field of tourism are beneficial aspects that can positively influence the undertaken tourism activities.

Beyond the objective aspects of the Vatra Dornei entrepreneur profile, their attitude towards their own business can provide interesting information on entrepreneurial behavior. Thus, the majority of the successful respondents find their business (64, 1%) a success, which is also an indicator of the wealth of tourist activities carried out. Tourism businesses in Vatra Dornei resort are mostly family businesses: 79.4% of respondents said that family members are involved in conducting business. In fact, if we take into consideration the three hotel-types large accommodation structures, almost all other tourist accommodations are family businesses, which can be a guarantee of their stability.

An analysis of motivations for starting a business in tourism also seemed interesting. Although in this case not all the pursued have responded, however, the primary motivation is emerging: referral opportunity in this area in the context of an established tourism brand, an obvious tourist potential and rigid accommodation structures, very large and with a certain inertia in adapting to the new demands of the tourist market.

In the background, we can mention: consideration of tourist activity as the only solution for survival in job losses, recovery of professional experience when they retire etc. Vatra Dornei entrepreneurs promote their business especially in the virtual environment (87.1% of respondents) and the additional options and / or alternatives turn to travel agencies (53, 8% - given that multiple answers were possible), but also promotion by relatives and friends (25.6%).

The clear options for advertising online demonstrate the respondents' adaptation to the requirements and characteristics of the current tourism market.

An element identifying the Vatra Dornei area entrepreneurs is the relationships that they have with tourists to whom they provide services: 53.8% of respondents said they always keep in touch with tourists who visit, and 35.8% occasionally do this. This attitude can individualize tourist offer entrepreneurs in Vatra Dornei resort, bringing it closer to agritourism and opposed to the standard offer specific to the mass tourism.

A final aspect that helps to portray entrepreneur is Vatra Dornei relationship with European funds. This method of business financing is still not very popular among those surveyed. Only 7.6% of respondents said they accessed European funds to develop the business, while 33.3% said they were open to try to use these opportunities in the future, (Figure 2c). Also stresses the important share which excludes this possibility clearly (48.6%), while only 10% said they had tried to access European funds, but failed.

The contractor - local economic and social environment relationship

Good cooperation between business environment, civil society - represented by NGOs and other associations - and the public administration - represented by local, county, regional and national stakeholders, but also by their subordinate services (Rescue Service) is a prerequisite for development of all economic activities and hence those in the tourism industry.

In the Dorna Depression there are some powerful entities involved in the development and promotion of tourism activities: The Local Action Group "Dorna Basin", The Călimani National Park Association of Ecotourism "Country Dorna", which add local

and county authorities (Vatra Dornei city hall, the County Council), under which The Vatra Dornei Mountain Rescue service is.

Our survey results show a good cooperation with both associations working in tourism at local and / or county level (64.1% of respondents gave a positive answer) and with representatives of the Călimani National Park (43.5%), but mostly Mountain Rescue service (84.6%).

Regarding the relationship with local authorities, it can be categorized as rather tense, as long as 79.4% of respondents said that the authorities involved to a small extent (48.7%) or none (30.7%) in developing and promoting tourism (Figure 3). In this context, the relationship with the local authorities, we considered interesting to know if they can have an economic multiplier effect, contributing, through the activities they carry out to maintaining other local businesses.

We believe that the impact of tourism entrepreneurs in Vatra Dornei is important for commercial activities in the city (58.9% of respondents said that they procure the necessary products of Vatra Dornei), and also for those in rural areas nearby (from where the food used by 12.8% of respondents in their business comes) or from the county capital, Suceava (25.6% of respondents).

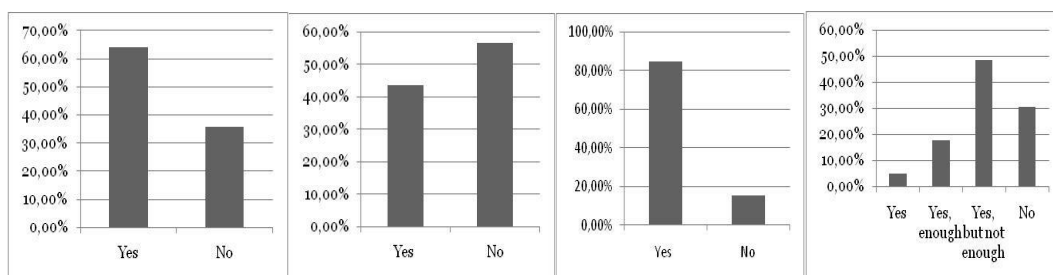


Figure 3. “The responses of the entrepreneurs to the question: a. Do you collaborate with organizations, associations, institutions involved in tourism development?

b. Do you build a cooperative relationship with the Călimani National Park Administration?

c. Do you take good working relationships with Mountain Rescue service?

d. Do you consider that local authorities are involved in the development of tourism activities?”

The tourist offer

Another objective of our research was to understand the features of tourism product that the entrepreneur puts at tourist's disposal, to confront this model with the tourists that get to Vatra Dornei. The survey results show that most of the entrepreneurs (41%) have the ability to offer tourists complete packages that include accommodation, meals and other activities (spa, ATV rides, the ability to engage in everyday activities, etc.) but almost as important is the percentage of those who can only offer accommodation services (34%).

One element that could individualize the Dornean tourist offer, gastronomy and organic products, is sadly little represented among the entrepreneurs in Vatra Dornei resort. Only 5.1% of respondents said they offer tourists their own household products currently, and 15.3% said they do so partially.

The valorisation of the food quality in Dorna Basin, the gastronomic traditions in the area, could be an element that would customize the tourist offer, differentiating it from the standardized offers and enhancing tourism attractiveness. Over 60% of respondents said that the reception structure they manage offers tourists the opportunity to pursue leisure activities, and 87% said that they offer tourists information about activities that may take place in the area.

Therefore, while the Vatra Dornei tourism is still anchored in a development due to spa and climate potential, which gives certain stability from the perspective of overall tourist demand, along manifests two development directions: the ecotourism and agritourism? They are located at the rural periphery of the city and use the gastronomical resources and traditions associated with the famous Dorna dairy products to develop the stay small tourism.

Much of the development trends of the offers are blurred, largely by increasing local food industry, monopolizing resources by developing an international entrepreneurial complex in Candreni Dorna area, in the vicinity of the resort.

Another analysis dimension is that of the intervention of local entrepreneurship in the development of tourist facilities by switching from the traditional health tourism to the specific geographic area of white dominant, of the winter sports. The Park and Squirrel ski slopes are made through funds raised by the local administration, while the Negrești slope was drafted by a successful public - private partnership.

Also, between mutations that the Vatra Dornei recreational tourism records there are the private initiatives for practicing active tourism facilities in the area of green dominant and the zip lines in the center, cycling trails totaling over 80 km in the mountainous areas of limited Dorna Depression, restoring bookmarks to Călimani National Park whose limit is 6 km from the resort and facilities for rafting on Bistrita.

The change of optics in attracting tourists to travel and practice winter sports has generated a relative revival of tourism in Vatra Dornei, after the decline of the 90s and early 2000s. However, some problems that overshadow this welcome change of perception on tourism in Vatra Dornei should be reported: facilities that generate tourism planning principles disturbances affecting the main attractiveness, the secondary offer or the principle of harmonious integration into the traditional cityscape.

The guests staying at the Fir tree-Călimani complex for spa and climate treatment are disturbed by the recent passing of the ski slopes near the city park. Once an emblem of the Vatra Dornei tourism for the famous highly ozoned air quality, the Central Park is affected by both the facilities and noise pollution of the leisure tourism accompanying the facilities near the ski slopes in the Central Park area and by the frequent clumps of colluvial deposits made by natural denudation on the ski slopes that are arranged upstream of the park, such as Squirrel slope (poorly designed for the slope processes).

The tourist profile

What features do tourists who come to Vatra Dornei present and what do they require of tourism service providers, according to the entrepreneurs? Tourists arrive at the resort, in almost equal proportions, summer or winter, causing a strong seasonality of tourism activities. Although most respondents said that most tourists practice plain tourism (56.4%) it is also quite high the percentage of those who said that within their unit of accommodation, travelers in transit prevail. Regarding the length of stay, most tourists (53.8%) spend on average 2-3 nights in Vatra Dornei, which means 3-4 days. Exceptions are practicing health tourism and tourists enjoying the social system of distributing travel packages, tourists who stay in Vatra Dornei for more than 10 days.

However, the presence of these tourists impact on the economic life of the resort may be even lower than those who stay only 3-4 days because "social tourists" are not willing to spend too much in addition to subsidized price of ticket treatment.

The forms of tourism in Vatra Dornei, in the opinion of entrepreneurs, are winter sports tourism (48.7%), spa tourism (30.7%), other (business, recreation - 35.8%), cultural tourism (7.69%) and agritourism (5.12%), (Figure 4c). Multiple answers were possible. Most of the tourists who choose Vatra Dornei are families with children (66.6%) but the share of elderly and youth groups is also important (Figure 4b).

Although entrepreneurs are largely willing to provide complete packages, most of the tourists (64.1%) require only accommodation and only 23% of respondents said that tourists require full packages (Figure 4a). The entrepreneurs' strategy to maintain contact with tourists, individualizing thus their offer, reflects in the fact that nearly 80% of the respondents said that the tourists they receive are not in their first visit, but they returned.

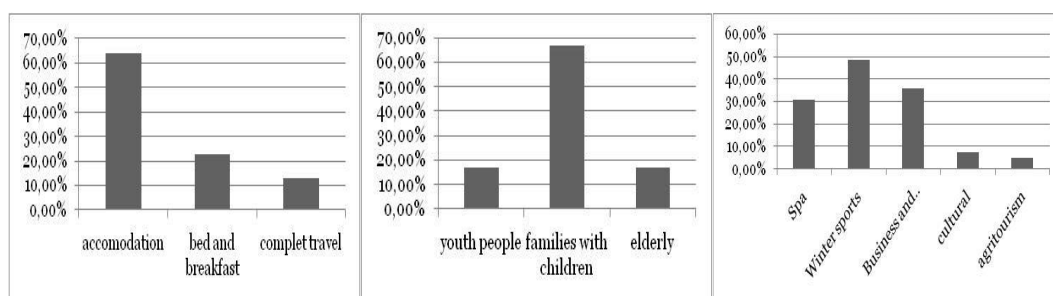


Figure 4. Responses of the entrepreneurs to the following questions: a. Which are the services most frequently required by tourists?, b. What category of tourists do you receive?, c. Which forms of tourism do tourists you receive practice? (multiple answers were possible)

Opportunities and constraints for tourism entrepreneurs in Vatra Dornei

The results of the survey conducted among entrepreneurs, as well as research in the field and discussions with key local stakeholders to development of tourism, led to identifying the key opportunities that are or could be used by entrepreneurs in tourism, as well as the constraints that they must face.

To the opportunities we can mention: the favorable geographical position both locally (Dorna Depression, benefiting from numerous tourist potential elements near the Ciocănești, the cultural village of Romania in 2014, and the Stampei Glade, participant in the competition for the title mentioned before) as/and regional (Bucovina, which is already an established brand in tourism, near Transylvania, that can become a recruiting area for tourists that would make it the traditional superimposed Moldavia); the existence of remarkable initiatives regarding the development of the adventure tourism, whether it is river rafting, paragliding, rock climbing and mountaineering or Nordic walking, hiking and horse riding; good cooperation between tourism entrepreneurs and other active players in this activity (Association of Ecotourism "Country Dorna", Călimani National Park, GAL "Dorna Basin"); development of projects with different funding, completed or nearing completion, with major impact on tourism development (Rehabilitation of Municipal Park, Adventure Park Meadow Dorna and Runc, Spatial ski slope); development of infrastructure for winter sports; development of health tourism should be considered as a national priority by the authorities; individualization of tourism offer by the absence of standardization.

At same time, there are a number of constraints that may prevent the development of tourism activities in Vatra Dornei that must be solved: the fact that it is so close to Gura Humorului, the newest resort that has benefited in recent years, of massive investment and a more aggressive promotion; existing inertia in the spa tourism, which continues to be a form of social tourism, depending on state subsidies; insufficient development and exploitation of forms of tourism that are part of the new trends in the current tourism market; poor use of the local cultural potential; limiting tourist offer to minimal services, without them to be integrated into complex tourism products; lack of overall vision on the regional tourism development and weak involvement of authorities in tourist activities and those that can stimulate.

CONCLUSIONS

The Vatra Dornei resort is a national brand in health tourism and winter sports, but the image was completed in recent years by developing alternative forms of tourism in order to diversify the tourism offer and extending the categories of tourists interested. In this context, the role of the local entrepreneur is very important, the success of new initiatives in this field largely depends on his attitude and flexibility.

Outlining local entrepreneur's profile (average age, with a higher level of education and training in tourism, open to innovation, but still reluctant to access financing sources exceeding the local), identifying what he can offer (complex tourism products), but also what he actually provides for the application of tourists (minimal tourist services), and the relationships they have with local stakeholders and decision makers, it may refer both to untapped opportunities and possible courses of action in the future.

Among them there are: limiting social tourism to the low season, continued promotion of alternative forms of tourism already in use in the resort, the integration of complex tourism products, the use of the EU funds for the development of tourism activities, the use of comparative advantage given by the climatic conditions in winter sports in compared with Gura Humor, especially in the current climate change.

Items that were the basis for the development of tourism in Vatra Dornei through local entrepreneurship, show a modest anchoring in the tourism identity of the resort itself looking for a specific spa, climate or other complex alternative.

Although a climatic spa resort of national interest, it receives very little evidence of support from local urban planning for the conservation and especially the functionality of sources for the general public.

From another point of view, local entrepreneurship is not supported and is not interested in a specific tourist offer spa resort Vatra Dornei. The alternative favored by the local entrepreneurs for the development of tourism is its association with the winter sports tourism, gastronomic tourism or other forms of active tourism.

To these are added the architectural heterogeneity tourism arrangements without concern for the preservation of the old type of resort facilities set up by the Austrian government at the end of the eighteenth century, which prints an alien urban geographical space of Vatra Dornei. Combination image interwar resort to resort Karlovy Vary is now just a memory.

Although statistically most tourists entering the Vatra Dornei resort are attracted by the reputation of the spa, the changes foreshadowed in the last decade of local entrepreneurship in the absence of coherent development strategies of local administration, adequately funded, associated with the development of winter tourism, with winter sports and so we will probably witness the change in time of the Vatra Dornei tourism effigy in one of a white dominant.

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SELECTIVE, SUBJECTIVE OR EXCLUSIVE TOURIST MAP

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Abstract: By the representation way, by the manner of selecting the elements represented graphically in a determined natural or administrative area, by the geographic location, the tourist map can have various subjectivism degrees. In the case of the present study, using a methodology tested in the specialty literature, there are analyzed the advantages and disadvantages which can be provided by an orientation and information cartographic material at the level of a tourist resort (Băile Felix) by location and content. Through this analysis and exemplifications, there are provided good and bad practice examples in the tourist planning and organization politics on the promotion and information segment, by placing boards with cartographic material. The objectivity and complexity of such a map changes when it is elaborated for a certain area (public or private) and it represents "by extraction" only certain elements from the same area, excluding the others of the same type. Under such circumstances, a type of selective, subjective and exclusive map is created.

Key words: tourist map, subjective map, exclusive map, selective map

* * * * *

INTRODUCTION

The map is a means of representing certain territorial realities in stylized form, at scale and which can be simple or complex. As type, a tourist map, useful for orientation, through the way of emplacement and the represented elements can enter into the category of subjective, exclusive or selective cartographic representation. Certainly the specialty literature (Hocking & Keller, 1993; Cazalais et al., 2000; Gunn & Var, 2002; Muntele & Iațu, 2003; Bailey et al., 2007; Castaldini, 2008; Hall, 2009; Castaldini et

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al., 2005; Castaldini et al., 2009; Ilieș, 2007; Bailey, 2009; Ianoș et al., 2010; Ancuța et al., 2015), with a wide cartographic material typology (Muehrcke, 1986; Beguin & Pumain, 2010; Regolini-Bissing, 2010; Ilieș et al., 2011; Ielenicz & Comănescu, 2013; Ilieș et al., 2014; Kozma, 2014; Ilieș et al., 2015), identifies such a selective type used to represent elements of a certain type on a basic cartographic background which also includes other different elements or of the same type. The objectiveness and complexity of such a map changes when it is created for a certain area (public or private) and it presents “by extraction” only certain elements from the same area, excluding others of the same type. Such a cartographic representation, positioned in the public domain and intended for tourists, has minimum positive for “the target group” by excluding the other support elements which compose the respective tourist system. Such an example can be identified in Băile Felix resort (Bihar County) by placing a map of orientation and presentation of tourist potential elements through the exclusive method, meaning that various elements are projected on the map (hotel restaurants, swimming pools etc), which belong only to one company or property form (Figure 1), and all the other elements of the same type are excluded or represented as background, without identification marks. Such a map is usually placed in the private space or belonging to an institution (Figure 2) with orientation role.



Figure 1. Băile Felix. Tourist map of the SC Turism Felix SA (source: www.felixspa.com)

When it is placed in the public domain or, as in the current case, in the key points of a tourist system of national interest, the situation changes significantly. Further on, we shall analyze the beneficial effects and the losses of such a cartographic material in accordance with the lay-out location and with its content.

METHODS AND METHODOLOGY

The map represents means of special expression of phenomena and through the conventional signs method, the map gains a series of characteristics (Coteț & Nedelcu, 1976, 98) adaptability and variability; the representation of a high number of phenomena and their complexity; for quantitative expression, their sizing occurs; the most important characteristic is suggestiveness. With a tourist map, the followings can be obtained (Ielenicz & Comănescu, 2013, 216) a realistic purpose; a unitary conception regarding the content of the elements which should be on the map in accordance with the map topic

and the correct proportion scale. The use of the cartographic method has facilitated since oldest times the population's or tourists' access, in the case of the tourist map to information referring to tourist resources, infrastructure elements and specific objectives (Favreto, 2005; Ciangă & Dezsi, 2007; Slocum et al., 2009; Ilieș M. & Ilieș G., 2015).



Figure 2. Băile Felix. Tourist map of the President Hotel & Aqua Park Resort
(source: President Resort)

Irrespective of the representation method, the tourist map tends to be a complex, comprehensive and explicit map, facilitating the access to useful information, for orientation and scale distances. An interesting aspect is that “in order to avoid the achievement of illegible representations with hundreds of signs on them, in the cartographic representation the insignificant details are eliminated and the essential ones are kept” (Dulamă, 2006, 11). An endeavor is right in this respect only if the selection is objective and not exclusive. The various ways of cartographic representation of a tourist space have a common objective, to provide correct information to the beneficiary, respectively to the person reading the map (Bailey, 2009; Regolini-Bissing, 2012; Widmer, 2011; Ilieș et al., 2014). According to the definitions from the specialty literature, a thematic map “highlights an element or a group of elements..., ...there are represented phenomena which can be located and the connections between them with the help of qualitative and quantitative symbols, laid on a landmark background” (Dulamă, 2006).

Whether it is an analytical map or a synthetic one, in the case of the current study we present the effects of a thematic cartographic material placed at the level of a tourist resort and whose objective thematic and content value derives from placing it within the public or private system. In the tourist planning and organization systems (Murphy, 1994; Williams, 1998; Ciangă & Dezsi, 2007; Gunn & Var, 2007; Ilieș, 2007; Hall, 2009), such a material is elaborated and emplaced in order to generate maximum effects at the level of the entire territorial system (Ianoș, 2000). At the same time, it is the result of a diverse data base, easily accessed and graphically presented with the help of the GIS instrument (Dransch, 2000; MacEachren & Kraak, 2001; Harrower, 2003; Lobben & Patton, 2003; Favretto, 2005; Bailey et al., 2007; Castaldini, 2008).

THE ANALYTICAL COMPONENT

A map analysis refers to the content elements with their particularities generated by the representation manner (Figure 3 and 4). Their interpretation (reading) “implies the deciphering and understanding the realities of a territory or of a phenomenon with the help of graphic means used in representation on the map” (Dulamă, 2006, 53),

Depending on the destination and the emplacement of the accomplished material, in the case of the exclusive map a part of the support elements, respectively of the same type, are intentionally eliminated in order to highlight only a part of them. The endeavor is correct in the case of thematic maps (Figure 5 and 6), those which research a phenomenon (synthetic maps), but not in the case of mass tourism maps placed on public domain. However, the undeclared purpose of such maps, intuited by specialists, is to create a certain advantage for elements belonging to the same category. For example, if in the resort there is a number of hotels, on the map there are represented only some of them, the only selection criterion being the property one (Figure 1).



Figure 3. Sighetu Marmăției Municipality and Maramureș Land. Tourist maps
(source: Ilieș M. & Ilieș G. 2015)

Practically, in our work, the following elements are analyzed: location, property type, representation elements and the typology of represented tourist resources. The essence of such a thematic map derives from the relationship between: type of elements, spatial positioning and target group.

Case study: the tourist map of Băile Felix resort

The localization elements position the map at the entrance into Felix resort from the north side, from DN76 from Oradea, respectively in the resort's central park (Figure 7). According to the localization in the Băile Felix tourist system, the map is of public interest and the deontological representation norms should reflect as truthfully as possible the local realities. In consequence, the importance of a thematic (tourist) map is provided by its emplacement and the represented elements. In this case, positioning the map at the entrance and in the resort center is done according to the tourist planning and organization strategies.

Content elements

A thematic map usually shoes elements of the same type according to function and purpose. As a general rule, a tourist map intended for the public is more complete if it includes more orientation landmark elements, respectively of natural or anthropic

support (Figure 1-4). Along time, several types of the resort's tourist maps have been elaborated, but each time the purpose was to present many information about the tourist system as a whole and very rarely focused on the same type of objectives.



Figure 4. Oradea. Tourist map of the historic center of the city (source: Oradea City Hall)



Figure 5. Sighetu Marmăției. Tourist map location in the historic center of the city on the main street (basic image sources: 2015DigitalGlobe, 2015; Google Earth, 2015; Ilieș M. et al., 2015)

A tourist resort must always be regarded as a complex system whose functionality degree is determined by each and every objective (Figure 5). In the case of the map from figure 1, on a background which includes the entire resort area, there are presented in

relief only the objectives belonging to a single institution (SC Turism Felix SA), ignoring (by lack of representation or by symbolic representation), for example, all the other objectives of the same type (Figure 1 and 7). Another practice, of economic nature and whose distribution does not imply fixed emplacement on the public domain, is the one by which it is represented on a map only a certain category of infrastructure objectives which usually have financial supported (sponsorship) the cartographic material.

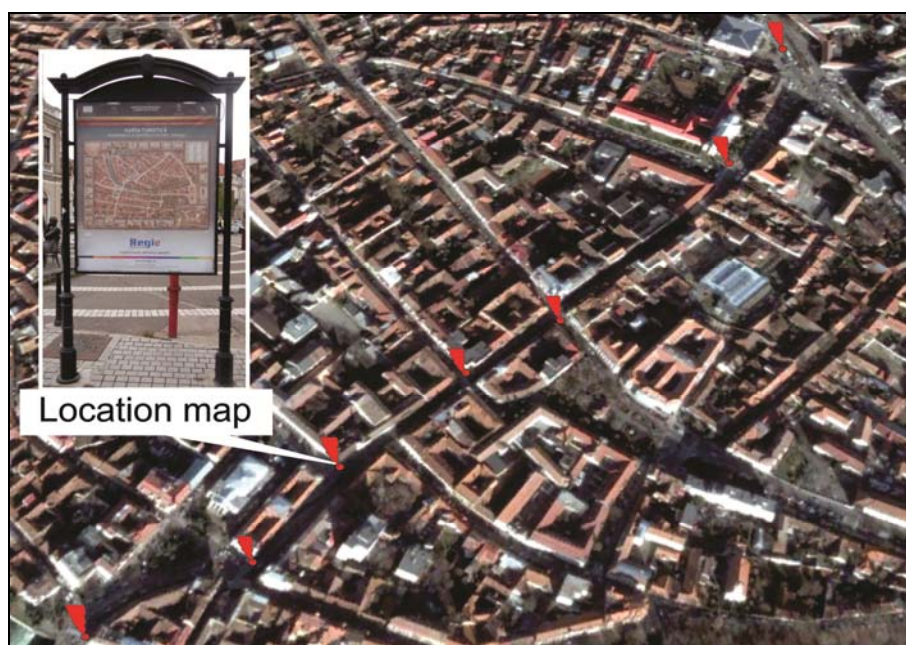


Figure 6. Oradea. Tourist map locations in the historic center of the city on the main pedestrian street (basic image sources: 2015DigitalGlobe; Google Earth, 2015; Oradea City Hall)

Relationship between content (quantity and quality) and emplacement (geographic position)

At the level of this study it is analyzed the orientation complex tourist map which refers to a naturally delimited area, a locality or tourist resort. The necessity of such a study derives from a practical spirit having as purpose the elimination of any type of subjectivism under the circumstances of a public space.

Good practice

In the multitude of cartographic material variants which have appeared and are currently sustained by a virtual support (on-line), an important role is played, especially for orientation and practical spirit, by the map transposed on boards placed in places of maximum visibility, in polarization points or various important locations from a locality or tourist resort area. Such examples are the tourist maps from the central parts of the cities (Figure 5 and 6) or tourist resorts and which present detail elements regarding the tourist infrastructure, objectives and other institutions which no not have tourist destination but are part of the support city infrastructure (medical centers, post offices, shops etc).

The quality of these materials derives from content and complexity, *quantitatively*, their *number* is significant and the third element, position, is emphasized by *emplacement*. In both situations, whether it is about quality or quantity, an important role is played by the geographical emplacement. A good practice example is presented in figure 5 at the level of Sighetu Marmăției city. The board with the two complex and

detailed maps is placed in the central part of the city with the purpose of orientation and providing as complete information as possible for those who are interested (Figure 3). Selectivity exists only from the typology point of view and not from that of belonging of the tourist objective or infrastructure element.

Another good practice example is the tourist map of Oradea city central part which differs from the first example by the representation method (image suggesting 3D; Figure 4) and by quantitative valence concretized through a significant number of boards positioned in interest points in the city's central area (Figure 6).

In the two situations of good practice in tourist planning and organization regarding the promotion and facilitation of access to information, on a high qualitative background and with a complexity determined by the number and variety of represented elements, the difference results from the quantity-emplacement relationship: one board with a complex map placed in the central part (Figure 5) and several boards with objectives placed in key points (Figure 6) in the central area.

Subjective practice

Using the same scheme supported by the relationship between quality-content-complexity, quantity-number and geographic position-emplacement, at practice level referring to objective tourist promotion, there are situations when at the level of a public space one of the characteristics can be subjective. Such a subjective practice example is encountered in Băile Felix resort on the public domain, by correct placing of tourist map boards (at the entrance and in the center of the resort) (Figure 7), subjectivity is provided by content, representing tourist objectives and infrastructure elements, selected based on the property criterion (public, mixed or private) (Figure 3).

For such practices, there are analyzed the elements which compose the structure of such an endeavor and the particularities which determine the subjectivism of a cartographic material of this type. The analytical component refers to the emplacement on public (Figure 7) or private domain, to density (number of boards) and to material content (represented elements) reported to the territorial unit which determines it (natural, administrative unit or tourist resort) and which is cartographically represented.

1. *The geographic position* respectively the emplacement can be on the public or private domain. In the case of the current study, we exemplify with two boards with cartographic material placed:

a) *On public domain* (Figure 3 and 7) by the map of Băile Felix resort. Such a map is usually placed in the central part or at the resort entrance and is characterized by quality, quantity, complexity and a much diversified content which is representative for the represented area. The indispensability of such a cartographic material, placed on public domain, is to represent the spatial reality as truthfully as possible through a great number of elements, without being selected according to the property regime. In the case of the map placed in Băile Felix resort, we notice the placement on public domain, correctly positioned for the target group.

b) *On private domain* by the map of the President balneal complex (Figure 7), part of Băile Felix resort. In this case, on a board with stylish cartographic material (Figure 4), it is represented the spatial structure of the President balneal complex. Such an "internal" practice is correct and it respects the principles of a professional deontology.

2. *The cartographic material content* usually determines the subjective character in relation to the geographic position (emplacement).

a) *On public domain*, in the case of the examples from figures 2, 3, and 4, we notice a correct, complex and professionally accomplished content, the derived objective being to correctly inform about the territorial realities useful to the tourist, irrespective of the property form.



Figure 7. Băile Felix. The content and location of the selective/subjective/exclusive map A (SC Turism Felix SA) and normal map C (President Spa Complex) comparative with content with map B (Băile Felix Spa)
(Data sources: www.felixspa.com; www.turismfelix.ro; www.digitalglobe.com; President Complex Spa)

In the case of figures 1 and 7, we present an example of incorrect practice. Subjectivity is provided by the subjectively selected and represented elements, by representing only those which belong to SCT Felix (mixed sector) while other infrastructure elements or tourist objectives are eliminated, irrespective of the property type. More than that, such a material eliminates most of the tourist objectives as well. It is an example of incorrect practice which is not recommended in the tourist planning and organization strategies because it does not encourage the systemically integrated functionality at the level of the tourist resort. Usually, in such cases the target group does not identify the property form, respectively the subjectivism induced by the author.

Unfortunately, such a practice extracts from the tourist system only a part which is presented as exclusive, the other elements being poorly or not at all represented, and using representation artifices under the form of certain background elements without identity or without being represented. In figure 9, we present the differences between the two cartographic materials, easily suggesting a significant support part of Băile Felix tourist system, however unrepresented or subtly eliminated by background forms.

Such a selective map, according to the deontological norms, should be placed within the subsystem it belongs to at which it represents (the case of figure 8) and not on public domain. Such issues occur in the case of complex tourist systems of the heterogeneous tourist resorts and centers type under the aspect of property type, of infrastructure elements and of tourist objectives.

b) *On private domain*, in the case of figure 7, we notice the encompassing of all elements which support the tourist act. Actually, the functionality of such a private or mixed subsystem is organically connected, more or less determined, by the rest of the elements belonging to the same system.

CONCLUSIONS

We appreciate that by the analysis of an orientation and information cartographic material under the aspect of content and geographic emplacement, an extremely useful tool is emphasized in promoting a tourist system. At the level of this study, two situations are regarded. On one hand, there are clearly presented the advantages of a correct and objective practice at the level of a complex and heterogeneous tourist system, irrespective of the property regime of the elements composing the tourist system and on the other hand there is an incorrect practice, subjective, selective and without main support in the tourist planning and organizing of the space. In the second situation, the relationship between the placement spot of the board with the map and the cartographic material content emphasizes a major discrepancy visible through the “suggested” components of the person who visualizes the map. In both situations, there are presented the advantages and disadvantages which can be brought in the promotion of a tourist system by a cartographic material created subjectively under content and presentation manner aspect. It is a type of subjective and exclusive map.

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PRO-QUALITY ACTIVITIES IN A TOURISTIC ADMINISTRATION AS A CREATING VALUE ELEMENT OF THE MIDDLE POMERANIAN REGION

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Abstract: The client is a more and more demanding subject of the tourist market, which needs to consider not only a price but also accessibility, attractiveness, variety, complexity, timing, quality, etc. As a result there is a necessity to undertake development-strategic actions in different sections of tourist companies and locals. The main goal of the article is to introduce pro-quality activities in a tourist area by the tourist entities. This is possible with using quality managements systems, pro-quality instruments, using quality systems. This will help to gain the proper functioning and development of the organizations and gain the regional advantage.

Key words: tourism, quality, management system, competition, improvement

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INTRODUCTION

Nowadays, tourism is the fastest growing sector of the global economy. Any changes in this area result in the development of particular tourism activities. These changes often become the force, which drives the competitiveness, and in particular creates suitable functioning conditions for new entrants or new tourist services. On the one hand, this situation creates opportunities, and on the other hand, operational dangers for tourism enterprises, gminas, cities and other entities, which are determined to develop the region and local community.

Appropriate management, which is focused on the quality (through proper management systems and quality management systems), increase chances of success for entities, which form the tourism via development activities. Simultaneously, this management minimizes risks, which are connected with economic crisis, competition, etc. The result of this management direction is the added value, which is a determinant of competitiveness described as a competitive advantage.

Therefore, it should be remembered that the fight for clients (both domestic and foreign, in various ages) takes place in many areas, in different dimensions and with using different agents. That is why, an adequate quality of provided services and clearly defined

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directions of touristic and para-touristic enterprises, including entities creating tourism, help to shape the product, tourism industry and economic development in the region. Adopted plans and activities of local governments play a very important role in these actions. It is therefore assumed that the proper functioning and development of both tourism enterprises and the rest of tourism sector create the added value (Value Based Management). It forms the right economic and social image of the region.

The aim of this article is to present the importance of introducing pro-quality activities in the field of tourism via entities, which provide and create tourism services. The thesis assumes that pro-quality activities facilitate entities in actions, which aim to meet customer's requirements. Simultaneously, pro-quality actions help entities to develop their activity in a competitive tourism market. This study was based on the literature analysis and statistical methods – in particular, comparative methods.

ESSENCE OF THE TOURISM – THE ECONOMIC ASPECT

The importance and level of tourism are very large in the development of regions. They could be considered in many categories and may concern among other things: elements from the travel and accommodation in a certain place or the form of economic activity. Simultaneously, they are a subject of research in many scientific disciplines. To the main implications of these researches, we can include among other things economic, psychological and social aspects, etc.

It should be stressed that the existence and development of tourism is substantially associated with the economic dimension, because especially tourist activity (economic entities providing services) and its functions (among other things: educational, recreation and health, ethnic, economic and political (Meyer, 2006) provide individual (links) values in a complex chain of values in providing tourist services.

The development of service activity and the increase of life expectancy positively influence on the service sector, which also includes tourist services. According to the forecast in the next few years, development of the service sector will provide $\frac{3}{4}$ of the global GDP (Kachniewska, 2002).

In accordance with the WTTC (World Travel and Tourism Council) terminology, in the tourism industry¹ in Poland provided 19,7 billion zlotys in 2007 what represented 1,4% GDP and it is estimated that in 2017, this industry will amount to 42,1 billion zlotys presenting 2% of GDP (Golembiński, 2009).

Therefore, it should be assumed that changing needs of our society, climate changes and price competitiveness will cause the development of tourism movement – tourism industry, including mostly entities of tourism industry (Meyer, 2006; Rapacz, 2001) like tourism enterprises and entities, which provide tourist services. They have a direct or indirect influence on the development of tourism in the certain region. It ought to be remembered that not only tourist entities, but also “stewards of the region” (the entity, which is responsible for the economic development in the region) and demographic situation form the tourism movement.

The faster is the development of touristic enterprises, the region gets more funds resources to create an appropriate infrastructure, as well as image and tourism potential – the tourist product. The proper infrastructure, friendly environment (also for investments) and tourist attractions are only a few factors, which stimulate and motivate entities to the development. The quality of provided services is a very

¹ Industry including the production of goods and services, which are directly or indirectly connected with the tourism, for example: transport, gastronomy – consumption – food, accommodation, recreational, rehabilitative and health services, etc.

important element too. It concerns both enterprises, which directly provide tourism services for example: hotels, motels, spas and indirect enterprises i.e. travel agencies, transport and catering companies, etc.

THE QUALITY OF TOURISM SERVICES

Nowadays, the quality has become an interdisciplinary term, which is used both in science and practice. It is proved by different interpretations of the quality. We can include to these commentaries, inter alia (Olkiewicz, 2013):

- some degree of perfection – Platon (Bank, 1996);
- compliance with requirements (Ph.B. Crossy, 1979);
- totality of characteristics and features of product or service, which are connected with the ability to satisfy stated and predictable needs (ISO 8402:1994);
- degree, in which a set of inherent qualities meets requirements (ISO 9001:2006);
- full realization of a set of requirements, which means achieving a state of the relative perfection (Kolman & Tkaczyk, 1996);
- it is something what can be improved (Skrzypek, 2000);
- sum of characteristics of product and service, which decide about the ability of product to fulfill specific needs (Kotler, 1994).

The quality can also be identified as a set of qualities, values, appropriable and emotional attributes, which decide about the degree, in which a certain product meets receivers' needs (Panasiuk, 2005). This interpretation of the "quality" definition means that customers perceive the quality in different ways. For each receiver the "quality" can mean different things, for example (Hamrol, 2008)

- *form of the product*: material product, merchandise, article, prefabricated element, service, product;
- *characteristics and features*: functionality, innovation, economy, esthete, accuracy and precision of realization, reliability, timeliness, sustainability, accessibility, prestige and brand, price;
- *subject*: producer, supplier, country of origin, size of entity;
- *phase of existence*: operation, maintenance, warranty period (including quality of guarantee).

Therefore, it can be concluded that on the one hand, the quality is a certain set of characteristics, abilities of products, services, system or process, which are needed to meet requirements of a customer and other interested parties, and on the other hand, it determines the necessary knowledge from disclosing defects and errors in functioning of the organization in order to perfect (improve) the product, merchandise or service and also management. This understanding of the quality has a big impact on the interpretation, identification and determination of the importance of quality services (including tourism services).

The specificity of services, in particular its qualities (Kachniewska, 2002; Kowalczyk, 2009; Urbaniak, 2004; William, 2006): immateriality, diversity, instability, inseparability, etc. influences on the difficulty in identification and measurement of service quality, including tourism services.

Paradoxically, services have a great impact on the creation of consumption structure, enabling the generation of new needs, goods and services and simultaneously on the other hand, they define a quality measure through the tendency of buyers to shopping, preferences and tastes. In a word, the development of consumption is the force of economic development and it increases the quality of offered and provided services, contributing to the development in competitiveness among enterprises.

This state is visible in tourism services, which are a set all actions to meet needs of tourists concerning travel and realization of its target, develop tourism companies and increase the competitiveness among them. In the era of economic crisis, majority of touristic and para-touristic entities rely on the quality (process of continuous improvement of offered services), because they know that the higher offered standard in a competitive price, the higher turnovers and very often longer period of provided services. Therefore, it can be assumed that the quality in tourism is a realization of all client's lawful demands and expectations for a fixed and accepted price while respecting quality requirements in health, safety and accessibility (Kachniewska, 2002). Quality has become a motivator to build a company's image, its competitiveness and position in the tourism market.

PRO-QUALITY ACTIVITIES IN TOURISM SERVICES

Compliance with all requirements of law, analysis and adaptation to constantly changing customer's expectations force tourism entities to constant improvement in all areas of their functioning. One of the basic, popular, public-oriented and aimed at quality improving activities is the implementation of quality management system or quality-oriented management system.

On the one hand, these systems can be voluntarily implemented (quality management systems) for example: ISO 9001 – Quality Management System, ISO 14001 – Environment Management System, PN-N-18001 – Safety and Occupational Health Management System, and on the other hand (depending on the range of provided services - quality-oriented systems) systems, which are implemented by relevant authorities, for example: Health Safety of Food Assurance Systems: GHP/GMP, GMP+, HACCP consistent with requirements of: ISO 22000, Codex Alimentarius, DS 3027 (Provision of safety food production with HACCP).

No matter what management system will be selected by enterprises, it aims to improve the functioning and increasing the provided quality. Pro-quality activities begin at the stage of awareness about their needs, and then they are realized in the planning phase. Enterprise obtains the best benefits in the case of determining long-term pro-quality activities including in the quality strategy, which is supported by the identified management system or integrated management system. Entities with the strategy do not always implement or certify management system, because they would be subject to the systematic supervision of the certification unit.

However, long-term pro-quality activities (including also activities, which perfect management systems) in touristic and para-touristic companies are often burdened with big costs resulting from the need to adapt their organization to the customer's requirements, quality standard, competition, standards, etc. among other things in the area of infrastructure, legal requirements and human resources. It should also be remembered that quality management systems or quality-oriented management systems are elements in creation of the added value. Due to their specificity, they significantly act on basic areas of the organization, such as:

- finances (profitability, return on sale, appropriate financial management, including diversification of sources and allocation of financial surpluses);
- human resources (including human capital potential, conditions and manner of work, wages, career paths, etc.);
- production / services (focusing on effectiveness of production processes, logistics, quality of offered and provided services, price, quantity of products or services, etc.);
- customer's satisfaction (especially the analysis of the client – his or her segmentation, monitoring, needs, etc.).

The added value arises inter alia by introduced “innovations” in the field of creation and provision of touristic service, which often includes modifications in the provision of services process, the needs to modernize facilities (raising their standards), expansion or reduction in the amount of services, adjustment of a price to the offer, etc.

It is important among other things for the customer (meet his or her needs, ensuring the availability to the offer, attractiveness of the offer, reliability, solidity and repeatability of this process), entrepreneur (growth of profitability, efficiency, improve timeliness, suitable creation of the image, etc.) and the formation of competitiveness, which is realized in the region.

The Middle Pomeranian region is a coastal area characterized by many touristic attractions resulting from the geographical location, proper climate and tourism potential. Table 1 presents the use of systems in hospitality business for 15 May 2013 in two chosen coastal cities.

Table 1. Management system in the hospitality business

Specification	Hotels ***		Hotels ****		Hotels *****	
	Koszalin	Kołobrzeg	Koszalin	Kołobrzeg	Koszalin	Kołobrzeg
ISO 9001	-	4	-	4	-	-
ISO 14001	-	-	-	2	-	2
HACCP/ISO 22000	1	2	-	4	-	3

Analyzing the data presenting in table 1 and 2, it must be assumed that hospitality services in Koszalin are provided at a lower level than in Kołobrzeg. There may be several reasons of this situation: the main reason may be a small number of hotels in Koszalin what causes a little competition in the sector. For comparison, Sopot has 12 hotels (3 five-star hotels, 3 four-star hotels, 6 three-star hotels), and Kraków has 79 hotels (6 five-star hotels, 12 four-star hotels, 61 three-star hotels).

Table 2. Number of hotels in analyzed location

Specification	Koszalin	Kołobrzeg
Hotels ***	3	8
Hotels ****	-	6
Hotels *****	-	3

Comparing the number of hotels in Kołobrzeg (47,078 inhabitants) and Sopot (38,584 inhabitants), we can find out that the state of hospitality in both cities is similar to each other. On the other hand, it significantly lags behind in Koszalin (109,233 inhabitants), although it has twice as many inhabitants and it is located 11km away from the sea. To the next reasons, we can include a small number of facilities with standardization, and also hotels with implemented quality management systems. The realized analysis shows that two five-star hotels have an integrated management system according to the ISO 14001 and ISO 22000, and only one of them has ISO 22000. It could be said that the „categorization commits”, because all five-star hotels have management systems, which are consistent with ISO 9000 standards.

Classification in four-star hotels was formed in a slightly different way. Integrated management systems were used in four hotels. One of them had ISO 9001, ISO 14001 and ISO 22000 integration, two of them had 9001 and 22000 systems, one had ISO 14001 and ISO 22000 series and one only had ISO 9001 standard. Only one four-star hotel does not have the management system, which is compatible with ISO standards. Poor interest was observed among three-star hotels, because only two of them had the integrated system ISO

9001 with ISO 22000 and only two hotels had ISO 9001 standard. It means that only half three-star hotels respect requirements of ISO quality standards. The most common operating systems in hotels are systems connected with the food security (supply chain, collective nutrition) and the quality management in the enterprise. Possession of standardization and certified management systems increases costs of hotels' functioning, as well as enforces a continuous modernization of building infrastructure and improvement of provided services. Not all entities want to incur such an alternative cost, which does not guarantee the success and can be allocated to other development activities.

According to the adopted definition that the quality of touristic service is the whole features, which are connected with the ability to meet identified tourist's needs, a special attention should be paid on the fact that the customer (tourist) will connect individual components in the service quality evaluation, thereby creating a quality assessment of its totality (Zawadzka & Zieliński, 2012). Individual components create a touristic chain of values, which consists of, inter alia: information obtained before travelling, making reservation, travel, first impression of the accommodation place and target location, meals, touristic attractions, historical and cultural values, natural environment, infrastructure, memories, etc.

Each of these elements creates some value, which should be positive, and the sum of all above components determines a complex satisfaction of the client and price, which customer is willing to pay for provided services. All components are related with each other through various touristic and para-touristic organizations. We can include to the main entities, which create a so-called "touristic cluster": travel agencies, transport companies, accommodation, entertainment, cultural facilities and also regional and central authorities.

If entities do not take any pro-quality activities, they will not increase their market value, which is the basis of value based management (VBM). It is also worth mentioning that the development of tourism supply has a significant effect on the region's image, suitable climate of region's development and growth of the Economic Value Added (EVA²). The rate of value growth will significantly depend on the tourism movement, which presents negatively in Koszalin-Kołobrzeg relation, as shown in table 3.

Table 3. Utilization of accommodation facilities

Utilization of accomodation facilities	2010	2011	2010	2011
	Koszalin		Kołobrzeg	
Foreign tourists	3047	4656	105635	106630
Provided overnight stays	61019	61681	2431366	2689545
Foreign tourists	5012	8101	816535	948078

Table 3 shows that the tourism movement is a motivator in creation of market added value. This movement is dependent on accommodation facilities, which is also dependent on regional authorities. From the customer's (tourist's) point of view, steward of the region is mainly responsible for the development in a certain region. Analyzing cases of Koszalin and Kołobrzeg, the meaningful development is noted in Kołobrzeg. It is an effect of long-term pro-quality activities, which are supported by the appropriate development strategy including tourism. Pro-quality activities, which are realized by local government, can be implemented in two directions. The first one may concern the quality management system, which will be introduced in the Office. This action aims to improve organization of work, maximize customer's satisfaction via parameterization of different types of services,

² Economic Value Added is an economic profit, which creates a value for the organization's owner

introduction of a transparent service, examination of the work effectiveness and customer's satisfaction, etc. On the other hand, these activities can be connected with the planning of tourism's development in the region. The main areas of "intervention" include:

- financial sphere;
- planning (urban) sphere;
- organizational and institutional sphere;
- information and marketing sphere.

Financial areas – these are resources, which are used by local government. The government is willing (often must) spend them on activities, which are connected with the tourist activation. Usually, these resources are allocated among other things on ongoing maintenance, maintenance or repair of cultural institutions, protected natural areas (touristic attractions), support of touristic event organizations, promotions, etc. For comparison, expenditures of Koszalin and Kołobrzeg on tourism are shown in table 4.

Table 4. Expenditures on activities associated with tourism
(Source: own study based on City Hall Koszalin and City Hall Kołobrzeg data)

Total tourism expenditures	2008	2009	2010	2011
Koszalin	54 536,00 PLN	-	85 756,00 PLN	64 999,00 PLN
Kołobrzeg	-	83 133,20 PLN	9 367 680,18 PLN	4 787 862,25 PLN

Data in Table 4 show, which city is more focused on the tourism development. For sure an important element, which determines the size of financing, is the location of cities – it especially concerns a direct access to the sea. For comparison, City of Sopot in 2010 incurred expenses on tourism in the amount of 41 million zlotys, and in 2011 – about 30 million zlotys.

This example presents that there are many factors, which determine the amount of expenditures for the development of tourism. The planning (urban) area is an important area for tourists and potential investors, because it concerns the allocation of terrains (often with an attractive location) for infrastructural investments such as: hotels, guest houses, spas, amusement and culture parks, etc. This area is aimed at improvement of existing touristic offer. It gives the possibility to create new touristic entities and generate a new tourism movement. On the one hand, the organizational and institutional area may concern taking any actions, which support touristic organizations (also non-profit organizations). They contribute to the increase in touristic activity. On the other hand, this area try to build a partnership (including Public – Private Partnership) to increase investment opportunities in the certain region.

Also activities, which are connected with the transfer of tasks to the realization by subordinated units and the determination of their verification and financing, will be in the scope of this area. The last very important area is the information and marketing area. Institution of local government, which is aimed at the development of tourism within the framework of information and marketing activities, can promote the city through different media, information materials (brochures, newsletters, leaflets, maps, etc.), website, etc. It should be remembered that all areas are closely connected with each other. The intensification of actions in one area forces an extension in other areas. This action has an effect on the economy development and forming the region's image. For local government, the development of regional tourism by pro-quality activities creates the added value via among other things:

- wider access to the business knowledge, including market researches, analyzes of customers and potential investors (of the tourism industry) needs;

- opportunity to establish new business contacts;
- knowledge of potential partners possibilities (PPP);
- development of the tourism business;
- reduction of unemployment;
- increase the number of customers / tourists using touristic services;
- growth of revenues;
- better recognition of the region;
- improvement of the residents' quality of life.

Also customers / tourists will be able to observe, among other things:

- better access to the new and more attractive offer of products and touristic services;
- better access to information about touristic services;
- prices competitiveness of offered services;
- higher quality of the residence infrastructure;
- complexity of services;
- higher quality of offered services.

CONCLUSIONS

Currently, the tourism industry (like the entire economy) is going through the time of crisis. Despite many limitations, it slowly accelerates and develops forming a basis of competition. More and more often, there is a "fight" not between tourism enterprises, but between local governments. In order to obtain the competitive advantage, entities (from I and II sector) take pro-quality activities, which are aimed at the development of tourism in a certain region, where the instrument is "quality".

It gives them great possibilities to create their own brand, image, direction of development and it indicates the level of formation in the enterprise. Moreover, it shows them their place in the chain of market value creation. Comparative analysis presents that there are significant problems in development activities in the scope of tourism. It may result from existing conditions, which can include: location, lack of proper infrastructure and created image, lack of touristic product, too small touristic movement and often no concept of attracting tourists.

The use of pro-quality activities in different areas, for example through the use of management systems in tourism organizations, will significantly influence on the quality improvement in offered services, the adaptation of their activities to the European standards, repeatability of processes at a determined level, modernization of tourist entities' infrastructure and the possibility of modern technology implementation. All listed activities will contribute to increase the potential and touristic movement in a certain region.

Moreover, actions undertaken by local government, which are aimed at improving the quality of tourism, will be positively influenced on the development of tourism and the whole local society. Benefits resulting from implemented changes will meaningfully contribute to the growth of competitiveness between entities and region. Simultaneously, it will raise their value and importance in the country and Europe.

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