

PROPOSAL THROUGH IMPLEMENTATION OF A TOURIST ROUTE IN THE SIBIU AREA

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Abstract: *The purpose of this paper is to highlight the tourist potential of Sibiu town, in order to attract as many tourists, because it has many natural and entropic tourist attractions, socio-cultural activities that are ready to be visited both by local tourists and of foreigners. There are many hotels and public catering establishments where tourists can accommodate and eat in the best conditions.*

Keywords: *Sibiu, tourist route, promotion*

INTRODUCTION

Sibiu is a city located in the south of Transylvania on the Cibin River, being very close to the center of Romania. It is documentary record dating back to 1191. It has a technical-material base consisting of two theaters, a philharmonic, a cinema, five libraries, five cultural centers, six cultural institutes and ten museums [8,11,12].

In the year 2007 it held the title of European Capital of Culture alongside with Luxembourg. This title has brought the city a great popularity among European tourists.

At present, Sibiu is a cultural, tourist and commercial center, a true cultural and tourist capital located in the center of the country [1,2,3,4,5,6,7].

MATERIAL AND METHOD

For the elaboration of this scientific paper, I participated in a study trip, which aimed at identifying, observing and photographing some tourist objectives from the analyzed area in order to include them in a touristic route that will be proposed by us in this scientific approach.

RESULTS AND DISCUSSIONS

We have realized a three day program in order to promote the tourist attractions from Sibiu. We plan to create a tourist route that will encompass all the important tourism customs from Sibiu, accommodation at the Premier Hotel 3*, 5 minutes away from the industrial, administrative and cultural centers of Sibiu.

The itinerary for the proposed tourist route will be: Timisoara-Remetea Mare-Dumbrava-Begheiu Mic-Faget-Margina-Cosava-Cosevița-Ohaba-Dobra-Lapusnic-Braznic-Sacamas-Lesnic-Sibiu

Day 1: 24.11.2017

- Departure from Timisoara will take place at 11:00 from the front of the Metropolitan Cathedral on 24.11.2017

- Arrival in front of the Premier Hotel in Sibiu will take place at 14:15

- Accommodation will be made at 14:30

- After 15:30 visit to the Bridge of Lies and at the Evangelical Cathedral

The Bridge of Lies is a symbol for the city of Sibiu. It was built in 1859 and made the connection between the upper city and the lower city. It is built of cast iron and is the oldest bridge from Romania

The Evangelical Cathedral is one of the most astounding buildings built in Gothic style from Transylvania. It was built in the 14th century on the site of an old church dating

back to the 12th century. The clock of the cathedral tower dates back to 1881. It is the second tower with clock as old from Romania.



Figure 1. The location used for accommodation of tourists (Hotel Premier 3*)



Figure 2. The Bridge of Lies and at the Evangelical Cathedral from Sibiu

- From 17: 00-19: 00 walk through the historical center of Sibiu
- After 19:00 a program of your choice

Day 2: 25.11.2017

- Breakfast at 09:00 in the Bar & Lounge-The hotel's breakfast bar
- At 10:00 visit to the Clock Tower from the center of Sibiu



Figure 3. The hotel's public dining location

The Tower of the Holy from Sibiu is a symbol of the city. At first it was built for the defense function, and later became an important tourist destination. It was built in the year 1324.

- After 11:30 we will go to the Aria Center where you will enjoy the sauna, swimming pool and spa

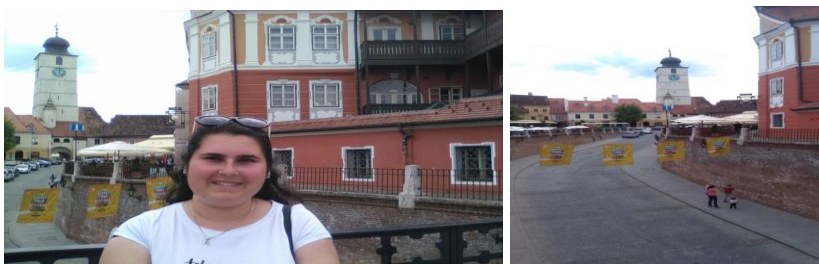


Figure 4. The Tower of the Holy from Sibiu

The Aria Center was created two years ago, by the team of the Medical Center of Our House, which has proposed the development of a center for relaxation and medical services. Within the center there is a semi-Olympic swimming pool, a SPA center in which customers could relax and benefit from quality services.

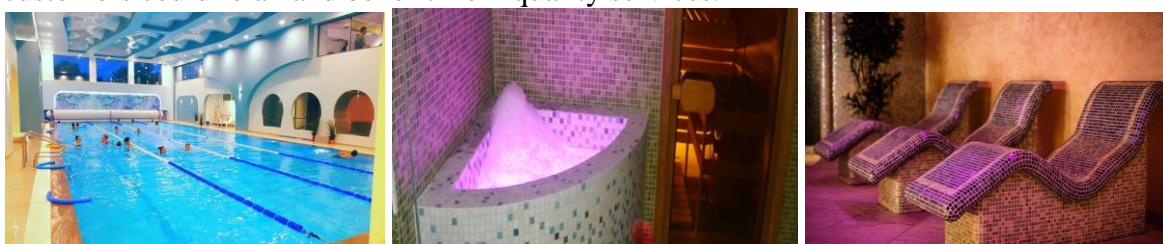


Figure 5. Relaxation activities at the Aria Center

- After 19:00 a program of your choice

Day 3: 26.11.2017

- Breakfast at 09:00 in the Bar & Lounge-The hotel's breakfast bar
- Departure will take place at 11:30 in front of Premier Hotel
- Arrival in Timisoara will take place at 14:45 in front of the Metropolitan Cathedral.

Table 1.

Cost analysis for the proposed tourist route

	lei/ person
Transport	100
Accommodation	318
Food	44
Entrance to tourist sights	95
Total cost: 557 lei/ person	

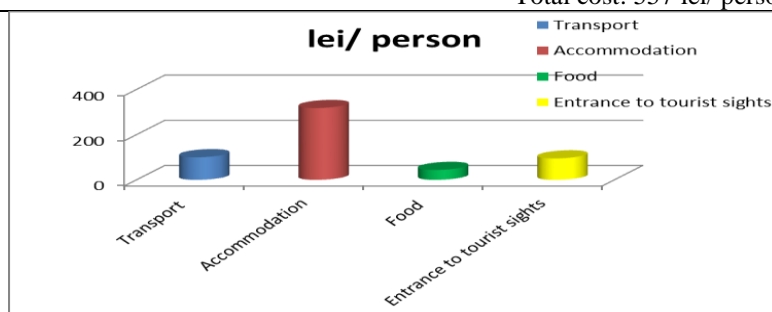


Figure 6. Costs of mini-trip

The cost of transport will be 100 lei per person, including round trips plus travel to the Aria Center.

Accommodation at the proposed tourist unit for the 2 nights' will be 318 lei/person, resulting from the calculation below.

$$159 \text{ ron/night single room} \times 2 \text{ nights} = 318 \text{ lei/person.}$$

The costs with food, which means only the breakfast, which will be included in the price of the mini-excursion proposed by us will be 44 lei/person, this can be ascertained by analyzing the tariffs applied by Hotel Premier 3* Sibiu.

Following the identification of the tourist objectives that we proposed to be included in the tourist route we have reached the following costs after paying the entries to the proposed tourist objectives:

- Clock Tower = 2 lei/person,
- The Evangelical Cathedral = 3 lei/person
- Aria Center (unlimited program) - entrance = 60 lei/person, massage (30 minutes) = 30 lei/person

CONCLUSIONS

Sibiu enjoys of a high tourist potential, both natural and anthropic, possessing a large technical-material base, it has a wide range of accommodation and catering units from which tourists can choose, so we consider relevant the route proposed by to us in this scientific work

In my opinion, Sibiu is a perfect city from the tourist point of view, due to its geographical location, but also to the many tourist attractions.

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