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**Real Environment, Perceived Environment and  
Human Behaviour in the Maramureş Depression**

**- Abstract of the PhD Thesis-**

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**Key words:** real environment, perceived environment, environmental perception, environmental attitudes, environmental behavior

## INTRODUCTION

*„When questioning if a research belongs to sociology, geography or history, I should confess the irremediable infirmity of my soul: I can't understand the position of such an interrogation and even if I could have understood it, it would let me completely impassible. What I really want to deepen is neither sociology, nor geography and history, but human facts, societal facts that happen in a certain place and in a certain moment. The logical need to develop distinct investigation instruments, should not determine us to miss the unity of the object itself”. (Henri Hauser, quoted by Vâlsan G., „Anthropogeographical, ethnographical and geopolitical Studies, etnografice și geopolitice” edited by Cuceu I., 2000)*

The complex nature of the man-nature relationship made that this issue was claimed by more disciplines (anthropology, philosophy and ethics, sociology, economic sciences, environmental science, psychology, geography etc.), the conclusion being that in order to achieve plausible results, an inter- or transdisciplinary effort is needed.

The thesis approaches the issue of environmental knowledge, a process that develops through the mechanism of perception. It is a paper that is situated at the intersection of several fields: geography, psychosociology, ethnography and even philosophy. Exploring thus at the edge of these fields, we consider that the major challenge was to keep the equidistance between them. It is indubitable that one person can't elaborate a deep study that fits to the exigencies of all these fields, and thus this was not an objective that I followed, but I tried to join all them with a common purpose: getting a picture about the way in which the population in the historical Maramures was shaped in a specific way, a process to which both the natural and the socio-cultural and economic factors contributed. As regarding the selected territorial unit, the main motivation stands in the fact that the Maramures Depression is a well individualized structural and functional unit, formed by an organic natural region that sustains a community with a very strong identity, fact which we considered a relevant advantage in achieving the research aim – the determination of some environmental attitudinal and behavioural configurations.

## **CAP. 1. THEORETICAL AND METHODOLOGICAL CONSIDERATIONS**

### **1.1. PERSONAL AND BIBLIOGRAPHICAL REGARDS UPON THE RESEARCH IN THE FIELD**

#### **1.1.1. Man-nature relationship. Aspects of environmental ethics**

The man-nature relationship, at least in the western societies, stirred numerous contradictory representations. Man is a part of nature, but he at the same time actions deliberately and apart of it. Within the geographic or philosophic approach of this relation, one can encounter at the same time a nostalgia of the „lost paradise”, a primitive fear in relation to its power and an assiduous desire to dominate it (with origins in the Renaissance). In the majority of cases, the environment is seen as a conjugation between „nature” and „culture”, a product of the man-nature relationship, a field of „mutual transformations of man through nature and of nature through man” (Ost, 1995).

In the actual context of the increasing environmental concerning, at scientific, political and decisional level, these ideas are more and more brought into discussion. In order to find appropriate answers to these challenges, we followed the main visions of man-nature relationship within the philosophical and scientific thought. Thus, three main directions were distinguished:

- The Cartesian vision, with Descartes as its main exponent and whose perspectives and roots can be found in the Judaeo-Christian tradition;
- The republican and humanistic vision, with Rousseau and Kant among the most representative exponents. Even if it still preserve the Cartesian anthropocentrism, the vision introduces for the first time the existence of some ethical rules in the relation between man and animals, especially that of not producing pain;
- The utilitarian vision, developed by Jeremy Bentham, according to which not only humans have some rights in the environment, but all the living things that are capable of feeling pleasure or pain.

#### **1.1.2. THE GEOGRAPHIC APPROACH IN THE FIELD**

Taking into account that the research team is quite innovative in Romania, as well as the lack of the geographic studies in this direction, we considered appropriate to undertake a detailed approach of the disciplinary framework of the study. In this respect, we described three geographic tendencies with relevance for the research team: 1. the geographic determinism, 2. the behavioural geography and 3. the humanistic geography.

##### **1.1.2.1. The geographic determinism**

Environmental (or geographical) determinism views the natural environment as the basic factor controlling human achievement, an environment incorporating location and the geophysical and biophysical features native to the earth, including climate, structure, minerals, soil, flora, and fauna—all that is intrinsically „earthly” rather than formed or shaped by human action. Some blur this issue by incorporating human modified features, others reduce the rigidities of „determinism” to „influences”, strong or slight. Some trace environmental influences deep within the human psyche.

Frequently dismissed as “passe”, environmental determinism nevertheless touches sensitive and perhaps unresolved issues—the remote and continuing impact of nature on humans, human and racial genesis, ethnic and national origins, conditions that favor or frustrate economic and intellectual achievement, the global constraints and opportunities that define all hopes of present or future accomplishment—perhaps

the whole panorama of human studies, now extending into biogenetic and biosociological realms.

Within this subchapter, an incursion along this thinking concept is undertaken, from the geographic determinism in pre-history to Darwin, Marx, Freud, Friedrich Ratzel and Ellen Semple, the French possibilism or the Russian environmentalism.

#### **1.1.2.2. Behavioural geography**

Behavioural geography includes the study of the processes involved in spatial decision making and the consequent traces of human decisions and movements in the environment. Behavioural geography began a critical growth phase in the early 1960s, but isolated researchers in human and physical geography had, during the earlier part of the twentieth century, pointed to the need for linking physical reality and human images of that reality.

The paper analyses the way in which this discipline formed, as well as its major research directions worldwide. Among these, we can mention:

- Spatial decision-making and choice behaviour;
- Hazard and risk research;
- Spatial knowledge and acquisition;
- Travel activity analysis;
- Spatial cognition and cognitive maps;
- Place and landscape;
- Adoption and diffusion of innovations;
- Residential movement;
- Environmental attitudes and behaviour – direction exploited within the case study in the thesis.

#### **1.1.2.3. Humanistic geography**

Humanistic geography studies people's relationships to nature, space and time, their behaviour, feelings and perspectives on environment. Sharing enquiry with other branches of the discipline, its domains of interest overlap strongly with the humanities and social sciences. Its scholarly value and main contribution to society consists in its ability to raise people's levels of awareness about taken-for-granted ways of life and thought, inviting critical reflection on humanity's relationships to the earth.

The paper analyses the formation of this geographic branch, its major exponents, as well as the main research themes:

- Human habitats;
- The relation between nature and culture;
- Mindscape/Landscape and landscape;
- Projection of the geographic cover within the academic and scientific products.

### **1.2. SUPORTUL EPISTEMOLOGIC AL ABORDĂRII TEMEI**

The reason for treating these aspects within the PhD thesis is first of all determined by the increased complexity of the approached theme, a hybrid phenomenon with significant challenges from both human and physical geography. These challenges with increased philosophical background deals with questions of existence, what it means "to be" (ontology), how we categorize the phenomena that make up the world and how we understand the connections between phenomena (epistemology). After having stressed the importance of reflecting on the nature of the world and how we come getting knowledge of the world, the thesis discuss how ontology and epistemology find their place within different paradigms in the geographic research (as a body of literature that shares fundamental assumptions

about what the world is like and how we should research and more specifically about what the key objects of analysis for geographers should be). Four paradigmatic lines were shortly approached within the thesis: spatial science, humanistic geography, critical realism, poststructuralist geography. Within this general framework created by the paradigms, further decisions of the researcher refer to the selection of the most appropriate methods.

Within this subchapter, notions as ontology, epistemology, paradigms, binary associations (monism-dualism, material-mental, natural-social, space-time, nature-culture, individual-society, physical-human etc.), discrete causality/embedded causality were approached etc.

### **1.3. USED TERMS AND NOTIONS**

An appropriate understanding of man-environment relationship requires a clarification of the notions and concepts approached in the thesis. Thus, the following terms were defined and explained:

- Environment;
- Real environment / perceived environment;
- Natural environment / human made environment;
- Perception / environmental perception;
- Attitudes / environmental attitudes;
- Behaviour / environmental behaviour.

## **CAP. 2. THE ENVIRONMENTAL REALITY IN THE MARAMUREŞ DEPRESSION**

### **2.1. THE NATURAL ENVIRONMENT**

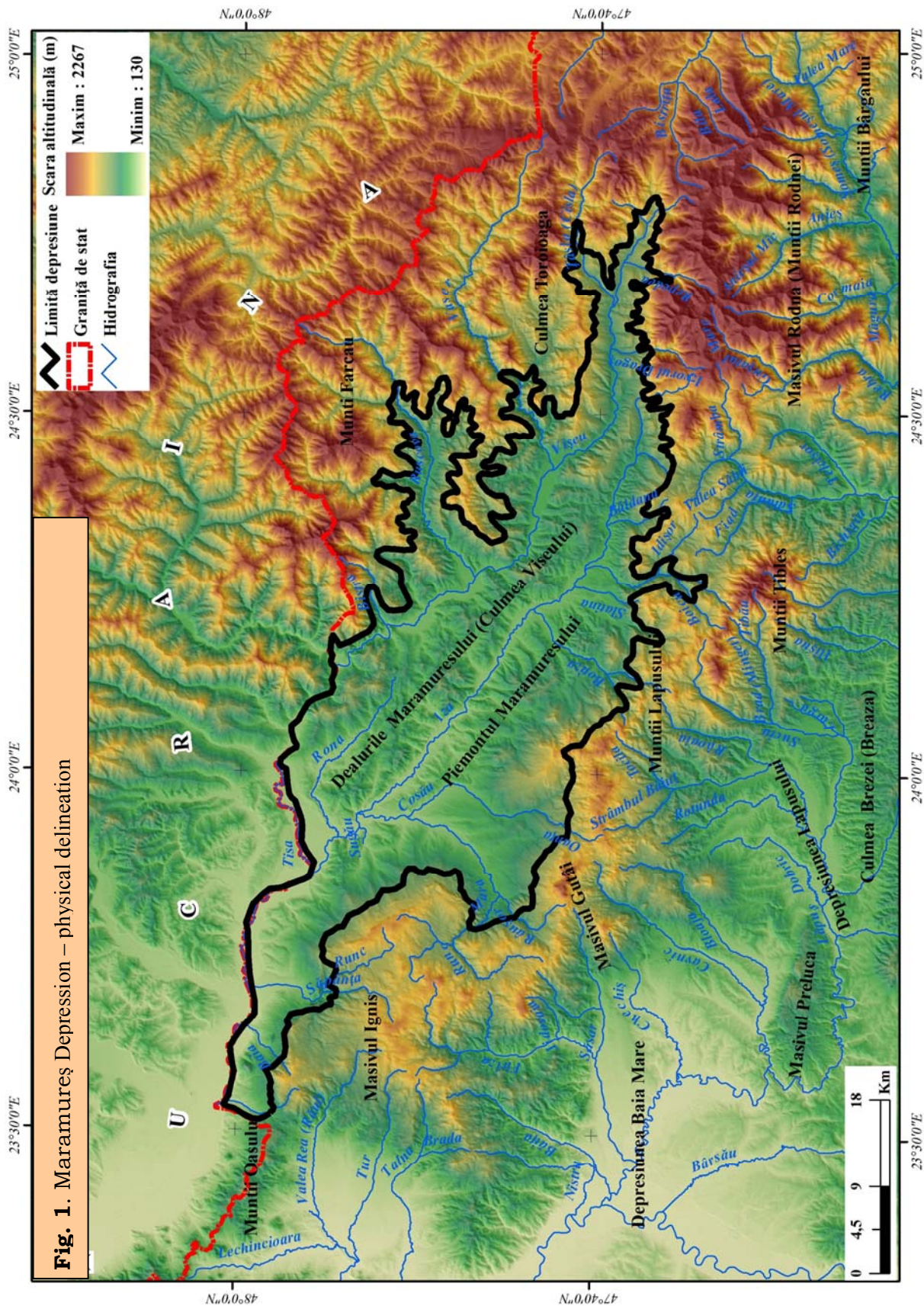
Taking into account the specific of this research, which focuses on the investigation of man-environment relationship within the analyzed community, the paper does not bring any personal contribution in the analysis of the natural or human-made environment. As a result, this chapter was elaborated by bibliographical research on the previous scientific contributions to the knowledge of this territory. Some interesting correlations were but made, with relevance from the point of view of the research purpose, in the sense that we pointed out both the natural features that shape the relation between humans and their environment and the manner in which the local community shaped the depression's geographic landscape. Obviously, these human impacts are the result of the ways in which the local people put into value the natural resources, according to the needs of a community that was for a long time under foreign dominance.

#### **2.2.1. Maramureş Depression's limits and genesis**

Extended as a prolonged gulf (more than 90 km) directed northwest-southeast between the eruptive chain and the central crystalline Mesozoic area, the Maramureş Depression represents one of the most characteristic natural units in the Eastern Carpathians. In our analysis, we have chosen to delineate it according to the research undertaken by I. Stan in its doctoral thesis (Stan, 1989). The borders do not represent only an overlay of some maps (geological, morphometrical, vegetation, soils etc.), but more of that they correspond with some discontinuities in landscape distribution. A limit is a synthetic resultant of the combination between all the geographic elements, but, from case to case, a dominant element can be identified (geologic structure, relief energy, vegetation, soil, land use etc.). The depression's limits are illustrated in Fig. 1.

As regarding genesis, in Romanian Treaty of Geography, volume III, is pointed out the phenomenological complexity of the depression's formation. The following phenomena contributed to this: the tectonical movements, with the Dragos Voda fault as the most important element; the Neocene volcanic activity that generated the impressive barrier to the west; the selective erosion. In the first phase, the actual territory of the depression functioned as a marine basin as a result of the tectonic movements that determined the sinking of the territory between the Maramures Mountains and the Rodna-Preluca-Codru crystalline chain (I. C. Motaş, 1956) that began in the Upper Cretaceous, while in the Paleocene it reached the maximum sedimentation, communicating over the Prislop area with the flysch in the Eastern Carpathians. The second phase corresponds to the intense volcanic manifestations during which by successive eruptions the Oaş-Țibleş volcanic mountains were created. During the Tortonian and the Sarmatian, intense sedimentation took place (marls, sandstones, limestone, tuffs etc.). At the end of the Pliocene and the beginning of the Quaternary, the region is released from waters, being thus exposed to the action of the modelling external agents.







### **2.1.2. Relief**

In relation to the attraction and value for human use, the relief of the Maramureș Depression is distributed on three favourability levels (Fig. 3):

- The interfluve level, with a hilly aspect and generally missing forest vegetation, are generally favourable for pastoral activities, but sensitive to landslides and erosion when used inappropriately. The most important unit in this category is the Viseu-Iza interfluve (the Maramureș hills)
- The piedmont level (marking the contact with the mountainous ridge), also used for pastoral activities. Because of their increased declivity, they are in general not used for agriculture and avoided by human settlements. According to their position, genesis, evolution, morphology, the piedmonts in Maramureș can be divided into more subunits: Borșa (Rodna) Piedmont, Săcel-Botiza-Ieud Piedmont, Văratec (Glod-Cosău) Piedmont, Gutâi (Șugatag) Piedmont, Mara-Săpânța Piedmont, Vișeu Piedmont;
- The corridors level, used for the location of the main communication infrastructure, but which requires appropriate arrangements to avoid floods. River plains are also used for plants cultivation taking into account the increased fertility and the lack of inclination. This low depression areas include the Tisa, Vișeu and Iza corridors and their tributary gulfs Ronișoara, Ruscova and Mara-Cosău

### **2.1.3. Climate**

The Maramureș Depression is at the same time under the influence of the humid western air masses and of the mountainous ridge surrounding it, fact which induces some sensitive climatic variations between the north-western and the south-eastern part. The difference in altitude between the bottom of the depression and the mountains determines frequent thermal inversions. The thesis presents the main features of the climatic parameters (temperature, precipitation, air movement), as well as a climatic regionalization of the depression according to the climatic parameters distribution. Thus, the following topoclimates can be distinguished: The lower Iza and Tisa Corridor, the Mara-Cosău compartment, the the middle sector of the Iza valley, the Vișeu Corridor, Borșei and Poienilor de sub Munte compartment, the mountainous region.

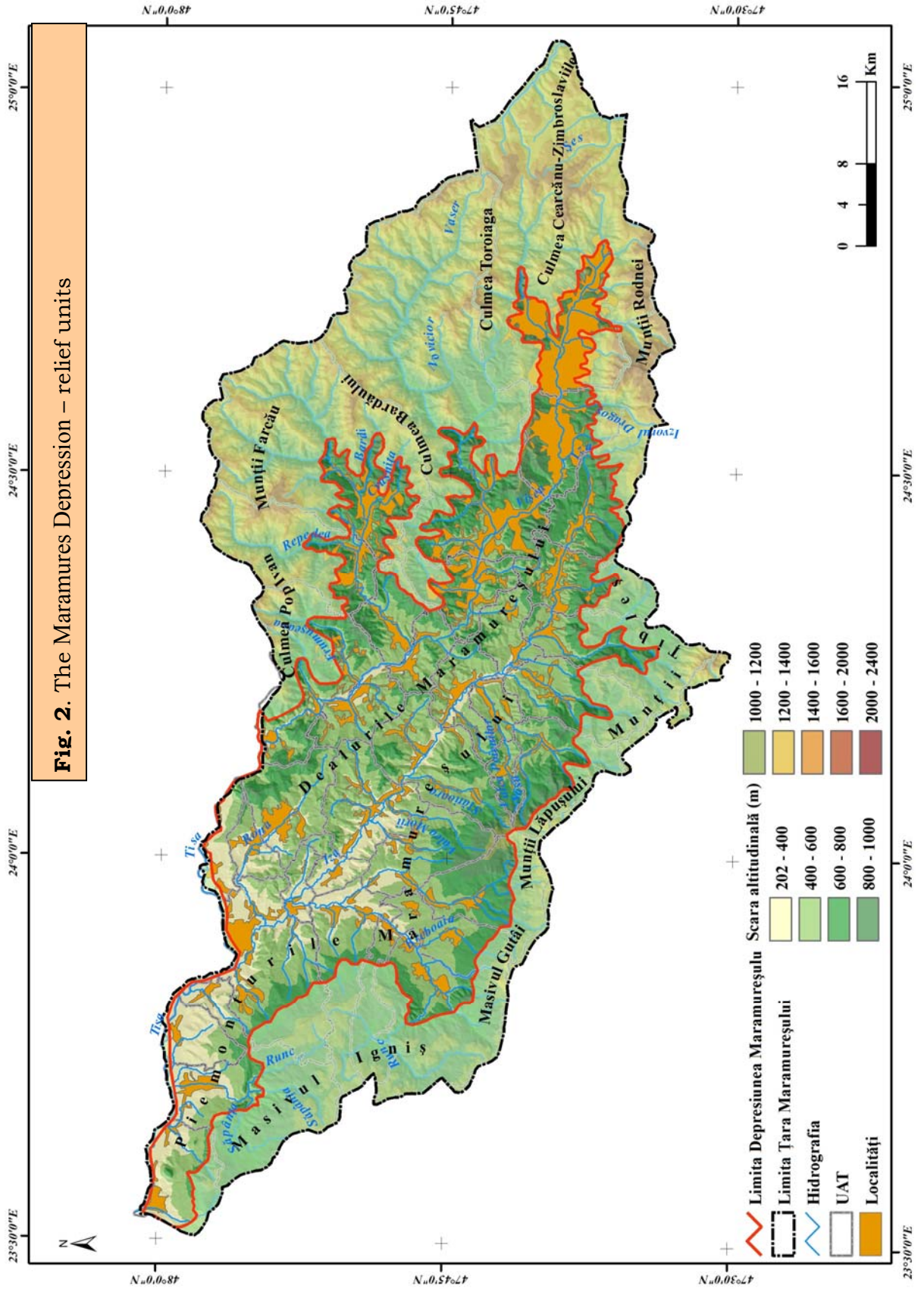
### **2.1.4. Hydrology**

The heavy precipitation that occur in the region supports a dense hydrographical network (over 0,7 km/kmp), comprising some rivers along which the human settlements developed.

The main rivers and their main tributaries are described (Tisa, Vișeu, Iza), the information referring to their main hydrographical features (basin area, length, discharge, water supply)

### **2.1.5. Soils**

The structure and distribution of the soils in the Maramureș Depression are described by some particularities induced by the local conditions. Thus, soil distribution in altitude is a characteristic element here, a normal effect of the altitudinal distribution of the main pedological factors – vegetation and climate. In general, the soils present a large variety as a direct consequence of the pedogenetic conditions diversity. The following soil classes were identified in the analyzed depression: luvosoils, cambisoils, umbrisoils, protisoils and hidrisoils (intrazonal soils).



### **2.1.6. Ecosystems**

From the phytogeographical point of view, The Maramureș Depression belongs to the Central European Region, Eastern Carpathian Province. According to the climatic, relief and soil conditions, various vegetal associations, more or less stable, developed. The paper describes the following ecosystems: forest (coniferous, blended, deciduous), scrubs, poplar and willow, natural grasslands, marsh and salt ecosystems. The provided information refers to the floristic composition, territorial distribution, productivity (in the case of forests and grasslands).

## **2.2. THE HUMAN MADE ENVIRONMENT**

### **2.2.1. Natural resources and their exploitation**

The following resource types and the ways of their exploitation were described: substrate resources (salt, mineral springs, sapropelic mud, oil, construction rocks), water resources (rivers' utilization for transportation, energy production, population supply), forest resources (forest fund, ways of exploitation during time), soil resources (land usage for agriculture), natural tourist resources (mineral springs, natural reserves).

### **2.2.2. Human made arrangements – premises, evolution and features**

Within this subchapter, the following issues were approached:

- Human habitats – documentary attestation and evolution
- Human settlements' location, form and structure

### **2.2.3. Main features of the actual settlements/ network**

The actual settlements' network in the Maramureș Depression is the result of the historical, economic and social evolution, at the same time mirroring the way local people got advantage from the natural environment surrounding them. The analyzed depression hosts 32 territorial administrative units (27 rural settlements and 5 towns); the total number of localities is 59.

### **2.2.4. Communication network – types and territorial distribution**

The paper points out the spatial relation of the depression through passes with other regions as well as the communication network features (types, density, location).

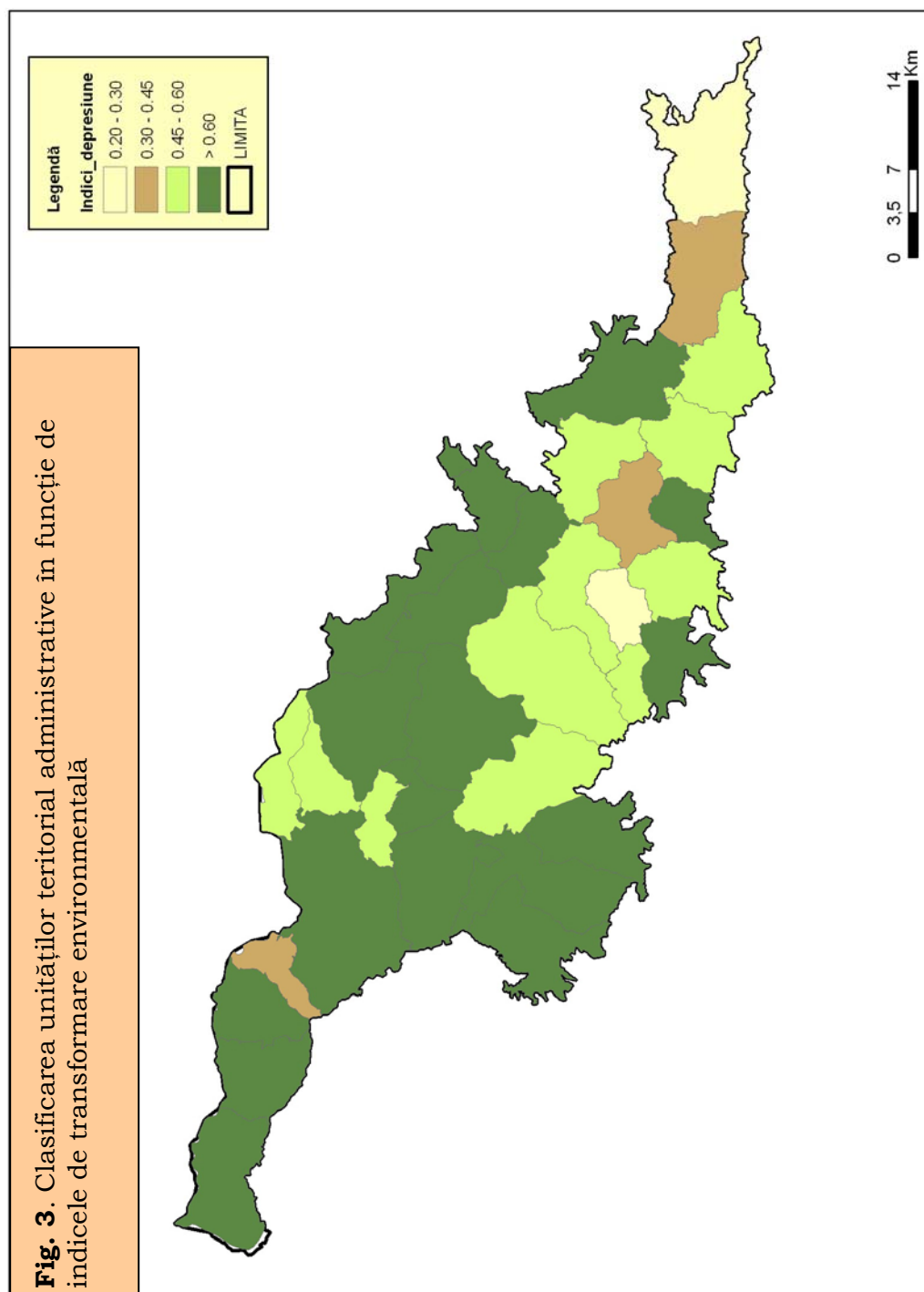
### **2.2.5. Human made tourist resources**

The major attraction in the region is represented by the traditional village, a synthesis of the local impressive popular spirituality. The historical Maramureș is famous for the vivid elements of folklore and ethnography, constituting one of the few regions that kept unaltered the popular art: wooden houses, gates, popular tools, clothes and other textiles, ceramics, churches, various traditional events etc. All these are mainly met along the Iza, Mara and Cosău valleys, and less in the Tisa and Vișeu corridors. Among the tourist attractions mentioned in the paper are: wooden churches, wooden gates, popular costumes, peasant technical installations. Museums, artistic events, the Bârsana Monastery and the Merry Cemetery in Săpânța.

## **2.3. The rapport between the natural and the human made environment in the Maramureș Depression**

In order to point out the natural-artificial rapport in the depression, we calculated the environmental transformation index  $I_{e.tr.} = S_{forest}/S_{agricultural+built}$ .

The result is illustrated in Fig. 3.



As it can be noticed when analyzing the previous map, the most of the settlements have an ecological balance similar to the original one (20), 11 have a relatively stable ecological balance, 3 have a slightly affected ecological balance (Sarasău, Bogdan Vodă și Moisei) and 2 of them are at the edge of the ecological balance (Șieu and Borșa). It is to be mentioned that the last two categories (areas strongly affected and areas very strongly affected) were not identified in the analyzed depression.

## **2.4. Tendencies in the evolution of the environmental system in the studied territory**

In this subchapter, the notion of environmental planning is brought into discussion, as an attempt to identify the effects of population in the environment and to counterbalance their negative connotations.

The role of the urbanistic plans in directing and controlling the evolution of the environmental systems are also underlined (regional, general, zonal). The General Urbanistic Plan of the locality of Rozavlea is given as a case study.

## **CAP. 3. HUMAN COMMUNITIES IN THE MARAMUREȘ DEPRESSION AND THE PERCEPTION OF THE REAL ENVIRONMENT**

### **3.1. HUMAN COMMUNITIES' HISTORICAL ASPECTS. EDIFICATION OF THE MARAMUREȘ GEOIDENTITY THROUGH COEVOLUTION AND SYNERGISM**

An analysis of the elements that contribute to the formation of some territorial living models is undertaken (lexperience, borrowings, instruction).

The notion of geoidentity is also defined: “a territorial entity joining the natural elements with the population that lives in that geospace, offering material and environmental support for their existence”. (Mac, 2010, personal notes)

#### **3.1.1. Etimology and semantic derivations**

An approach of the main etymologic interpretations of the word “Maramureș” is followed, the most relevant quoted researchers being Filipașcu, Bunea, Densușianu, Marțian, Timon, Mihalyi de Apșa, Xenopol etc.

#### **3.1.2. Archaeological evidence for the inhabiting continuity**

The historical aspects were synthesized from the work of the historian Al. Filipașcu and refers to the archaeological evidence, the traco-dacian period, the daco-roman period, the Hungarians' migration in the IX century, the descendence in Moldavia, the Ruthenians settling, the Hun invasion in the XVIII century, the Jewish settling, the XX century history with the establishment of the country border along the Tisa river and the region's splitting)

#### **3.1.3. The territorial-administrative evolution**

The phases in the political and administrative evolution of the Maramures region are described, from the pre-statal phase to the voivodeships in the XIV century, up to the administrative organization in the actual century.

### **3.1. DEMOGRAPHIC CHARACTERISTICS**

The main approached aspects are: population numerical evolution, the ethnic structure, rural/urban population distribution, occupational structure. The religious structure was included in the next subchapter – Perception filters.

### **3.2. PERCEPTION FILTERS**

The mental image of an individual in respect to a certain environment is achieved through the process of perception, being conditioned by some perception filters that interpose between the individual inner space and the objective imagine.

These perception filters can be grouped into three main categories (Drăguț L., 2000): physiological, psychological and social. The physiological filters reduce the information volume that comes to the individual, but they do not affect their nature. The psychological filters organize and interpret the gathered information according to the personality of each individual. Through the social filters, each individual organize the mental image according to the educational and cultural determinations.

As a result of their increased importance in the research subject, the thesis treated extensively some of the most important social filters:

- Archetypes;
- Religion;
- Education;
- Cultural incidents (specific to the areas with mixed population);
- Legislation;
- Stereotypes;
- Collective (social) representations.

In the end, as an example of how social filters contribute to the creation of a particular image on the real space, some ideas of the sociologist and ethnographer Ernest Bernea (Bernea, 1985, 1997, 2007) on the way individuals in rural areas perceive reality.

### **3.4. INVESTIGATION OF THE REAL ENVIRONMENT PERCEPTION**

#### **3.4.1. Context**

The chapter describes the environmental protection context in the post-communist countries, described by an environmental transition that aims in solving the serious environmental problems associated to the massive communist industrialization and in creating viable environmental protection institutions compatible to the European ones.

At the same time, we also make an analysis of the state of the main environmental factors in the focused area.

#### **3.4.2. Investigation's purpose and argumentation**

The purpose of our argumentation was defined – the identification of some attitudinal and behavioural configurations in relation to environment within the Maramureș Depression inhabitants.

If in many other studies the environmental attitudes and behaviour were treated only in relation to the general value system of the individuals, thus acontextualized, our opinion is that all mental processes should be analyzed in relation to the environmental conditions they occur in, in relation to the places that host those individuals and that influence and even determine them. We consider that such an analysis will provide the study with a new dimension that could contribute to an accurate understanding of the relation between man and environment.

#### **3.4.3. Used methodology and inquiry construction**

The subchapter begins with the description of the research phases:

- Analysis of the statistical data in the European Values Surveys (EVS, 2005);
- The empirical research.

Starting from some pre-inquiry qualitative studies, represented mainly by unstructured interviews and participative observation, an inquiry was constructed with the purpose to identify some environmental attitudes and behaviour models. In establishing the survey group, we started from the premise that the environment is a directly experiential object whose evaluation reflects more or less the real, objective, living conditions. Thus, the selected method was an areolar one, considering that the selected respondents will also bring their geographic background. The territory was divided into 5 areas - Iza, Mara, Cosău, Vișeu and Tisa. As regarding the questionnaires number, we thought that a number of 350 was sufficient, taking into account that the purpose of our study was not to predict with precision, but to indicate tendencies, to identify interesting aspects that to become the object of further detailed

studies. The questionnaires were distributed in the following localities: Ieud, Coștiui, Poienile de sub Munte, Sighetu-Marmației, Vișeu de Sus, Borșa, Bârsana, Rona de Sus, Moisei, Budești, Breb, Hoteni, Hârnicești, Câmpulung la Tisa and Săpâța.

As regarding the subjects; selection, they were established in relation to some variables that are considered by the literature in the field as relevant when analyzing the environmental attitudes and behaviour. These variables were grouped in the following categories:

- Socio-demographic variables (age, education, gender, income, ethnic group, locality type);
- Variable of the axiological postmaterialistic orientation;
- Variable of the liberty / equality orientation;
- Variable own authority / fatalism.

The items selected in the investigation of the environmental attitudes and behaviour were grouped in the following categories (more items were constructed for each category):

- Seriousness of the local/global environmental problems
- Waste management
- Water supply and sewage systems
- Attitudes in relation to the ecologic products consumption
- Risk perception
- Exploitation of the natural resources
- Disposition towards financial contribution for the environmental protection
- The New Environmental Paradigm (the Dunlap scale)

## **CAP. 4. SIGNIFICANCE OF THE REAL ENVIRONMENT IN THE COLLECTIVE THOUGHT. BEHAVIORAL ENVIRONMENT**

### **4.1. INQUIRY RESULTS AND INTERPRETATIONS**

The results of the survey presented above were interpreted using Microsoft Office Excel and MYSTAT 12, a statistical analysis program. On this basis, there have been done a multitude of correlations and interpretations, the most relevant are presented in this chapter.

The analysis of the survey results was made for each environmental aspect considered in the study and the results are presented as percentage. Also, relevant correlations were made considering the variables mentioned previously, the purpose being to see which of these predictors have a determining role in the appearance of specific behaviours towards the environment at the inhabitants of Maramures Depression.

### **4.2. FORMS OF HUMAN PERCEPTION MIRRORED IN THE LOCAL TOPONIMY**

The toponymical reasons have been treated in this study on the grounds that they provide an exceptional information value regarding the size of man-environment relationship in a territory. The toponymical denomination can not be characterized only as a mechanical labelling of an element of geographical nature. The toponyms have a highly descriptive and impressive character, the name of each place is the result of a long process in which from the multitude of features that this place have is selected the most relevant and meaningful to the community.



The toponymical analysis provided data on the partial reconstitution of the old natural geographical frame, identifying in the field human constructions or human made arrangements, some economic aspects of history or certain social relations from Maramures.

## CONCLUSIONS

Considering the specific of the considered topic, this study aims to create an overview of some Environmental attitudes and behaviours in Maramures Depression and open the way towards such a geographical approach of the subject.

We emphasize that although apparently Maramures Depression, in the context of its association with a degree of conservatism and traditionalism higher than maybe any region of the country, does not seem to be the optimal geographical unit for environmental attitudes and behaviour survey (new ideas, rather associated with Western and American post-material world), we mention that the purpose of the selection is related to the development perspective of the agro-tourism in this region, whose development we consider that it will be increasingly conditioned by the adoption of pro-environmental behaviours of the residents (effective waste management, good quality of the environment factors, biodiversity conservation, organic food eating, etc.).

Our analysis aimed to identify causal models of environmental attitudes and behaviours of the inhabitants of Maramures, but the survey results reveals that most of them can not be linked directly to the selected variables, reflecting the existence of a values system quite fragmented. Thus, if the specialized literature reveals a direct link between the pro vision against the New Environmental Paradigm, considering that this is the pillar that determine specific behaviours towards the environment, the research carried out by us could not make such a correlation, so although most respondents have a pro-Environmental awareness, at least in words, it is not responsible for some everyday specific actions (recycling, consumption of organic products, etc.).

It would be risky to consider that the inhabitants of Maramures Depression are less favourable at attitudinal issues of environmental protection than other Romanian or occidentals citizens, but it can be said that their value system is organized quite chaotically, that is fragmented and there are many synapses between attitude and behaviour. Therefore, it is also difficult and risky to draw certain future trends, but it is absolutely certain that for a solid and coherent system of attitudes and behaviours towards the environment it will have to reached a certain level of economic welfare (a steadily growing dynamic economic development), education (public awareness about the ongoing Environmental values in schools, mass media, the benefits that such conduct could bring to the local community through the increase of tourism) and some progress towards post-material values, which usually goes hand in hand with the first two. Of course the success of such approaches can not be achieved without political and administrative involvement factor, which could give coherence, voice and financial support to local initiatives.