

„BABE-BOLYAI” UNIVERSITY
CLUJ-NAPOCA
FACULTY OF GEOGRAPHY

ANTHROPOLOGICAL TOURISTIC POTENTIAL IN THE
SOUTH-WEST OF TRANSILVANIA (ALBA,
HUNEDOARA COUNTIES) AND ITS
CAPITALIZATION

Ph D thesis
- SUMMARY -

ADVISOR:
Professor NICOLAE CIANGĂ, Ph. D.

Ph. D. student:
Laura Alexandra Mathe

CLUJ-NAPOCA
2010

TABLE OF CONTENTS

INTRODUCTION

CHAPTER I: PREREQUISITES FOR THE INDIVIDUALIZATION OF THE CULTURAL PATRIMONY

- I.1. Geographical premises
- I.2. The appearance and the development of the tourism in the south- west of Transylvania
- I.3. The administrative evolution of the territory
- I.4. Historical and cultural events that reflect the evolution of the communities
- I.5. Religious and cult-like events
- I.6. The current level of knowledge in the field of the anthropic touristic potential in Alba and Hunedoara counties

CHAPTER II: HISTORICAL VESTIGES

- II.1. Dacian defence works
 - II.1.1. Sarmizegetusa Regia , the capital city
 - II.1.2. The first string of defence works
 - II.1.3. The second string of defence works
- II.2. Roman vestiges
 - II.2.1. Ulpia Traiana, the capital city
 - II.2.2. Roman camps
 - II.2.3. Mining Roman settlements
 - II.2.4. Bathing arrangements
- II.3. Historical and cultural vestiges in the Middle Age
 - II.3.1. Fortresses that belonged to peasant communities
 - II.3.2. Princely fortresses
 - II.3.3. Fortresses that belonged to great noblemen, voivodal families or royal families
 - II.3.4. Fortified towns or fortified churches within towns
 - II.3.5. Another defence works

II.4. Castles and voivodal palaces, princely and nobiliary ones

II.4.1. Castles and palaces with historical architectural value that are in a good condition

II.4.2. Decayed castles and palaces

II.5. Saxon fortified churches

CHAPTER III: RELIGIOUS, CULTURAL, ECONOMIC, SPORTIVE SIGHTS THAT HAVE TOURISTIC ROLE

III.1. Orthodox and catholic cathedrals

III.2. Cult places

III.2.1. Orthodox medieval churches

III.2.2. Catholic, Lutheran, Evangelic medieval churches

III.3. Another religious buildings/ constructions

III.3.1. Orthodox buildings

III.3.2. Catholic buildings

III.3.3. Lutheran, Evangelic buildings

III.4. Monasteries

III.4.1. Old monasteries with religious, artistic, architectural value

III.4.2. Monasteries with local or zonal importance

III.4.3. Hermitages

III.5. Museums

III.5.1. Unique museums due to their exhibits

III.5.2. Complex museums

III.5.3. Thematic museums

III.6. Memorial houses

III.6.1. Memorial houses that belonged to historical personalities

III.6.2. Memorial houses that belonged to some literary, scientific, artistic personalities

III.7. Collections

III.8. Architectural monuments that shelter valuable books

III.9. Theatres

III.10. Monuments and statues

III.10.1. Pile of buildings with exquisite historical value

III.10.2. Statues and monuments of some important personalities or events in the history of the Romanians

III.11. Economic buildings with touristic role

III.12. Sportive sights that can be capitalized through touristic activity

CHAPTER IV: URBAN ARCHITECTONIC ENSEMBLES WITH ANTHROPIC TOURISTIC POTENTIAL

CHAPTER V: THE MATERIAL AND SPIRITUAL CULTURE IN THE COUNTRYSIDE

V.1. The village and the peasant household

V.2. Old trades and craftsmanship

V.2.1. Basic works

V.2.2. Handicraft work

V.3. Wooden churches and features of Romanian peasant woodcraft

V.4. The folk costume

V. 5. The spiritual life of the traditional countryside community

V.5.1. Religious holidays and customs that are celebrated on a fixed date

V.5.2. Religious holidays with mobile dates

V.6. Folk, ethno, historical events

V.7. Gastronomy

V.8. Ethno-folk areas

V.9. Touristic villages and the framework for organizing such arrangements

CHAPTER VI. THE TOURISTIC GROUNDS

VI.1. The touristic grounds and the accommodation units

VI.1.1. The territorial distribution of the accommodation units

VI.1.2. The evolution in time of the touristic units

VI. 1.3. A classification of the touristic accommodation units

VI. 1.3.1. Hotels

VI. 1.3.2. Motels and inns

- VI. 1.3.3. Touristic chalets
 - VI. 1.3.4. Camping places
 - VI. 1.3.5. School camps
 - VI. 1.3.6. Touristic villas
 - VI. 1.3.7. Touristic pensions in the countryside and in the urban area
 - VI.1.3.7 The second residence
 - VI.2. Bathing and therapeutical components with entertaining- recreative features
 - VI.2.1. Treatment / cure structures
 - VI.2.2 Recreative fitting out
 - VI.2.3. Verdure spots
 - VI.2.4. Sports fitting out
 - VI.2.5. Cultural events areas
 - VI.3. Spas and mountainous resorts
 - VI.4. Lines of communication
 - VI.4.1. Means of transport and railways
 - VI.4.2. Roads
 - VI.4.3. Flying transport
 - VI.4.4. Special transport

CHAPTER VII: TOURISTIC TRAFFIC

- VII.1. The size of the touristic traffic
- VII.2. The structure of the touristic traffic
- VII.3. The frequency of the touristic traffic
- VII.4. High and low quota for the touristic traffic
- VII.5. The zonal distribution of the touristic traffic
- VII.6. Anthropic touristic sights

CHAPTER VIII: TYPES AND FORMS OF TOURISM

- VIII.1 Entertaining tourism
- VIII.2. Spa tourism
- VIII. 3. Cultural tourism and its forms

VIII.3.1. Ethnographic tourism

VIII.3.2. Religious tourism

VIII.3.3. Educational tourism

VIII.3.4. Scientific and cultural events tourism

VIII.3.5. Gastronomical tourism

VIII.3.6. Visiting tourism

VIII.3.7. Urban tourism

VIII.3.8. Countryside tourism

VIII.3.9. Transit tourism

VIII.3.10. Another forms of the cultural tourism, less practiced in the south- west of Transylvania

VIII.3.10.1. Voyages for learning a language

VIII.3.10.2. Thematic tourism

VIII.3.10.3. Visits to industrial sights

VIII.4. Touristic circuits offered by “ Mondotur” agency from Deva town

VIII.5. Organizing touristic routes in Alba and Hunedoara counties

VIII.5.1. Touristic routes

VIII.5.2. Places chosen as start points

VIII.5.3. Regional touristic circuits

VIII.6. Places where various types and tourism are practised, as a consequence of the capitalization of the anthropic touristic potential

CHAPTER IX: TOURISTIC REGIONALIZATION

IX.1. The mountainous area

IX.1.1. The area of the Occidental Carpathians

IX.1.1.1. The area of Apuseni mountains

IX.1.1.1.1. The Motzi Land and Aries Valley subunit

IX.1.1.1.2. The Ampoi valley subunit

IX.1.1.1.3. The Trascau subunit

IX.1.1.1.4. The Metaliferi mountains touristic subunit

IX.1.1.1.5. The Zarand Land subunit

- IX.1.1.2. The Woodsmen Land
 - IX.1.1.1.2.1. Hunedoara subunit
- IX.1.2. The Meridionali Carpathians area
 - IX.1.2.1. Sebes subunit
 - IX.1.2.2. The Dacian fortresses subunit
 - IX.1.2.3. The Hateg Land subunit
 - IX.1.2.4. The Petrosani Depression subunit
- IX.2. The hills area
 - IX.2.1. The Mures Valley area
 - IX.2.1.1. The lower Mures Valley subunit
 - IX.2.1.2. Deva subunit
 - IX.2.1.3. Orastie subunit
 - IX.2.2. The Transylvania Depression area
 - IX.2.2.1. Alba Iulia subunit
 - IX.2.2.2. Aiud- Ocna Mures subunit
 - IX.2.2.3. Secase subunit
 - IX.2.2.4. Tarnave and Blaj subunit

The regionalization of the south-west of Transylvania on the basis of prevalent anthropic
touristic sights

- IX.3.1. The Dacian –Roman fortresses area
- IX.3.2. The medieval churches area
- IX.3.3. The medieval sights area
- IX.3.4. The Saxon community area

CHAPTER X: THE PROMOTION OF THE TOURISTIC ANTHROPIC POTENTIAL

- X.1. The promotion of Hunedoara county by printed materials
- X.2. The promotion of tourism through the medium of organized events
- X.3. Online promotion
- X.4. The possibility of online promotion of the anthropic patrimony
- X.5. The promotional marketing programme for the touristic product “ Elements of
Dacian- Roman presence across the south –west of Transylvania

X.5.1. The touristic product “ Elements of Dacian-Roman presence across the south-west of Transylvania”

X.5.2. SWOT analysis of the touristic product

X.5.3. Advertising the touristic product

X.5.3.1. Setting the target audience

X.5.3.2. Setting the goals of the promotion

X.5.3.3. Generating the communication messages

X.5.3.4. Promotional activities

X.5.3.4.1. Classical advertising

X.5.3.4.2. Non conventional advertising

CONCLUSIONS

BIBLIOGRAPHY

APPENDAGE

INTRODUCTION

The present Ph.D. thesis “*The capitalization of the anthropic touristic potentiality in south-west of Transylvania*” aims at bringing a contribution to a better knowledge of the patrimony in this area, knowing that it is the human being who shapes the surroundings, because of the need to protect it and also to prove its talent for beauty.

Bordering various sciences and fields such as: geography, history, architecture, religion and ethnography, the present thesis involves a multidiscipline and interdisciplinary approach, by catching the elements that can be utilized, promoted in touristic circuit or used for creating an electronic site.

The events influenced in a large measure the existence and the evolution of the inhabitants, there had been brought colonists that managed to survive and live together with the local people, who had to adapt to the existing conditions.

The richness and the complexity of the vestiges offers a rich range of sights ,dating from the Dacian- Roman age: the capital city of Sarmizegetusa Regia , Ulpia Traiana, the Germisara site and also from the Middle Age time: the Calnic fortress, the Corvin castle, the churches in Strei, Densus, Pesteană, not also to mention the spiritual and material life of the various local communities. Yet, lots of them have not been preserved, maybe because of the lack of respect for what our ancestors left behind and also out of carelessness and negligence. If some decades ago, the archaeologists were optimistic about the historical treasure, nowadays, the historical objects that had been found in the Orăștie mountains were destroyed or estranged; thus, they do not exist anymore and can not remain as a proof for the generations to come so that the latter could understand the life of their ancestors.

On the other hand, the traditional village preserves old customs, craftsmanship, specific cookery that must not be forgotten or neglected but require capitalization.

Speaking of vestiges,at a first sight, the cultural patrimony of the two counties seems a bit different, – in Hunedoara county one can find Dacian- Romans vestiges such as Sarmizegetusa Regia, Ulpia Traiana or some medieval churches, while in Alba prevail the fortified churches and medieval towns – but, taken as a whole, this area forms a historical unity , with a mixture of wooden churches, medieval towns, etc.The knowledge of the cultural treasure requires a special attention in order to catch the work and the inventiveness of the generations that belong to the

ethno- folklore areas: the inhabitants of the Apuseni mountains(“ motzi”), the inhabitants of the Poiana Rusca mountains(“padureni”), the inhabitants of the Parang and Retezat mountains-momarlani, Hateg area, to which can be added the areas named Sebes Valley and Mures Valley, Secase and Tarnava areas as well as cultural enclaves of the Magyar community in the neighbourhood of Rimetea or Saxon inhabitants around places such as Sebes, Garbova, Cetatea de Balta, etc.

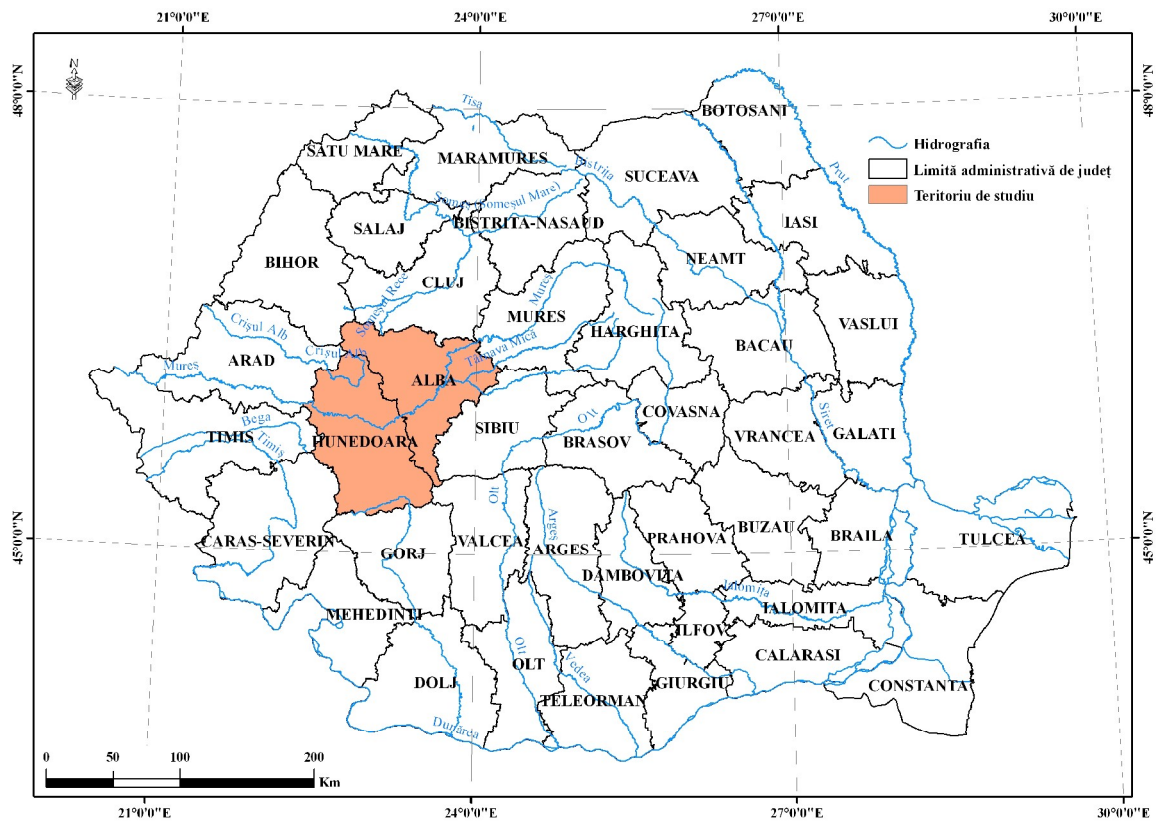


Fig. 1. Position

CHAPTER I
***GEOGRAPHICAL AND HISTORICAL PRE-REQUISITES OF INDIVIDUALIZATION OF
THE SOUTH-WEST OF THE TRANSYLVANIA AREA***

The first chapter-“Geographical and historical pre- requisites of individualization of the south-west of Transylvania area” presents a general picture of this area, which has been geographically analysed, the main landscape forms being included.

Being situated in the south – west of Transylvania and crossed by rivers such as Mures, Strei, Jiu, Crisul Alb, Tarnava, Aries, - the territory of Alba and Hunedoara counties makes up an entity which is compound of various landscape shapes, different types of settlements, local communities, different cultures, common customs, unusual anthropic sights as well as some political, historical events, important for the history of our people.

The appearance and the development of the tourism in the south-west of Transylvania has its beginning in the Dacian- Roman age- as a proof we have inscriptions and objects discovered at Germisara(Geoagiu Bai) and Aquae(Calan) thus, an evolution throughout centuries is presented.

I found the knowledge of the administrative evolution of the territory as being necessary, since the area underwent important changes in time, and also to understand the situation in these two counties. The cultural patrimony can not be presented without showing the main historical events: the turning of Dacia’s territory into a Roman colony, the attacks of the Tartars, the Habsburg domination, the 1918 Union, etc... There are also some cultural events: The Pentateuch from Orastie , the activity of the scholars from the Ardelean School, religious events that encouraged or restricted acts of belief, for example the Romanians were forbidden to build their own stone churches or cases when the churches themselves were destroyed by general Bukow’s orders ...

A lot of events had taken place in the south- west of Transylvania, having a noteworthy role in the history of all Romanians, because this part of the country was in the same time a crossing point for the main roads, a privileged place because of the richness of its natural and anthropic resources, a home for some of our cultural personalities and, moreover, a place where important pages were written in our history.



FIG. 2. PHYSICAL GEOGRAPHY MAP OF THE COUNTIES OF ALBA AND HUNEDOARA

Presenting the important moments that contributed to the genesis of our nation and that can be found in the pages of our history books helps us understand the going of the history and the spectacular character of the historical monuments, preserved in Hunedoara and Alba counties ; in the same time, by presenting the important moments we can appreciate the present offered to us by our ancestors.

Everything that was created by our ancestors as well as the presence of the man in certain geographical areas is brought to life by the facts that happened, irrespective of the age or the population involved, no matter if we speak about conquerors or defeated, because, in the end, we are the ones that can learn from the past and those who can preserve the vestiges created throughout time and leave it as a gift for our descendants.

Each age in time left some material or spiritual proofs for the generations to come, proofs indicated by the presence of the inhabitants in this area, irrespective of their social situation or ethnic affiliation. The territory of these two counties witnessed a lot of tense moments, when the inhabitants stood up and fought for their rights.

CHAPTER II

HISTORICAL VESTIGES

Among a great number of historical vestiges we stopped , for the beginning, to present the Dacian defence works: Sarmizegetusa, the capital town of the Dacians in the Orastie mountains, together with a string of defence works/fortresses such as Blidaru, Costesti, Piatra Rosie, and to continue with the Roman ones such as the Ulpia Traiana capital town in Hateg county, Roman camps such as Apulum, Vetel, or mining sites : Rosia Montana, Baia de Aries, Teliucu Inferior, Zlatna, not without mentioning the bathing arrangements from Calan or Geoagiu spa.

Another important historical vestiges are those ones built in the Middle Age, being also divided into: fortresses that belonged to some peasantry communities: Garbova, Sascior, Calnic, Sibisel, or others that belonged to principality: Suseni, Malaiesti, Rachitova while some other fortresses were owned by great nobility, voivodes, royal families: Alba Iulia, Cetatea de Balta, Deva fortress, etc...within the same category we have fortified towns or even fortified churches within the towns: Sebes, Aiud, Orastie.



FIG. 3. DACO-ROMAN VESTIGES OF ALBA AND HUNEDOARA



FIG. 4. HISTORICAL ARTIFACTS FROM THE MEDIEVAL PERIOD

In addition to that, we will also mention the spectacular architecture of castles and palaces such as: the Corvin castle, the Apafi castle, the Bethlen castle, the Santamaria Orlea castle or the principality palace in Alba Iulia.

There was also made a presentation of the Saxon fortified churches in Sebes, Romos, Calnic, Garbova, Balcaciu, Sona, Cricau, Cenade, some of them being seen as different from the German traditional buildings, but, in the same time, reflecting the specific features of this community.

From our point of view, the vestiges that we presented in this chapter worth being promoted but we can not deny the importance and beauty of some others that haven't been mentioned, vestiges which can not be included in touristic tours because of an advanced state of decay or of the impossibility to be restored. The extent of capitalization of the anthropic sights is by far a good one if we take into account their historical importance, spectacularity, unicity or breathtaking landscapes around them. In order to promote them , it is necessary to turn them to their best account and highlight the elements that change a historical vestige into a well-known touristic sight. To conclude with, the carelessness of some tourists, accompanied by the lack of funds invoked by the authorities lead to the destruction of the treasury left by our ancestors.

CHAPTER III

RELIGIOUS, CULTURAL, ECONOMIC AND SPORTIVE SIGHTS THAT POSSESS TOURISTIC ROLE

Chapter no.3 rounds the wide range of spectacular sights in the south-west of Transylvania and we can say that the religious sights have a great artistic and architectural value, sometimes even greater than the historical ones that are in the UNESCO patrimony. Some remarkable religious sights are: the Cathedral of the Reunion in Alba Iulia, the Roman- Catholic cathedral in Alba Iulia, the Greek- Catholic cathedral in Blaj, the Orthodox cathedral in Deva, medieval churches- orthodox, catholic, evangelistic, Lutheran(Strei, Sangiorgiu, Hunedoara, Lesnic, Densus, Gurasada, Ostrov, Roscani) as well as lots of monasteries and hermitages with a great artistic, religious, architectural value. We will only spotlight some of the most spectacular and unique, that can become touristic attractions: the monasteries of Prislop and Ramet, well-known for their spiritual load and particular atmosphere.

The museums, genuine treasures, bring together a lot of valuable exhibits and they can be divided into : unique museums such as the Gold museum, the Mining museum in Rosia Montana and in Petrosani, the Archaeology museum in Sarmizegetusa, as well as complex museums , that have many departments and finally, thematic museums. The complex ones, having many departments, offer the visitor the chance to admire exhibits from various fields and they have as homes some buildings that have both architectural and historic value. The National Union museum is a host to strong, living proofs of our existence in this area , that have been gathered from all over the country. The museum of Dacian- Roman Civilization has as a home an architectural monument, built in the sixteenth century, in a Renaissance style, Magna Curia. Another example would be the History museum in Sebes that has as a home the Zapolya House.



Fig. 5. Church of Densus



Fig. 6. Monastery of Ramet



Fig. 7. Church from Aiud



Fig. 8. Cathedral of Alba Iulia



FIG. 9 RELIGIOUS ARTEFACTS

There are also some memorial homes, that belonged before to some personalities in our history: the house of Avram Iancu, the house of Crisan, the house of Zapolya, that one of Ioan Buteanu...we will also mention those homes that have belonged to personalities that activated in such fields as architecture, science or literature: the memorial house of the poet and philosopher Lucian Blaga, who was born in Lancram, the house of Aurel Vlaicu or the house of Augustin Bena in Pianul de Jos.

A special attention could also be paid to the libraries: the Batthyaneum library in Alba Iulia or the "Timotei Cipariu" library as well as the theatres: in Petrosani we have the "I.D. Sarbu" Theatre, bearing this name since 1991, as before was named the State Theatre "Valea Jiului". The Theatre in Deva started its activity in 1953 and the "Prichindel" Theatre in Alba Iulia, that started its activity in 1992 and has a wide range of plays, is a main attraction for the children

As a conclusion to this chapter, we may say that the religious vestiges can be found all over these two counties, each place has its own church, no matter the religious cult they belong to. The local inhabitants considered the churches as being sacred places, that deserved any sacrifice and tried to preserve them in order to maintain a connection with divinity and feel protected in hard times. But the lack of money was a real obstacle and some of these vestiges got destroyed or became deserted with the passage of time.

CHAPTER IV

URBAN ARCHITECTONIC ENSEMBLES WITH ANTHROPIC TOURISTIC POTENTIAL

The urban places in the south-west of Transylvania grouped as medieval towns: Sebes, Orastie, Aiud or mining towns: Zlatna, Campeni, Brad, Petrosani, Aninoasa and also as industrial towns: Hunedoara, cultural towns: Deva, historical towns: Alba Iulia or Blaj can be divided in ensembles that have touristic potential; some of them can become famous touristic sights that can be rated, according to a specific scale, somewhere between 40-50 points (Alba Iulia- 48 points, Orastie- 43, Aiud- 42, Deva- 42, Hunedoara-

40, Sebes- 40) while some others that get between 30- 40 points can be included in regional tours(Blaj- 36 , Petrosani -34, Abrud- 32) and those that get less than 30 points (Brad -25, Campeni -21) could be included in tours for promoting the region.

There have been taken into account the following categories: historical monuments and architectural places (10 p), Roman camps, castles, medieval fortresses, houses that have been declared monuments), historical centre (2 p), cultural buildings: museums, memorial houses, civilian houses, art ensembles, statues, triptychs, cemeteries (10 p), outstanding personalities (3p), touristic substructure: accommodation and food, touristic info points (7p), technic substructure(5p).

CHAPTER V

THE CULTURAL AND SPIRITUAL CULTURE IN THE COUNTRYSIDE

Chapter V is divided into the following parts: the village and the household, craftsmanship, trades that go back in time, wooden churches in the Land of the Woodsmen, in the Zarand Land, Aries Valley, Mures Valley, Tarnave Plateau, and also in the eastern part of the Alba county, the folk costumes, the spiritual life of the peasants, that includes fixed and mobile in time religious holidays, folklore, cooking, a presentation of the ethno- folk areas such as: the Hateg Land, Valea Jiului Land, the Mures Valley, the Orastie area, the Land of the Woodsmen, the Zarand Land known as the land of the Cris river inhabitants, the land of the Apuseni mountains inhabitants, the Abrud area, the Tarnave area, the Secase area, the Sebes Valley, etc...

Chapter V is dedicated to the life in the countryside, is a study about the material and the spiritual life of the peasants who knew how to mix, in a surprising way, the useful things and the pleasant things. A special emphasis was laid on the authenticity and specific features of the ethno-folk areas.

The human settlements represent the core of the economic, social, cultural, administrative life of any community, witnessing a permanent evolution regarding the number of the inhabitants, the size of the inhabited area, the improvements in the architecture , the presence of some Hungarian and Saxon population in the area...

Some villages developed in time and turned into towns due to the industrialization, some hamlets expanded, got together and became proper settlements in some mountainous areas in the south-west of Transylvania.

The diversity and the authenticity of the crafts and trades decreased with the passage of time, yet , some of the products can be admired in some places or areas where the craftsmen were able to pass their descendants the skill to make useful, refined, simple objects.



Fig. 10 Costumes from Petrosani Depression subunit Fig. 11 Costumes from Woodsmen Land

The permanent development of both the society and the technology, as well as the time pressure, led to an abandonment of the traditional crafts that required both minuteness and higher costs than the products bought straight from the shops.

The folk costume represents the result of the mixture between beauty and usefulness, material life and spiritual life, being one of the most treasured asset from the past that has a definite importance. One can easily say that it is a link between past and present, but the connection with the present seems to be very fragile. Certainly, our awareness might save the folk costume and carry on this worthy legacy that we got it from our ancestors; there has been involved a lot of effort in creating and preserving it.

This folk costume could give us a feeling of connection between ourselves and our native land. Nowadays, only a few people are wearing proudly our folk costume.

The touristic villages are picturesque places, well made up, situated in non polluted areas, renowned for preserving traditions, historically rich, which performs , besides their own administrative, political, economical, social, cultural functions, that one of hosting tourists, for a

specific period of time or all over the year who come to enjoy their free time . Some examples would be the villages: Rimetea, Obarsa, Avram Iancu, Santamarie Orlea, Rosia Montana, Sacaramb, Bucium.

CHAPTER VI

TOURISTIC ENDOWMENT/GROUNDS

Chapter six presents the touristic endowment, both from the existent statistics and also from the data picked up from the field, presenting the area distribution of the accommodation resources and an evolution in time of the number of touristic units for each type: hotel, motel, inn, board and lodging, camping, chalet. The graphs present the tendencies locally, regionally or at a county level. There are presented the spa, bathing , entertaining components both from the mountainous resorts, spas and also from the towns or communes, cure structures from Vata Spa, Geoagiu Spa, the verdure spots, the sports grounds, spaces for cultural events and the means of transport, of course.

The touristic endowment in Alba and Hunedoara offers a strange mixture of obsolete buildings rated one or two stars and three or four stars, more recently built, in order to supplement the lack of accommodation and comfort. On one hand, the touristic potential can sustain/ support the development of some areas that have no other source of income or even supplement the revenues obtained from agriculture or industry; on the other hand, the technical and touristic infrastructure is not developed enough, weak staff training, local authorities' lack of involvement, nonexistent laws to facilitate and encourage the development of touristic services, all these simply stop anyone from investing in this field. As for the urban anthropic potential, we may say that its capitalization is strongly connected to the existence of the urban hotels and of the pensions, chalets, touristic villas in the countryside. The sportsgrounds used by the tourists such as the tennis, basketball courts, swimming pools, ski slopes, horsemanship enclosures come in various shapes and size, being renovated and extended lately. Besides these, the tourists benefit of verdure spots, libraries, cultural places.

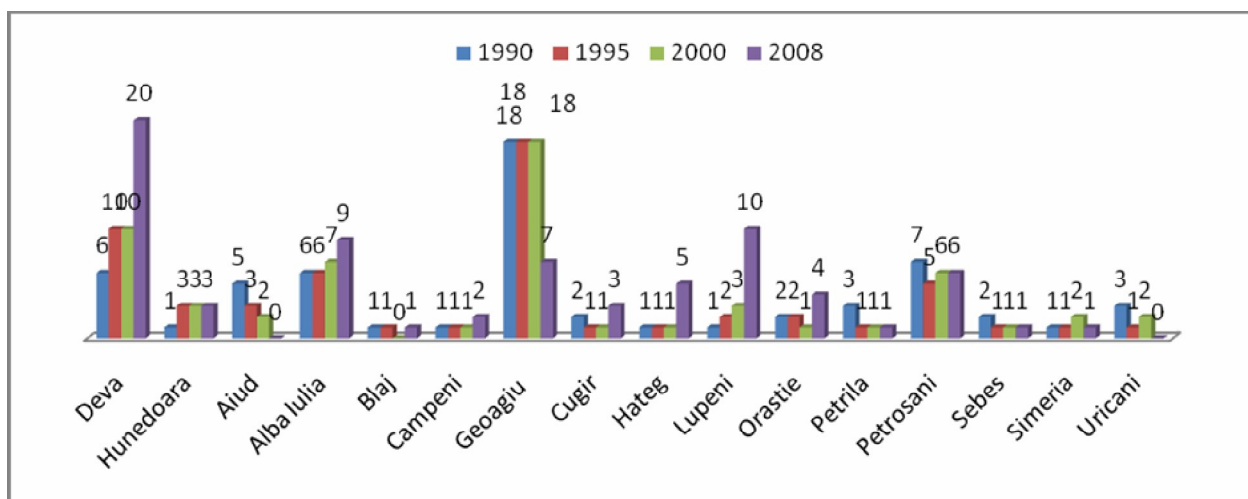


FIG. .12 TOURIST ACCOMMODATION IN THE MAIN CITIES

Tabel nr.1. Evolution of tourist reception

Anul	1995		2000		2008		2008/1995
	Nr.	%	Nr.	%	Nr.	%	%
Total	102	100	98	100	131	100	
Județul Alba	29	28	30	30	50	38	10
Județul Hunedoara	73	72	68	70	81	62	10
Deva	10	10	10	10	20	15	5
Alba Iulia	6	6	7	7	9	7	1
Abrud	1	1	1	1	0	0	-1
Aiud	3	3	3	3	0	0	-3
Geoagiu	18	18	18	18	7	5	-13
Hunedoara	3	3	3	3	3	2	-1
Lupeni	2	2	3	3	10	8	6
Orăștie	2	2	1	1	4	3	1
Petroșani	5	5	6	6	0	0	-5
Arieșeni	2	2	2	2	5	4	2
Orăștioara de Sus	2	2	2	2	0	0	-2
Rimetea	0	0	6	6	10	8	8

Sarmizegetusa	1	1	1	1	0	0	-1
Vaia de Jos	2	2	2	2	2	2	0

Sursa: Institutul Judeean de Statistic – Hunedoara și Institutul Regional de Statistic – Alba

The capitalization of the mineral water resources in the south-west of Transylvania takes place in the treatment basis, where some of the diseases are forestalled or even improved.

Starting with the Roman period, people's trips had commercial, cultural, military purpose but people started using the thermal waters as a treatment after 130 A.D



FIG. 13. „LINGURA ROMANĂ” FROM AQUAE (CALAN)

There were bathing arrangements in the province of Dacia Felix, at Herculane Spa, known in Latin as Ad Aqua Herculi Sacras, Geoagiu Spa – Germisara, Calan Spa- Aquae.

The Hunedoara and Alba counties possess a various landscape, traversed by railways and roads that provide connection between main places in the area and the rest of the country.

The means of transport have an important role in the developing and promoting the tourism, in the same time contributing to the economic flowering and development of the industrial field; the lines of transport distribution being influenced by factors such as: tradition, water network, urbanization degree, population, financial resources.

CHAPTER VII: TOURISTIC TRAFFIC

Chapter seven presents the touristic traffic in Hunedoara and Alba Iulia, using some statistics and also the questionnaires that were filled by the representatives of some touristic accommodation units with a focus on its specific features and main indicators.

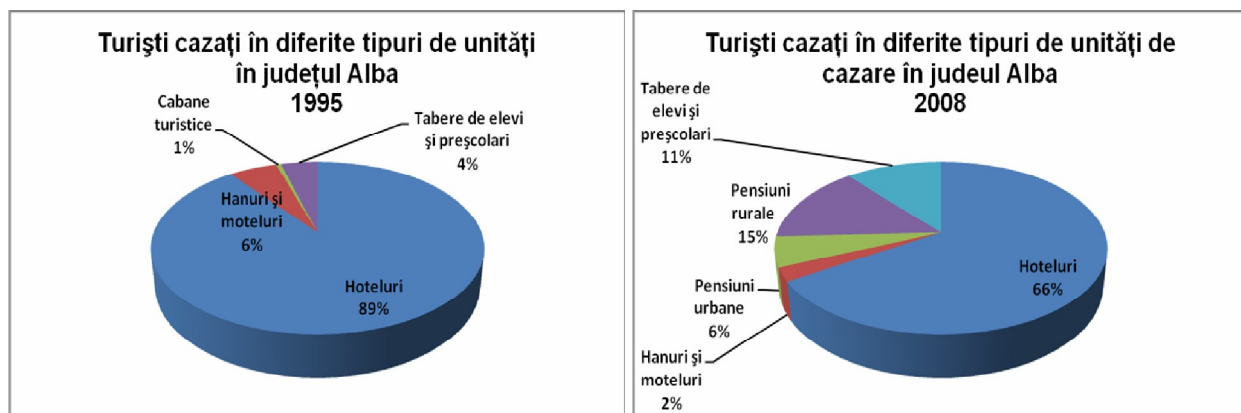


FIG. 14. TOURISTS FROM ALBA COUNTY IN 1995 AND 2008

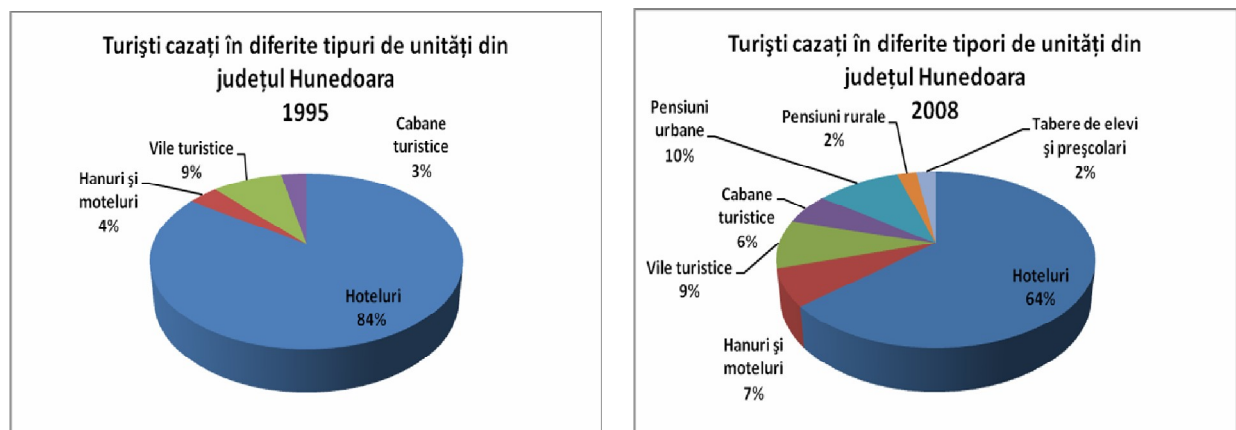


FIG. 15. TOURISTS FROM HUNEDOARA COUNTY IN 1995 AND 2008

Sursa: Institutul Județean de Statistică Hunedoara și Institutul Regional de Statistică Alba

An analysis of the indicators displays a different trend for each place and a need for improving the quality of the services, a better training of the staff, fair prices if we compare the price and the quality. The touristic traffic is the best indicator for the attractiveness degree of the touristic offer, for the real level of the capitalization of the touristic potential. It can be interpreted by accounting a certain number of tourists that find board and lodging that remain over night or by an average duration of staying.

By analyzing the above mentioned indicators, we can conclude that there are places that attract a great number of the tourists out of the overall potential of the area but , in the same time, there are extensive places that are not able to attract too many tourists, because of the lack of proper infrastructure as well as of a preservation and fitting out strategy.

CHAPTER VIII: TYPES AND FORMS OF TOURISM

Chapter eight presents the types of tourism: the recreation tourism, cure tourism, cultural tourism, with a focus on the forms of the last one: the ethnographic tourism, the religious, the educational, that one that is connected with certain cultural or scientific events, cuisine tourism, countryside tourism, etc.

The “ Mondotour” agency in Deva supplied some touristic circuits organized both at national and regional level that include the Hunedoara and Alba counties and we suggested them to set up some touristic tours, by giving them some clues such as places that could be chosen as starting points for visiting certain areas, thematic tours such as visits to the monasteries, to the medieval churches or Dacian- Roman vestiges. We specified certain areas or places where some specific types of tourism are prevalent: Hunedoara area and the Land of the Woodsmen – cultural tourism, Geoagiu area- treatment /spa tourism, Deva – Hunedoara area- both cultural and transit tourism, and so on...The cultural tourism is a chance to develop an area and requires less costs if compared to the bathing tourism but depends on certain factors as presented in the previous chapters. Unfortunately, there have been only a few investments made or European funds attracted as compared to the existent possibilities.

The south-west of Transylvania represents the place where one can discover unique touristic anthropic sights that are surrounded by a various landscape, sights that can be supported and promoted through the contribution of the specialists from different fields and by investing in infrastructure as well as by a redeployment of the employees from other fields of activity. The cultural tourism has got all the pre-requisites to grow in this area and can be considered an alternative for the development of the area by absorbing the discharged workers that lost their jobs as a consequence of staff reduction or closing some important industrial platforms. The anthropic sights can turn the area into attractive touristic destinations where practice of winter sports intermingle with relaxation by using the thermo- mineral resources , visits to the nearby places, monuments, religious buildings, attendance of various events.

Using the motto “It is not enough to read, you also have to see with your own eyes”, Mondotur, one of the first touristic operator in our town, enjoys cooperation with some outstanding agencies both inside our country and abroad. Until a few years ago , this touristic

agency had its own buses, organizing touristic circuits both inside our country for Romanian tourists or foreigners and also outside our country. The manager of the agency considers that the most important anthropic touristic sights until 1989 were

the Dacian-Roman fortresses: Sarmizegetusa Regia, Ulpia Traiana Sarmizegetusa, Costesti, Blidaru...but nowadays, the Hunedoara castle is the most visited one and the citadel on top of Deva town has great perspectives from now on. The agency suggests one day trips in our county, 2-3 days trips, the circuit of all the watering places and even Romania's circuit.

The knowledge and the enumeration of the touristic sights are not enough to make the touristic potential get appreciated by the tourists; instead, organizing tours or circuits in order to visit cultural, religious, historical sights and also thematic circuits for visiting a certain category all across the specified area, such as monasteries or medieval churches, castles, craftsmanship, is really welcomed.

Touristic tours are made to allow the visitor get a better cognition of a certain area or region and could be included on the list of regional or national circuits. If we take into account the richness and diversity of the existent touristic sights, we could give some examples of possible routes: Deva- Simeria-Alba Iulia- Blaj; Sebes- Alba Iulia- Teius-Aiud- Rametea; Sebes- Sasciori-Oasa.

CHAPTER IX

TOURISTIC REGIONALIZATION

In chapter nine we have a touristic regionalization of the two counties: Hunedoara and Alba taking into account the preserved touristic potential, the touristic traffic, types and forms of tourism, touristic grounds and forms of landscape:

A.The upper area (mountainous area)

a) The Occidental Carpathians area

The area of Apuseni mountains with the Motzi Land subunit or Aries Valley, the gold area of Apuseni mountains also known as Ampoi Valley, the Trascau area, the touristic area of the Metaliferi mountains, the Zarand Land; the Woodmen's Land with the Hunedoara subunit

b). The Meridionali Carpathians area

The Sebes subunit, the Dacian fortresses subunit, Hateg Land, Petrosani Depression subunit

B.The low area

-Mures Valley area with the subunit of Mures Valley – the area between Zam and Vetel, Deva subunit, Orastie subunit



FIG. 16 TOURISTIC REGIONALIZATION

-The Transylvania Depression area: Alba Iulia subunit, Aiud- Ocna Mures subunit, Secase subunit, Tarnave or Blaj subunit

Another criteria concerns the prevalent touristic sights in a certain area: area of the Dacian- Roman citadels, medieval churches, medieval buildings, the area of the Saxon community,etc.

The regionalization of the south- west of Transylvania depending on the prevalent anthropic touristic sights: the area of the Dacian – Roman citadels that covers the area of the Orastie mountains, extending to Hateg Land, Mures Valley, Sebes mountains, a vast area where can be found the most important ruins from the end of the first millennium B.C., and the very beginning of the following one, with the capital Sarmizegetusa Regia towering over and Sarmizegetusa Ulpia Traiana , the area of the medieval churches from Hateg Depression and Strei Valley, the area that covers the medieval buildings that stretches from Deva to Ocna Mures, the area where the Saxon community is prevalent : the Sebes area , bordering Sibiu county with places such as: Petresti, Calnic, Garbova, Pian...

CHAPTER X

PROMOTING THE ANTHROPIC TOURISM IN THE SOUTH- WEST OF TRANSYLVANIA

In chapter ten there are suggested some means of supporting the promotion of the anthropic touristic potential in the south-west of Transylvania , for example, in written form in Hunedoara county or by organizing events in Alba county, and even online promotion as well as a marketing programme for the touristic product “ Elements of Dacian- Roman presence across south-west of Transylvania”(A SWOT analysis of the touristic product when it is set the target audience and the ways of promotion of the product by traditional or non traditional advertisement).We described a site that has as a goal the promotion of the cultural patrimony and information that might help.

The development of the cultural tourism could support the economic development of the Hunedoara and Alba counties, and create jobs since there is a miserable situation due to the high rate of unemployment and low rate of investment. In order to achieve the set goals, the touristic

strategy involves focus on the anthropic elements that were somehow neglected and also on the natural resources.

The quality of the suggested products depends on the preservation stage of the touristic sights that date from the Roman or Dacian times, as well as on the existent stage of the material components, such as : infrastructure, means of transport, accommodation and food grounds, cultural events arrangements; on the other hand, investment in the non-material component is also important: quality of the services provided, staff training, tourists' info and booking system.

With a view to promote the touristic product "Elements of Dacian- Roman presence across the south-west of Transylvania", we may say that there is necessary a well- documented presentation, that can highlight the key elements as well as its unicity and spectacular features. The launching of this product has as an aim the promotion of the south-west of Transylvania as a cultural destination, renowned both inside and outside our country for being the area that possesses the most important historical vestiges dating from the Dacian-Roman times, among them being the most important two ones: Sarmizegetusa Regia and Sarmizegetusa Ulpia Traiana. In the same time, it is imperative to start a programme for the rehabilitation and preservation of the decayed monuments.

The SWOT analysis is a synthesis of the strengths and weak points of the product , as well as of the opportunities and threats from the outside that might have either a positive or negative impact upon the evolution of the product.

Following the analysis, we reach the conclusion that this product is unique all over our country due to its spectacular features, including the charm of the old walls of the fortresses and moreover, a supportive and well-done promotion strategy, made up by specialists in various fields, will turn this product into a strong brand of our cultural tourism.

The touristic launching of this product involves the production of a well-done promotion programme which could ensure the creation of the brand and give the start for the cultural tourism in the south-west of Transylvania. The promotion is meant to obtain a positive reaction of the tourist towards the product and in the same time to stimulate , to arouse interest for it; all these in order to create a well- known image both at a national and also at international level. The production of such a programme is painstaking, indeed and requires the involvement not only of the tourism specialists, but from other fields as well; our proposal is a limited approach

of a normal sized strategy, if we take into account the fierce competition from the international market.

The image that a town or a village, even a touristic product gets in time is formed by gathering data concerning them and by analyzing them. Taking into account the fact that creating an image is not a material thing, this one must be projected so as to get into the mind of the possible tourist, this image being the solely item that might determine a tourist to visit or not a specific sight or destination. Among the unique elements that contribute to the touristic portraying of the Alba county we mention the role of the Alba Iulia city and the monastery of Rametz, Rosia Montana museum together with those from Hunedoara county : Sarmizegetusa Regia, Ulpia Traiana, Densus church, Hunedoara castle, Orastie town, Prislop monastery.

Organizing events can be very favourable for the promotion of a region, as well as the circulation of the advertising leaflets but the most important factor, satisfying the taste of the tourist, counts much more than the expensive advertisement. The number of the fairs, festivals and celebrations has a great importance but, unfortunately, little attention was paid and there are just a few events whose notoriety crossed the border of their county: The Girls'Fair from the Gaina mountain, the yearly Tebea celebration, the Great Union celebrated at Alba Iulia. There are various events that take place in the south-west of Transylvania : traditional events, folk events, cultural – artistic events and sportive ones, a special reunion of the wine producers, etc...

There was made a marketing study on tourism in Alba county and there was presented a model of electronic site, very well described and reasoned, that is under construction: www.turismalba.ro. A quick and easy access is intended, so that, by introducing the words “tourism” + “alba”, the page should be on top of the generated list. In the marketing study there are suggested some ways of increasing the efficiency with the help of the website www.turismalba.ro and is given a detailed description on the content, graphic and modality of selection of the information.

As a conclusion, we propose the making of an electronic site, www.alba-hunedoara.ro, the only site that could promote the cultural tourism in Hunedoara, and in the same time, to support the tourism in Alba county as well, this one being also supported by www.turismalba.ro, www.apusenitourism.ro, www.sate-comune.ro. The intention is to create a general picture of the area that arouses interest and give the necessary information to those who want to visit the area. The internet advertisement is used by the touristic accommodation units, local councils, county

councils, county councils, touristic sights that belong to the two counties; yet, Alba county benefits of a richer online promotion from the part of the County Council and other organizations.

SELECTIVE BIBLIOGRAPHY

1. Anghel, Gh., Măhara, Gh., Anghel, Emilia (1982), *Alba-Ghid turistic al județului*, Edit. Sport-Turism, București,
2. Anghel, G., Berciu, I., (1968), *Cetăți medievale din sud-vestul Transilvaniei*, Edit. Meridiane, București,
3. Anghel, G., (1986), *Fortificații medievale de piatră din secolele XIII- XVI*, Edit. Dacia, Cluj Napoca,
4. Anghel, G., (1987), *Alba Iulia*, Edit. Sport Turism, București,
5. Augustin I., Hanna Derer (2004), *Kirchenburg des Sachsen in Siebenburgen*, Edit. Noi Media Print, București,
6. Augustin, I. (2004), *Bisericile fortificate ale sașilor din Transilvania*, Edit. Noi Media Print, București,
7. Bader E. H., Gurău, R.F.,(2001), *Fortificațiile medievale din Transilvania*, Edit. Sfera, București,
8. Benedek, J., Deszi, C.,(2006), *Analiza socio-teritorială a turismului rural din România din perspectiva dezvoltării regionale și locale*, Edit. Presa Universitară Clujeană, Cluj Napoca,
9. Berg, W., (2008), *Gesundheitstourismus und Wellnesstourismus*, Oldenbourg, Germania,
10. Bielz I.,(1899), *Die Buren und Ruinen in Siebenburgen*, Sibiu, România,
11. Bielz, I.,(1957), *Portul popular al sașilor din Transilvania*, Caiete de artă populară, Edit. De Stat pentru literatură și artă, București,

12. Bogdan I., (2004), *Originea mitologica a „Targului de fete” de pe Muntele Gâina*, Edit. Fundația Gândirea, București,
13. Bran, A., (2001), *Monografia județului Hunedoara*, Edit. Matinal, Petroșani,
14. Căndea, Melinda; Bran, Florina;(2001), *Spațiul geografic românesc. Organizare, amenajare, dezvoltare durabilă*, Edit. Economică, București,
15. Ciangă, N. (1997-1998), *Geografia turismului din Carpații Orientali*, Edit. Presa Universitară Clujeană, Cluj-Napoca,
16. Ciangă, N. (2001), *România. Geografia turismului (partea I)*, Presa Universitară Clujeană, Cluj-Napoca,
17. Ciangă, N., (2007), *România. Geografia turismului*, Edit. Presa Universitară Clujeană, Cluj-Napoca,
18. Ciangă, N., Dezsi, I., (2007), *Amenajare turistică*, Presa Universitară Clujeană, Cluj Napoca,
19. Cioica, S., (2002), *Turismul cultural din țara Moșilor*, Edit. Băgrad, Alba Iulia,
20. Constantinescu, R., Sfârlea, M., (1994), *Monumente religioase. Biserici și mănăstiri celebre din România*, Edit. Editis, București,
21. Cristache-Panait, Ioana (2000), *Arhitectura din lemn din județul Hunedoara*, Edit. ARC 2000, București,
22. Cucu, V., Ștefan, M., (1974), *România, ghid atlas al monumentelor istorice*, Edit. Enciclopedică, București,
23. Daicoviciu H., Alicu D., (1984), *Colonia Ulpia Traiana Augusta Dacica Sarmizegetusa*, Edit. Sport Turism, București,
24. Daicoviciu, C., Daicoviciu, H., (1966), *Ulpia Traiana*, Edit. Meridiane, București,
25. Daicoviciu, H., Ferenczi, Șt., Glodariu, I., (1989), *Cetăți și așezări dacice în sud-vestul Transilvaniei*, Edit. Enciclopedică, București,
26. Dezsi, Șt., (2006), *Patrimoniul și valorificarea turistică*, Edit. Presa Universitară Clujeană, Cluj Napoca,
27. Dinu, Mihaela, (2002), *Geografia turismului*, Editura Didactică și Pedagogică, R.A. București,
28. Dinu Mihaela, Peșan, I., (2003), *Geografia turismului în România*, Edit. Universitară, București,

29. Dinu, Mihaela (2005), *Impactul turismului asupra mediului. Indicatori și măsuri*, Edit. Universitară București
30. Dinu, Mihaela (2006), *Geografia turismului*, Edit. Didactică și Pedagogică, București,
31. Drăguș V. (1968), *Vechi monumente hunedorene*, Edit. Meridiane, București,
32. Dunăre N., Focă M , (1958), *Portul buciumanilor din Munții Apuseni*, Caiete de artă populară, Edit. de Stat pentru Literatură și artă, București,
33. Fabini, H., (2000), *Atlas der siebenbürgisch-sächsischen Kirchenburgen und Dorfkirchen*, Hermannstadt–Heidelberg,
34. Floca, O., (1965), *Hunedoara. Ghid turistic al regiunii*, Edit. Meridiane, București,
35. Floca, O., (1966), *Regiunea Hunedoara* , Edit. Meridiane, București,
36. Floca, O., (1969), *Hunedoara. Ghid turistic al județului*, Edit. Meridiane, București,
37. Floca, O., Lupu, N., Berciu, I., (1966), *Cetăți dacice din sudul Transilvaniei*, București,
38. Gălbăn- Jieș D., (2005), *Tradiții și obiceiuri în satele din Estul Văii Jiului*, Edit. Fous, Petroșani,
39. Heitel, R., (1969), *Monumente medievale din Sebeș-Alba*, Edit. Meridiane, București,
40. Iftămoni, R., (2006), *Pădureni hunedoreni*, Edit. Mirabilis, București,
41. Jianu, N., (2005), *Biserici de lemn din Transilvania- Album (Episcopia Aradului și Hunedoara)*, Edit. Emia, Deva,
42. Jianu, N., (2005), *Drumeții în Carpați Trasee turistice*, Edit. Emia, Deva,
43. Jianu, N., (2008), *Țara Moșilor crișeni-trasee turistice*, Edit. Emia, Deva,
44. Jianu, N., (2009), *Pe cărări de munte- trasee turistice*, Edit. Emia, Deva,
45. Lazăr, I., Butnariu, E., (1995), *Castelul corvineștilor*, Edit. Gutenberg, Hunedoara,
46. Lupescu, I. V, (1985), *Monumentele Unirii*, Edit. Sport Turism, București,
47. Mackendrick, P., (1978), *Pietrele dacilor vorbesc*, Edit. Științifică și Pedagogică, București,
48. Măhăra G.; Anghel G.; (1979), *Ghidul turistic al județului Alba*, Edit. Sport-Turism, București,
49. Mîrza, I.; Stica, P.; Zevedei, S.; Valea, M.; Vulcu, B.; (1980), *Hunedoara. Monografie*, Edit. Sport Turism, București,
50. Opriș I.; Bodea Bonfert, Mihaela; Porumb, M.; (2001), *Monumente istorice de pe Valea Arieșului*, Edit. Oscar Print, București,

51. Păcurariu, M., (2006), *Istoria mănăstirii Prislop*, Edit. Episcopiei Ortodoxe Române a Aradului, Arad,
52. Popa, A., (1942), *Biserici de lemn din Transilvania*, Edit. G. Matheiu, Timișoara,
53. Popa, Al., Berciu, I., (1962), *Cetatea Alba Iulia*, Edit. Meridiane, București,
54. Popa, N., (1999), *Țara Hațegului*, Edit. Brumar, Timișoara,
55. Popa, R., (1988), *La începuturile evului mediu românesc. Țara Hațegului*, București,
56. Popescu, M., (1943), *Orașe și cetăți din Transilvania*, Edit. Casa Țoalelor, București,
57. Raicu, Anda, (2004), *România- orașe, burguri, târguri*, Edit. Ad libri, București,
58. Rus, D., (1998), *Județul Hunedoara. Ghid turistic*, Edit. Sigma Plus, Deva,
59. Rusu A. A., (2005), *Castelarea carpatică*, Edit. Mega, Cluj Napoca,
60. Rusu A.A, (1997), *Ctitori și biserici din Țara Hațegului până la 1700*, Edit. Muzeului Sătmărean, Satu Mare,
61. Sicoe, I.; Janu, N.; (2008), *Județul Hunedoara. Zonele etnografice*, Edit. Societatea Culturală „Avram Iancu” din România, Deva,
62. Surd, V.; coord. (2008), *Monografia turistică a Carpaților românești*, Edit. Presa Universitară Clujeană, Cluj Napoca,
63. Ursu, H., (1968), *Alba Iulia*, Edit. Tineretului, București,
64. Văcărianu V, (1930), *Vechile biserici de piatră românești din Județul Hunedoara*, Edit. Cartea Românească, Cluj Napoca,
65. Văcărianu V, (1962), *Stilul romanic*, Edit. Meridiane, București,
66. Velescu, O., (1964), *Cetăți și ruine din Transilvania*, Edit. Meridiane, București,
67. Vuia, R., (1926), *Țara Hategului și regiunea Pădurenilor*, Institutul de Arte Grafice „Ardealul”, Cluj Napoca,
68. xxx (1983), *Geografia României I Geografia Fizică*, Edit. Republicii Socialiste România, București,
69. xxx (1987), *Geografia României II Carpații Românești și Depresiunea Transilvaniei*, Edit. Republicii Socialiste România, București,
70. xxx (1984), *Geografia României I Geografia Umană și Economică*, Edit. Republicii Socialiste România, București,
71. xxx (1991), *Țara Abrudului*, Edit. Polidava, Deva