

DISFUNCTIONALITIES IN TOURISM PLANNING AND VALORIZATION OF HISTORICAL MONUMENTS IN MARAMURES, ROMANIA

DOI: <http://dx.doi.org/10.18509/GBP.2019.47>

UDC: 338.48-6:7/8(498)

Roxana-Andreea Radu

Camelia Teodorescu

Alexandra Grecu

Karina Andreea Gruia

Adrian Gabriel Simion

Faculty of Geography, CAIMT (Research Center for Integrated Analysis and Territorial Management), University of Bucharest, **Romania**

ABSTRACT

Each historical province of Romania has a significant number of monuments, the cultural value of which can be used to create opportunities for tourism development of some geographical areas or localities. The study seeks to identify these monuments, capable of meeting the requirements imposed by the cultural-tourist activity through: accessibility, originality, seniority, maintenance or level of rehabilitation and promotion. The geographically analyzed area is the historical and geographical province of Maramures, Romania. It is a province with a great historical load, and the presence of monuments has a rather high density. The steps taken to carry out this study followed, first of all, the crossing of the List of Cultural Monuments issued by the Ministry of Culture of Romania. The second stage is the individual analysis on the field of each monument mentioned in the list, as well as the identification of the appropriate level of cultural and tourist valorization, according to the mentioned criteria. The results of the study show, first of all, a difference between the large number of existing cultural monuments and the value of which is undoubtedly quite high by what they represent historically, and the smaller number of monuments that can be valorized from the cultural and tourism point of view. The requirements of the tourists and, generally, of the tourist activity, do not allow the entry and usage of the monuments that have very low levels of accessibility, originality or rehabilitation within touristic circuits or tourist offerings.

Keywords: tourism, culture, historical monuments, Maramures, disfunctionalities, tourist circuits

INTRODUCTION

Historical monuments constitute the objective of cultural tourism, which has clear tendency to develop no matter of the geographical area. The better these monuments are preserved, the more they provide complete and authentic image of a certain nation or population, while the specific and particularities of the life as reflected upon the building of these monuments, represent the aspects that arise tourists' curiosity, as well as the interest of other categories of individuals regarding them. Maramures is the geographical region where the mountain made up of crystalline shale, volcanic rocks and a rich sedimentary layer reaching lower altitudes, offer life a unique specificity [1], [3]. The particularities of life in Maramures may be noticed in the folk costumes, in the traditional

architecture, in the specific cuisine and daily activities. And more than anything, this very mingling of the traditional, the immaterial heritage with the material patrimony, could represent the source of development for a durable tourism [7], [2], [8]. Here, perhaps more than anywhere else, tourism could become a viable alternative for the local economy. Our researches aim at clearly hyphenating the historical monuments that could be harnessed from the tourism's point of view, depending on the way they have been classified and inventoried within a complete list made up by the Ministry of Culture in Romania. Most of the studies present one or more of these monuments, providing an appealing image of these ones, yet without offering birds' eye view upon the entire space of Maramures region. Tourists must know the density of historical monuments that could be visited, as well as their types, in order to be able to organize their itineraries and tourism circuits as efficiently as possible [5], [6], [7]. The way chosen to provide this image will allow an increase in the efficiency of the tourism offers and in the creation of tourism circuits [4].

MATERIALS AND METHODS

The elements that founded our study have been the List of Historical Monuments since 2015, as published by the Ministry of Culture and National Patrimony, as well as the space of Maramures region (figure 1). The relationship between the relief and the historical monuments equally represent a point of departure in the analysis proposed. The hydrographical network has also played an outstandingly important role, as along the rivers there have been found an impressive number of monuments, that cannot but testify the existence of the population and culture within these areas. From the amount of data gathered there has been extracted information concerning the monuments existing in the region of Maramures, then they have been categorized and dated according to the year or century they belong to.

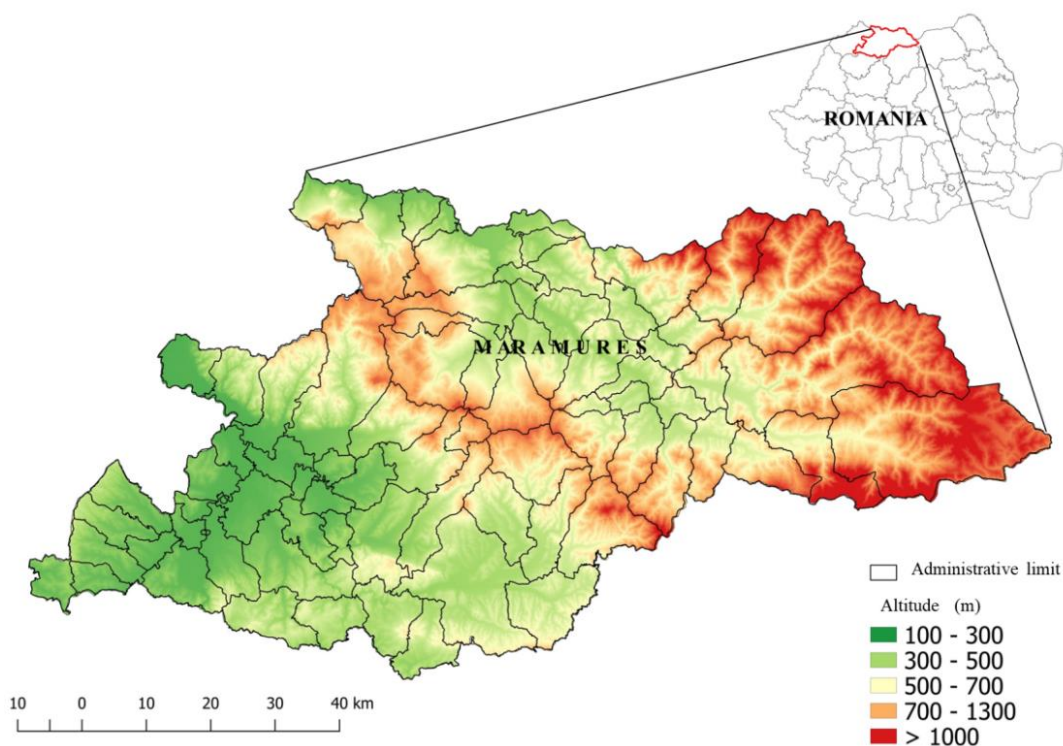


Figure 1. Location of study area - Maramures, Romania

The next stage has been accomplishing the graphical materials, as follows: by using QGIS software, there have been designed maps for each category of monuments, for each century, in order to make possible identification of the century to which most monuments belong. On the purpose of map designing, besides the data extracted from the List of Monuments, there have been necessary geospatial data as well; vector and raster data, such as the limits of the counties and of the administrative units, relief units, access ways and hydrographical network. As well, there has been made an analysis of the development tendencies of the tourism within this space, by considering the period 2000 – 2016 and by following the evolution of the total number of companies that appeared within this space, underlying the distinction between the urban and the rural area, as well as inventorying the companies whose economic profile is that of tourism activity.

RESULTS AND DISCUSSION

Statistical data provide a clear picture of Maramures rural tourism development, at a much lower rate than other areas (figure 2). The representative years for the growth of the number of companies fulfilling tourism activity, were 2003-2008, ranking a slight regression in 2009-2012, with tendencies of recovery after this year (figure 3).

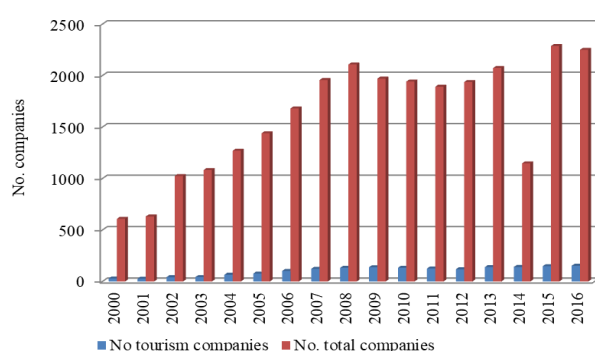


Figure 2. The Differences in Numerical Evolution of Tourism Companies and All Companies, 2000-2016 in Rural Areas, Maramures

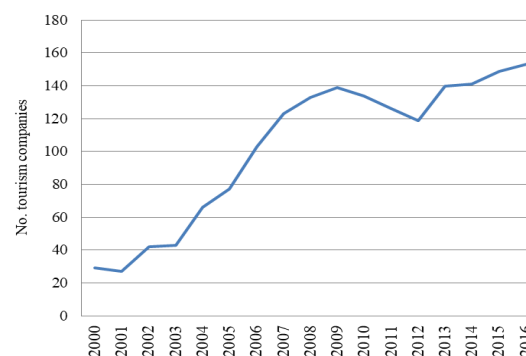


Figure 3. Evolution of the number of tourism companies in rural areas between 2000- 2016, Maramures

Regarding the situation of the companies registered within the urban area, there are some differences compared to rural areas (figure 4). The trend of permanent growth was noticed in the period 2000-2008, so that after this year there is a continuous relative regression (figure 5). These oscillations and tendencies are also related to the tourist offer existing in the cities of Maramures (which are quite little appreciated and cannot represent attraction points for tourists), contributing in a negative way to the emigration of the population to the European Union countries. The workforce required for tourism activity is deficient.

Many of the monuments mentioned in the list still exist, but their accessibility, presentation quality, weariness or physical condition, do not allow them to be capitalized from the point of view of tourism (figure 7).

Another problem is property. Some of these monuments are located on a private property, where access is either limited, or prohibited. It is precisely for these reasons that I considered only those that can be visited to appear in a graphical representation comparable to that in which all the monuments of a certain category are presented.

The study continues this comparative approach and for the category of religious cultural monuments, thus realizing a graphic representation of the monuments existing in the

Monuments List drawn up by the Ministry of Culture and National Patrimony of Romania, and those that have easy accessibility from tourist point of view. There are differences, the values of which are influenced by the same parameters: accessibility, seniority, rehabilitation, originality and promotion.



Figure 4. The Differences in Numerical Evolution of Tourism Companies and All Companies, 2000 -2016 in Urban Environment, Maramures

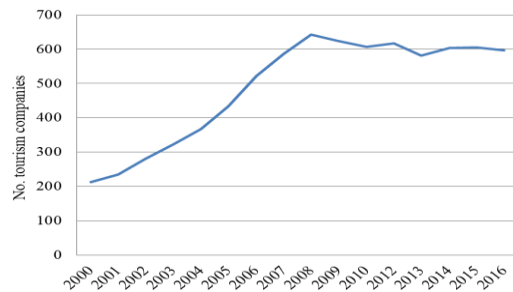


Figure 5. Evolution of the number of tourism companies in urban environment between 2000- 2016, Maramures

As far as historical monuments are concerned, field research revealed a number of differences from what the Monuments List offers (figure 6).

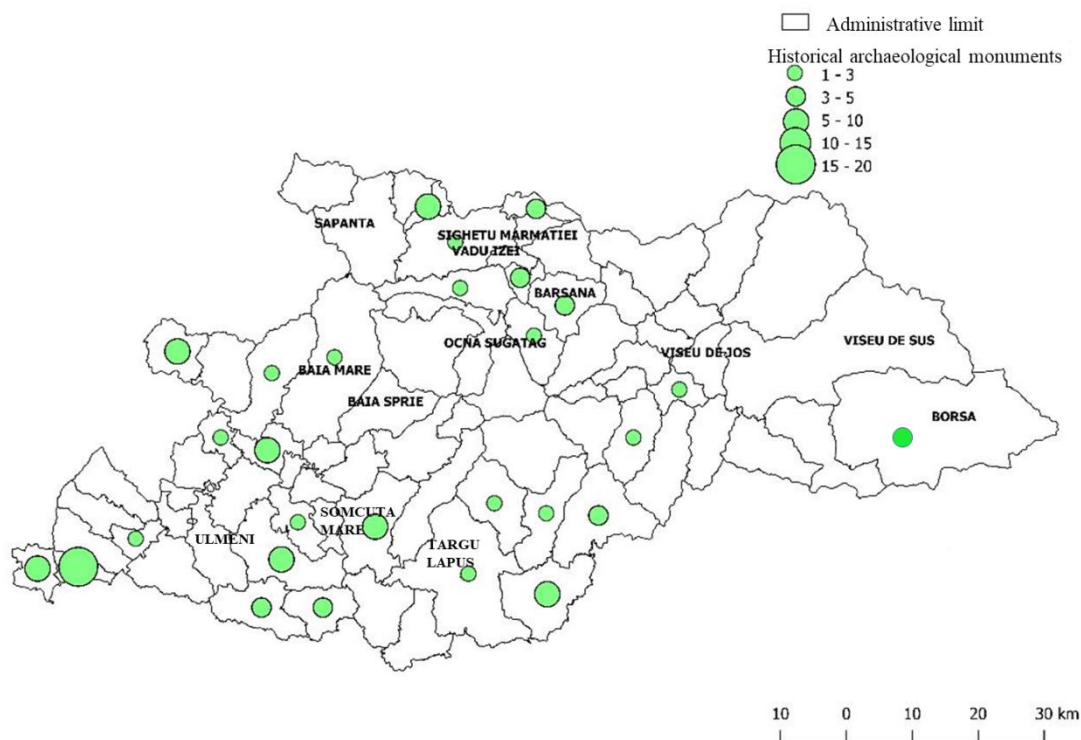


Figure 6. Localization of archaeological historical monuments from the List of Monuments, Ministry of Culture of Romania

In Maramures there are eight religious monuments in the UNESCO Heritage. The wooden churches of Maramures could represent the greatest attraction for all those interested in cultural tourism, religious architecture, woodworking and Maramures’ s rural life. The awareness of the value of this ecclesiastical patrimony that embodies the spontaneous genius of the peasant, has earned unparalleled expressions (figure 8).

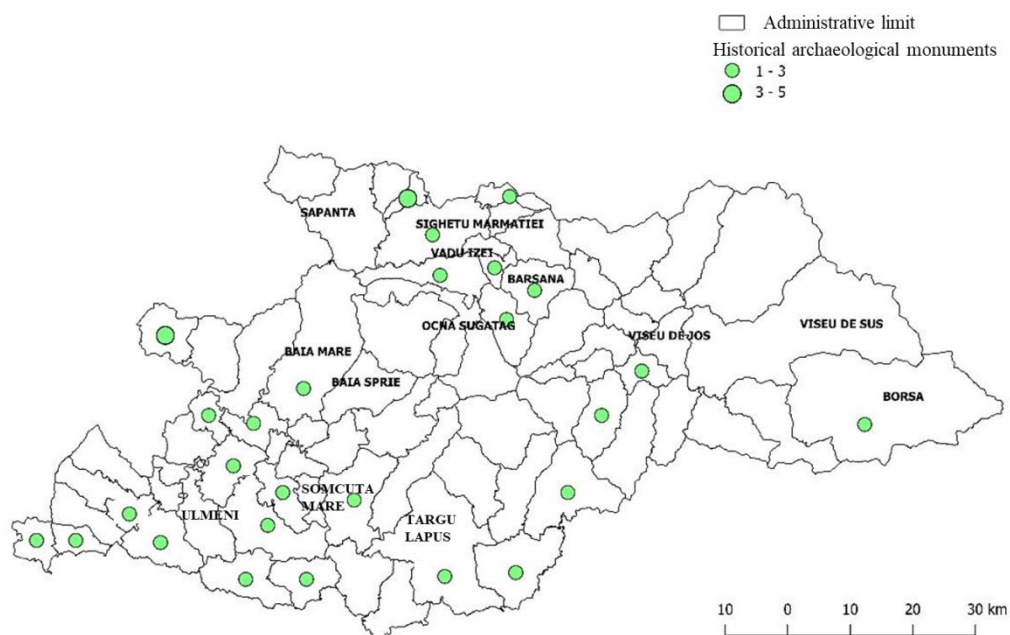


Figure 7. Historical archaeological monuments from Maramures, Romania, which can be used for tourism

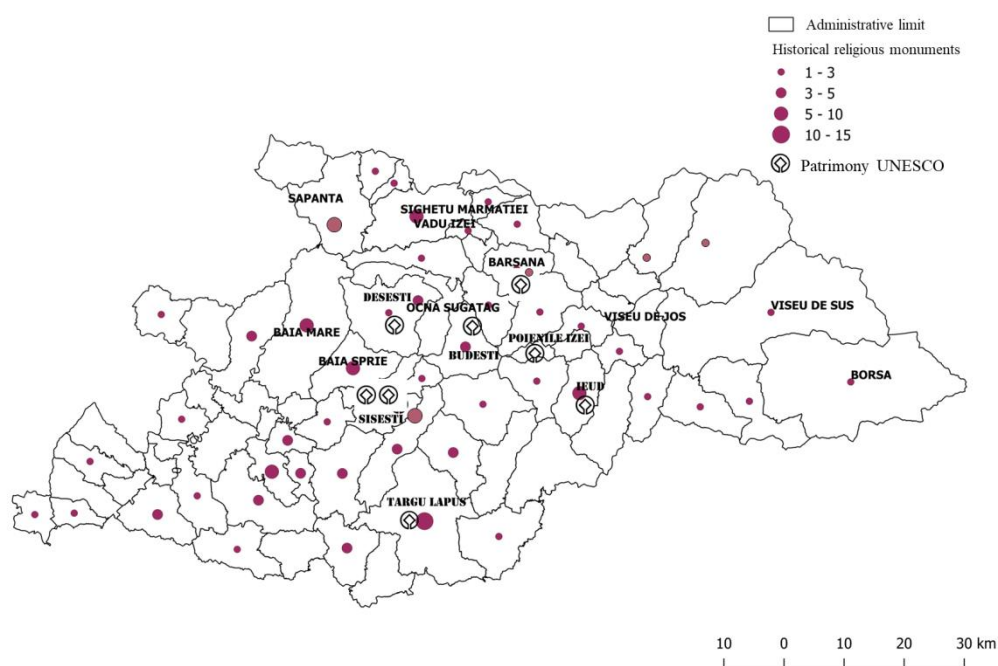


Figure 8. Location of religious historical monuments from the List of Monuments, Ministry of Culture of Romania

The citizens of Maramures area have built predominantly wooden churches (but there are also masonry edifices), in a period in which Baroque prevailed in Europe, while in Moldova Baroque and Gothic elements were borrowed altogether in the construction of

the same type of buildings. Their action is in reply to the trial to maintain loyalty towards the Orthodox tradition, which preaches the intimacy of man with nature, dedicated as well to sanctification. On the other hand, it is equally an answer to the relationship they establish with the local sylvan abundance. The eight monumental wooden churches (Wooden Church of Budesti, Wooden Church of Desesti, Wooden Church in Barsana, Wooden Church of Poienile Izei (Iza's Meadows), Wooden Church in Ieud Deal (Ieud's Hill), Wooden Church in Surdesti, Wooden Church in Plopis, Wooden Church in Rogoz) have, besides their paradigmatic silhouette, a naive painting that combines several shades of pink and light blue tones, considering it a rather discrete sacralization of life in the tones of the field colors (figure 9).

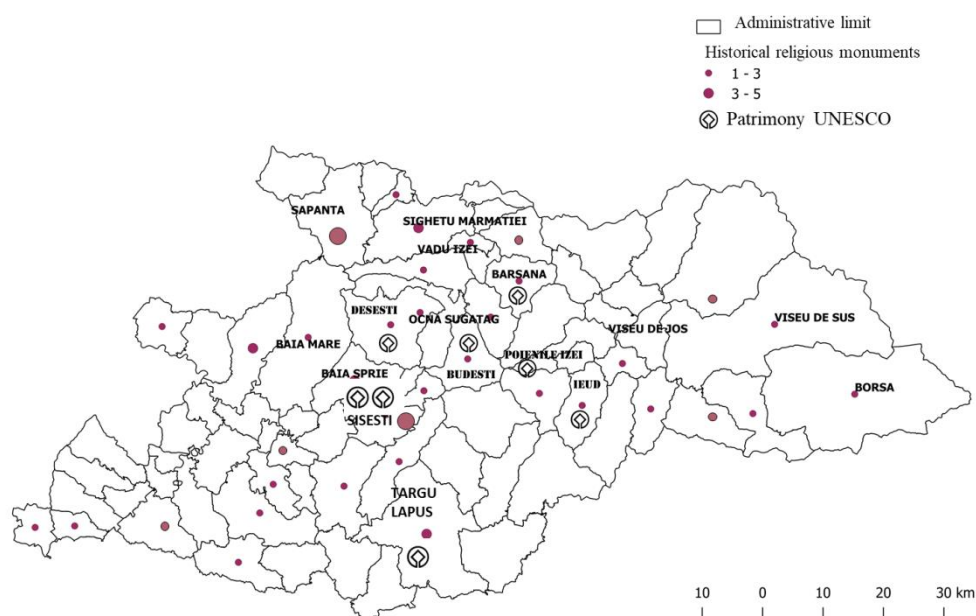


Figure 9. Historical religious monuments from Maramures, Romania, which can be used for tourism

The architecture of the buildings is very attractive, being a factor of favorability, but there is a certain limit in the possibility of being visited (figure 10). Many of the houses with special architecture or with an interesting history, have been returned to the right owners and cannot be visited nowadays by tourists. Others are undergoing an intense physical degradation process, representing a real danger to tourists.

Traditional architecture and traditional motifs are tourist attractions. The omnipresent spiral motif – the torsade - is found on the high gates of oak or fir wood, reminding of the aspiration to infinity. The Museum of the Maramures village in Sighetul Marmatiei is a keeper of these local values, to which there are added other representative constructions. The inconsistencies between the two graphic representations regarding the observance of the historical monuments in the space of Maramures, result from the attraction they can exercise upon tourists (figure 11). Mines can provide, by the industrial tourism, an extraordinary form of attraction, and implicitly, income for the localities in which they have functioned. Baia Mare, Cavnic, Baia Sprie can offer such a chance within the tourist space, all due to a good tourism management. Once arisen curiosity of knowledge through the Museum of Mineralogy in Baia Mare, there can be found the solution of the continuation of the geological touring trip in visiting the mine galleries and viewing the

mine flowers, exactly where the latter ones have formed. The tourist circuits are required to include, besides the famous trikes, consecrated historical monuments, as well as new monuments, which should highlight the life of Maramures nowadays and since past times.

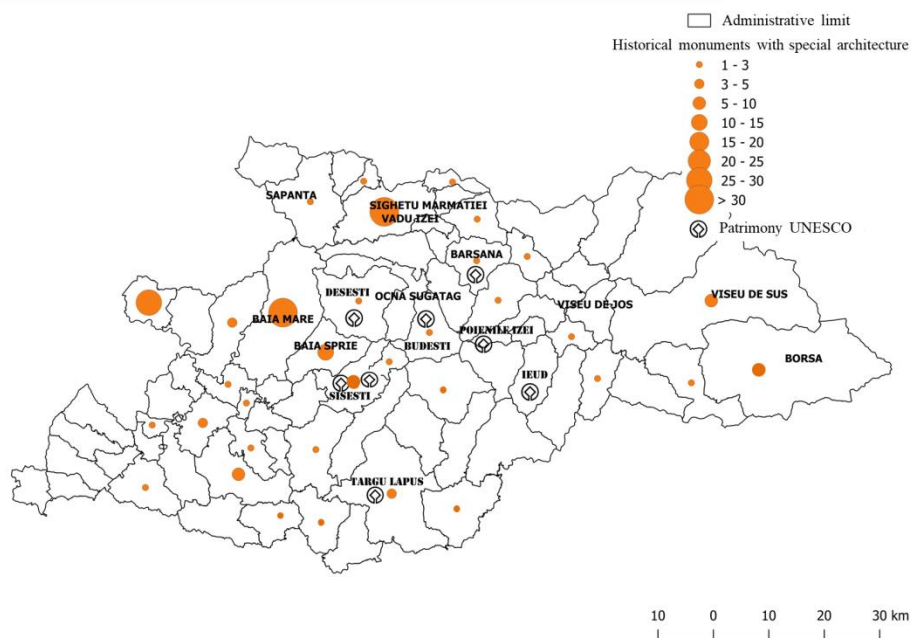


Figure 10. Location of historical monuments with special architecture from the List of Monuments, Ministry of Culture of Romania

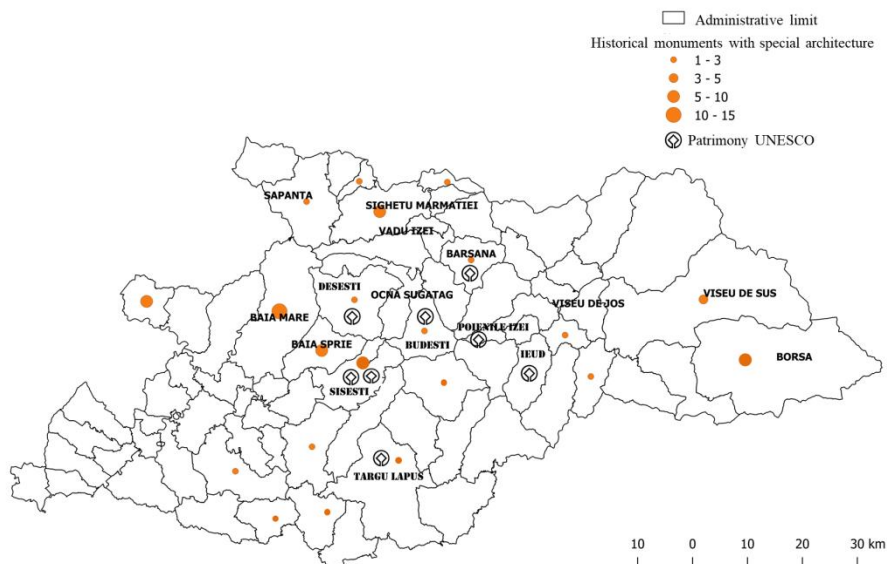


Figure 11. Historical monuments with special architecture from Maramures, Romania, which can be valued touristy

The results obtained can contribute to the development of targeted approaches in specialized literature on local and regional development specificities [9], [10] [11], [12].

CONCLUSIONS

The study highlights the opportunities in terms of the involvement of the historical monuments in the cultural and tourist activity. Field analyses will contribute to making sustainable tourism offers, as well as to an economically healthy approach. Tourist activity is necessary to rely on certainties regarding the needs of tourism consumers. The existence of historical monuments in a geographic area is necessary, but not sufficient. It is necessary, according to well-established criteria, to achieve those monuments that can be included in tourist circuits, which can also create cultural tourist circuits and can contribute to the knowledge of the history of a certain area, in this case that of Maramures, the northern area of Romania.

Many of the monuments with a large historical and cultural load are prey to the natural phenomena that contribute to their degradation in a short time. The number of tourists registered as visitors of UNESCO monuments is, unfortunately, not very high. The cause is just due to advertising and tourism management. The most visited tourist destination in this category (without being a UNESCO monument) is Cimitirul vesel din Sapanta (the Merry Cemetery of Sapanta), whose number of visitors is steadily growing. Another attraction of Maramures is the Memorial of the Victims of Communism and Resistance in Sighetu Marmatiei.

Eco-tourism, cultural tourism and correct popularization are the most judicious tools to defend the treasure of the tourist attractions and historical monuments in Maramures.

REFERENCES

- [1] Catrina Sonia. Branding an authentic rural Maramures in tourism practices: Interplay of hospitality, heritage and social memory, *TOURISM AND HOSPITALITY RESEARCH*, vol. 16, pp 267-281, 2016.
- [2] Draghici Cristian Constantin, Peptenatu Daniel, Simion Adrian Gabriel, Pintilii Radu Daniel, Diaconu Daniel Constantin, Teodorescu Camelia, Papuc Razvan, Grigore Ana Maria & Dobra Catalin Razvan. Assessing economic pressure on the forest fund of Maramureş County–Romania, *Journal of Forest Science*, vol. 62, pp 175-185, 2016.
- [3] Ilies Alexandru, Hurley Peter Damian, Ilies Dorina Camelia & Baias Stefan. Tourist animation – a chance for adding value to traditional heritage: case studies in the land of Maramures, Romania, *REVISTA DE ETNOGRAFIE SI FOLCLOR-JOURNAL OF ETHNOGRAPHY AND FOLKLORE*, vol. 1-2, pp 131-151, 2017.
- [4] Pintilii Radu-Daniel, Peptenatu Daniel, Ciobotaru Ana Maria, Toma Sorin George, Grigore Ana Maria, Draghici Cristian Constantin, Dobra Razvan Catalin, Simion Adrian Gabriel, Andronache Ion, Teodorescu Camelia & Diaconu Daniel Constantin. Creative economies in Romania–spatial projections and trends, *Bulletin of Geography. Socio-economic Series*, Poland, vol. 37, pp 95-108, 2017.
- [5] Pop-Curseu Ioan. Social representation of religiosity in the two Sapanta cemeteries, *REVISTA DE ETNOGRAFIE SI FOLCLOR-JOURNAL OF ETHNOGRAPHY AND FOLKLORE*, vol. 1-2, pp 131-149, 2015.
- [6] Rus Vasile. The Peri Monastery and John Corvinus of Hunyadi in the Late 1300s, *TRANSYLVANIAN REVIEW*, vol. 19, pp 101-109, 2010.
- [7] Teodorescu Camelia, Vanturache Radu, Teodorescu Octavian & Diaconu Constantin Daniel. Proposal for functional conversion - Bucharest Faur, *Urbanism. Arhitectura. Constructii*, Romania, vol. 7, pp 137-146, 2016.

- [8] Pintilii Radu Daniel, Andronache Ion, Diaconu Daniel Constantin, Dobrea Razvan Catalin, Zelenakova Martina, Fensholt Rasmus, Peptenatu Daniel, Draghici Cristian Constantin & Ciobotaru Ana Maria. Using Fractal Analysis in Modeling the Dynamics of Forest Areas and Economic Impact Assessment: Maramures County, Romania, as a Case Study, *Forests*, vol. 8, 2017.
- [9] Peptenatu Daniel, Draghici Cristian Constantin & Merciu Cristina. Characteristics of entrepreneurial profile in some emergent territorial structures in Romania, *Actual Problems of Economics*, vol. 12, pp 448-458, 2012.
- [10] Peptenatu Daniel, Draghici Cristian Constantin, Stoian Daniela, Pintilii Radu Daniel, Cercleux Andreea Loreta, Merciu Cristina & Schwab Andrei. Qualitative changes in the entrepreneurial sector in emerging territorial systems - Craiova case study, *Acta Geographica Slovenica-Geografski Zbornik*, vol. 54, pp 293-304, 2014.
- [11] Schwab Andrei, Pintilii Radu Daniel, Peptenatu Daniel & Stoian Daniela. Spatial profile of poverty. Case study: the North-Eastern development region in Romania, *Transylvanian Review of Administrative Sciences*, vol. 45, pp 201-216, 2015.
- [12] Draghici Cristian Constantin, Andronache Ion, Ahammer Helmut, Peptenatu Daniel, Pintilii Radu Daniel, Ciobotaru Ana Maria, Simion Adrian Gabriel, Dobrea Razvan Catalin, Diaconu Daniel Constantin, Visan Mircea Cristian & Papuc Razvan Mihail. Spatial evolution of forest areas in the Northern Carpathian Mountains of Romania, *Acta Montanistica Slovaca*, vol. 22, pp 95-106, 2017.