

ELEMENTS WHICH GIVE INDIVIDUALITY TO SICHEVITA COMMUNE. THEIR CAPITALIZATION THROUGH A SPECIFIC TOURIST PRODUCT

DOBRA CĂLIN*¹

¹*"Aurel Vlaicu" University, Arad, Romania*

*Corresponding author's e-mail: calindobra06@yahoo.com

Abstract: *The article has as purpose to draw attention to the specific defining features of tourism in rural environment, as a possibility for the local community of Sichevita development, through own resources. The current research represents an attempt to provide a complete picture about local resources, specific to the area, and to come up with the proposal to establish a future tourist product specific to the area.*

Key words: *Sichevita commune, rural resources, specific rural tourism product*

INTRODUCTION

Agritourism combine economic interests in the development of communities, [2,3,7,8] with those regarding the preservation of nature. [4,11,12] Rural entrepreneurs can have a successful model (figure 1) to capitalize on the tourism potential of an area and supplement income from agricultural holdings by being able to add a modest income from tourism activities. [5,7,8]

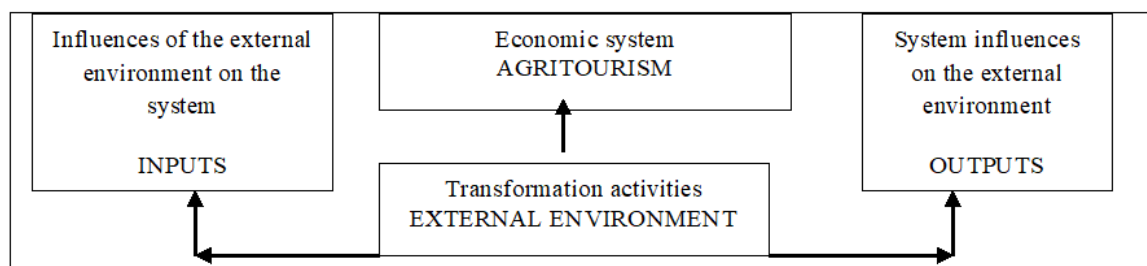


Figure 1. Agritourism – economic system

What are the characteristics that forms of rural tourism must have in order to be truly rural?" [6,10,14] It can be shown that the forms of tourism from rural environment present some features (figure 2) that differentiate them from traditional tourism.

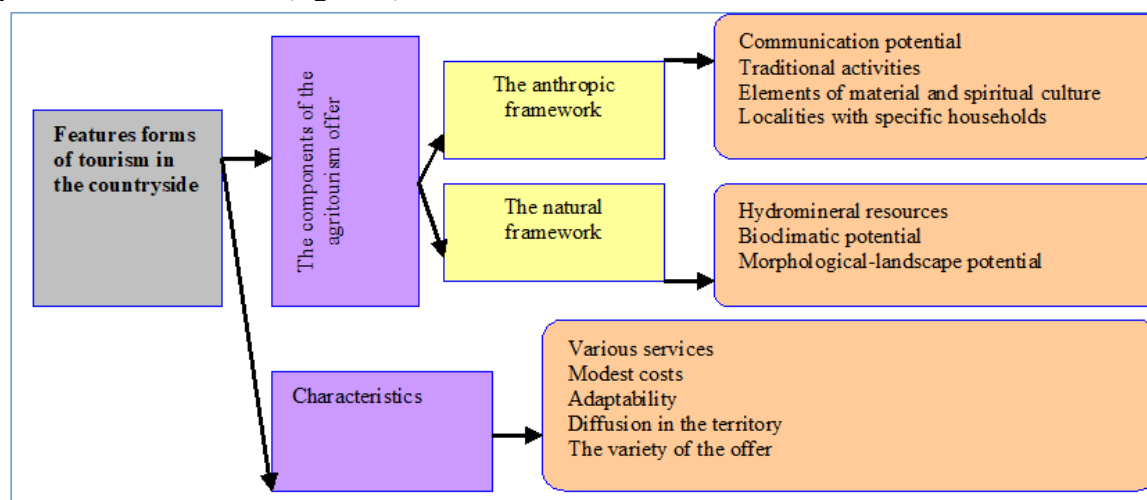


Figure 2. The defining features of the forms of tourism from rural environment

What is offered through the various forms of tourism from rural area can be broadly characterized as follows: [1,5,9,13,15]

- originality, specificity and a wide diversification in relation to the ethno-folkloric area, the geographical area, the customs and tradition of each household that provides this form of tourism, but also with the wide range of agri-food products that differ from one locality to another and within the same one areas;
- the presence in the menus of some local agricultural products, some even with ecological characteristics;
- the broad addressability of the local tourist offers in the rural area, which can satisfy, even in the same space, a wide range of motivations: rest and recreation, education, instruction, knowledge, practicing some sports, hiking, etc.

MATERIALS AND METHODS

The main purpose of this research is to identify the elements which give tourist individuality to Sichevita commune and based on this aspect to propose a future tourism product. In this regard it was used as a research method, the qualitative study and several sources of information. This method is suitable for this type of individual study, and where used several steps: establishing the research plan, finding the main source of information and comparing them and them synthetizing in this this particular study.

RESEARCH RESULTS

1. Brief inventory of the elements that give individuality to the Sichevita commune

Attested in a document in 1363, the locality (see picture above) is mentioned continuously in all the following years, so that in the middle of the 18th century part of the village population settled in other places in the immediate vicinity, thus giving the current configuration of the commune with its 17 villages belonging to Gornea and Sichevita. The territory being initially covered with forests, the inhabitants made massive deforestation in order to be able to practice agriculture.



Sichevita Locality – representative elements

It is a border area, isolated, without a railway, with an undeveloped infrastructure. The Orsova-Moldova Noua national highway passes through one part of the territory. Sports and industrial fishing is practiced on the Danube. Local holidays are the "prayers" in Gornea on May 9-10 in Sichevita on Monday. There is a bimonthly fair in Sichevita. Tourist attractions: the museum of history and ethnography of Gornea, Vila Rustica, the Roman Citadel, the Roman brick oven.

The main forms of relief can be distinguished: the mountainous relief, represented by the Carpathian border of the Locvea Mountains, the hilly one, represented by the upper terraces of the Danube, the terraced one, constituted by the lower terraces of the Danube and Camenița and the meadow one, represented, with mainly, by Lunca Camenitei. The main peaks are Dealul Cotului (579 m), Grosanat (578 m), Straineacul Mare (575 m), Poeni (498m), Bainul Mare (481m). The lowest altitude is recorded at meadows level, oscillating between 92-95 m, in the case of the non-flooding High Meadow, and 85-87 m, in the case of the one that floods often and very often.

The hydrographic network, included in the great Danube Basin, is represented, of course, first of all by the Danube, as well as by a dense network of water courses, such as the streams Camenita, Crusovita, Liborajdea, Vrela, Granviesca, Ravensca, Sichevita, the upper course of Brestelnic and Orevita.

As a whole, the territory of the commune falls into a climate characterized by not too hot summers and milder winters, with the average annual temperature between 9.5 and 11.5⁰C. Depending on the relief and altitude, a climate of the mountain area, characterized by a moderately warm and very humid climate, and a climate of the depression area, characterized by a warm-humid climate, with a higher frequency of phenomena are perceptible hydrometeorological conditions such as fog, dew or haze.

The vegetation consists of deciduous forests, scrubs, meadows and ruderal groups, being arranged in specific floors, conditioned by the natural setting, in which the varied lithology and the diversified relief (mountain, hill, terraces, meadows) and with lower altitudes compared to the area bordering, with a warm-humid climate, had a decisive role.

Cultivated vegetation is represented by wheat, barley, rye, corn, potatoes, clover, legumes, vines and fruit trees - apple, pear, plum, cherry, sour cherry, apricot, peach, cork oak and walnut, which also appear spontaneously, on the sunny slopes. The agricultural land of the commune consists of the following uses: arable 1986 ha (37.4%), pastures 936 ha (18.2%), hayfields 2234 ha (42.1%), vineyards 30 ha (0.6%) and orchards 91 ha (1.7%). The agricultural land surveyed from a pedological point of view, in a total area of 828 ha, includes the following uses: arable 347 ha (41.8%), pastures 240 ha (29.0%), hay fields 163 ha (19.7%), vineyards 3 ha (0.4%), orchards 13 ha (1.6%) and non-productive 62 ha (7.5).

The following are identified as representative resources:

- the complex of mills. Each mill is a monument of popular architecture for those who are passionate about agritourism and want to live "country life" for a few days of vacation. Naturally, each mill has a name, after the village (place) where the mill is or after the name of the person from Schivita who has the "hut" (shack) next to the mill.

- The village museum "Ion Dragomir" in the center of Gornea locality, inaugurated on July 27, 1969, has two exhibitions. One dedicated to archeology and one to the ethnography of the place. In the "Hall of Ethnography" you can admire folk costumes over 100 years old and the very ingenious "tools" from the wooden age, donated by the inhabitants of the village: the weaving war from 1887, the lathe of almost 90 years old wood (from a Czech in the village), the water ark made from a single piece of walnut wood decorated with Dacian motifs, the "burdus" made of calfskin, in which the peasant took his corn to dies and comes back with corn flour, and the "blind key".

2. Proposals relating to the constitution of a future tourist product specific to the area

Due to its special atmosphere, the specificity and quality related to the agritourism product must be studied in a particular way, starting with the fact that rural tourism is based on three coordinates (the location and its specificity, the people of the area and the specific products that can be offered) and the holiday on the farm is equivalent to vacation spent in the village. For this reason, the analysis of the specific elements of the agritourism product is done starting from the elements that give it specificity and on which the content of this product is based:

- the qualitative elements specific to natural resources, or in other words the beauty of the landscape, clean air, lack of pollution, originality;
- the qualitative elements specific to the material base on which the agritourism activity is based, namely the quality of rural guesthouses and why not the originality of combining specific elements to ensure the minimum of comfort;
- the extent to which the elements specific to the place, the spirit and popular traditions are inserted into the agritourism product, and which give originality to the agritourism product.

The general elements of the agritourism product are accommodation, food and leisure. Bringing into discussion the first element of the agritourism product, namely *accommodation*, then, we say that the transformation of a traditional house into a household specific to the area would be a viable solution.



Village style

Therefore, in the transformation process, the original spirit, the established style of the village (see picture above), the specific construction materials, the preservation of everything that can be preserved, as happened in the case of the Water Mills, must not be lost.

Following this example, the one of the Water Mills, where 23 families initiated and supported the conservation of one of these mills, restoring its functionality, we believe that the same effort can be made in the case of the transformation of a local household into an agritourism farm.

Food, the second element of the agritourism product, has specific characteristics, and in the studied area and in the related areas it can combine several products:

- fishery products
- Czech products
- Serbian products
- specific Banat products.



A possible traditional Banat menu, for the agritourism product in Sichevita area:

Breakfast

- Milk with cocoa
- Berry jam
- Cheese, Tomatoes, Ham

Lunch

Chicken noodle soup
Sarmale from Banat in cabbage leaves
Rustic potatoes
Chicken legs
Assorted salad
Donuts (crowns), pancakes

Dinner

Fish food
Homemade noodle pudding with cottage cheese and raisins, wrapped in pie crust
Drinks Berry juice, wine.

Through agritourism product, included in a circuit, or a one-day trip, motivations related to knowledge of specific products at the level of the area/area are imposed. Therefore, it would be indicated that in the preparation and serving of the meal, great emphasis should be placed on culinary traditions, which could in themselves represent a point of attraction for tourists, as they can experience the most diverse aspects related to daily life. Preparing the meal and why not involving the tourist in this activity, with specific stories about the area and the products from the area, can constitute a tourist attraction, a representative number of tourists choosing the tourist destination depending on the specific gastronomic offer (both qualitatively and quantitative).

It is preferable that the raw material used in the preparation of the dishes comes, for the most part, from one's own household, which can be supplemented, if necessary, with the support of local suppliers. In both cases, it is important for the tourist to have the certainty that the products offered are authentic, in the sense of obtaining them through the processes specific to ecological agriculture and that their preparation was carried out according to recipes that exclude industrial processing. Ensuring diverse, traditional menus throughout the year requires the provision of necessary stocks in critical periods (canned fruits, vegetables, semi-prepared meats, traditional drinks, etc.).

We must also mention that several types of cuisine are intermingled in the area, which is a beneficial aspect, through the agritourism food these strengths should be capitalized.

Tourist leisure is perhaps the most disadvantaged element in general within the tourism product. But also, from this point of view, Sichevita area is very well equipped. Country life requires a certain simplicity and why not originality. Of great importance, regarding the animation specific to agritourism product, is the nature of the services, why not specific crafts or handicraft activities (spinning, weaving, milling, etc.), preserved over time, which give charm and originality to the product.



Sichevita old mill

The leisure possibilities of the Sichevita area are multiple:

- starting with the possibility of taking walks related to the location in a particular area of the studied area;
- visiting Sichevita Valley, passing the water mills one by one;
- the possibility to see how the ancestors of the inhabitants of these lands lived, visiting the Dragomireasa Ethnographic Museum;
- visit to the "Izvorul Tamaduirii" Monastery in Gornea village;
- practicing the craft of milling, etc.;
- thematic programs.

CONCLUSIONS

The conclusion drawn is that currently the area is not developed for agritourism, but the potential is enormous. The area is particularly appreciated for its beautiful landscapes, clean air, the tranquility of nature, etc., it is by definition a specific area for rest and relaxation. The location needs increasing the number of rural tourist structures, various leisure facilities, with an emphasis on capitalizing on the resources specific to the rural environment: special landscapes, traditions, crafts, gastronomy, country life.

Based on this information, an agritourism product was proposed, specific to the researched area, the objectives or benefits of this proposal being:

- encouraging tourism activity at the local level;
- the rehabilitation and "bringing to light" of some tourist objectives, traditions and traditional crafts, priceless treasures, for the area, but also for the tourist activity itself;
- promotion of the agritourism household/farm and the local agritourism offer

Thus, the future success of the agritourism product proposed for the Sichevița area would still depend on the efforts in the direction of promotion. The lack of a creative slogan for the area, a TV or radio commercial overshadows the beauties of this area and even their existence. The tourists who come here are usually from this part of Banat, few are from other parts who have heard of this area. The most appropriate utilization of this natural, economic and human space can be achieved through various forms of tourism in rural area.

REFERENCES

- [1]. **ADAMOV TABITA CORNELIA, DRĂGOI D., IANCU T., FEHER ANDREA**, 2016, Capitalizing agrotourist potential of the mountain region from Romania, Journal of Biotechnology, vol.231
- [2]. **ADAMOV TABITA CORNELIA, IANCU T., PEȚ ELENA, PÎRVULESCU LUMINIȚA, POPESCU GABRIELA, CIOLAC RAMONA, ȘUBA ANKA**, 2020, Aspects regarding the development of the agritourist activity in Bran-Moeciu area, *Lucrări Științifice Management Agricol*, ISSN 1453-1410, Seria 1, vol.21(1)
- [3]. **ADAMOV TABITA, IANCU T., MATEOC-SÎRB NICOLETA, PÎRVULESCU LUMINIȚA, SĂLĂȘAN C., CIOLAC RAMONA, ȘUBA ANKA, FIRU-NIGOESCU A.**, 2021, Research regarding the implications of agritourism in the development of the rural area of Arad County, *Lucrări Științifice Management Agricol*, vol.23
- [4]. **BAUSCH T.**, 1995, *Le Tourisme et l'Environnement en Europe*; Office des Publications Officielles des Communautés Européennes: Luxembourg
- [5]. **BĂLINIȘTEANU DOMNIȚA, HONCIAT DOINIȚA, MATEI DANIELA**, 2002, *Influența turismului asupra meseriilor satului, în volumul Turismul rural românesc*, Editura Pan Europe, Iași

- [6]. **BOTEZ G., LUPU N., MIRON A., PENCIU A., STOIAN M.**, 1998, *Îndrumar pentru turismul rural*, Editura Rentrop & Straton, București
- [7]. **CIOLAC RAMONA**, 2012, Necessity and perspectives of rural tourism business expansion, *Lucrări Științifice Zootehnie și Biotehnologii (Scientific Papers: Animal Science and Biotechnologies)*, ISSN 1221-5287, Editura Agroprint Timișoara, vol.45 (1), pp. 440-443
- [8]. **CIOLAC RAMONA**, 2020, Agritourism-a possibility of capitalizing the resources of the rural community, *Lucrări Științifice Management Agricol*, ISSN 1453-1410, Seria 1, vol.22(3)
- [9]. **CIOLAC RAMONA**, 2018, Perception of the Romanian tourist offer in the context of international tourism flows, *Lucrări Științifice Management Agricol, SERIA I, VOL. XX (1)*, pp.155-162
- [10]. **CSOSZ I.**, 2007, *Agroturism și Turism Rural*, Editura Mirton, Timișoara
- [11]. **MANEA G.**, 2000, *Zone și arii protejate și valorificarea lor în turism*, Universitatea București
- [12]. **MAZILU M.**, Turismul-o relație privilegiată cu dezvoltarea durabilă, *Revista de marketing online*, vol. I, nr. 4
- [13]. **PASQUILINI B., JACQUOT B.**, 1992, *Tourism en Europe*, Action Touristique, Dounod, Paris
- [14]. **NISTOREANU P.**, 1999, *Turismul rural-o afacere mică cu perspective mari*, Editura Didactică și Pedagogică, București
- [15]. **VIULEȚ NICOLETA CRISTINA**, 2006, *Turismul, prioritate a economiei românești*, <http://steconomice.uoradea.ro/anale/volume/2006/economie-si-administrarea-afacerilor/52.pdf>