

IDENTIFYING SOME TOURIST OBJECTIVES AND CAPITALIZING THEM THROUGH A TOURIST ROUTE IN FAGARAS COUNTRY

MARIN DIANA*¹

¹*Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism, Romania*

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

Abstract: *In order to highlight some tourist attractions from Fagaras area, a tourist route has been proposed that will run for three days, on the first day will be identified special tourist resources in Sibiu, the next day will be presented tourist attractions from Brasov and on the last day we set out to include in the tourist route the tourist objectives from the area between the two big cities, objectives located in the rural area.*

Key words: *tourism objectives, capitalization, tourism, tourist route*

INTRODUCTION

The tourism industry represents, for each country, regardless of the degree of economic development, a beginning that can gradually revive other economic activities by [8,11,12]:

- stimulating the qualitative development through the imposed standards;
- absorption of a significant percentage of the existing labor force;
- change by properly promoting the country's image worldwide.

Regardless of the tourist's country of origin and the country visited, the society's influence on the tourist's behavior manifests itself in different ways, most of them being the object of tourist demand and tourist motivation and, implicitly, the following:

- tourist motivation, given by extrinsic socio-cultural factors such as family, reference group, wider cultural influences, environment of origin [2,4,6];

- modern society, which creates the feeling of alienation from three elements of his life: community, work and nature - the latter causing him to seek the authentic through tourism in [3,10,14,15]:

- Authentic forms of tourism (niche tourism experiences);
- Authentic places (associated, most of the times, with less developed or pre-modern societies, which can be stressed if their privacy is invaded);
- the typology of tourists, given by the relationship with its society of origin and by its desire to look for known or unknown elements when traveling [1,5,7,9,13].

The first thing, spectacular that we know about Fagaras County, are the mountains that guard the borders of this area, here being found the two highest mountain peaks in our country, namely: Moldoveanu Peak and Negoiu Peak. The general picture is special, there is the mountain range with snowy peaks until late summer.



Figure 1. Overview of the Fagaras Mountains

Fagaras Country is also defined also by the middle course of the Olt River, which runs through this area from east to west, giving it in ancient times the name of Tara Oltului. This area of our country is considered to be one of the most beautiful areas of Romania, so any person should visit this area, because in addition to the special landscape, we also find many tourist resources both natural and especially anthropogenic, unique, special that would delight any travel enthusiast.

In Sibiu County there are exceptional tourist resources, impressive historical and natural places, worth visiting whenever someone has the opportunity. In this sense, we undertook studies to determine the evolution of specific indicators for the tourism sector over a period of five years, namely 2015-2019.

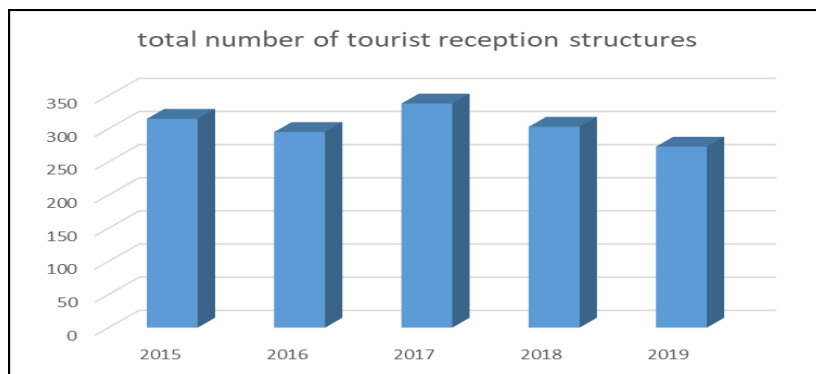


Figure 2. Dynamics of the total number of tourist reception structures in 2015-2019 in Sibiu County

Brasov County, in terms of tourist traffic, ranks second in the country, being the most frequented area in terms of tourism, there is a diversity of tourist attractions. In this sense, we analyzed some indicators specific to the tourism sector.

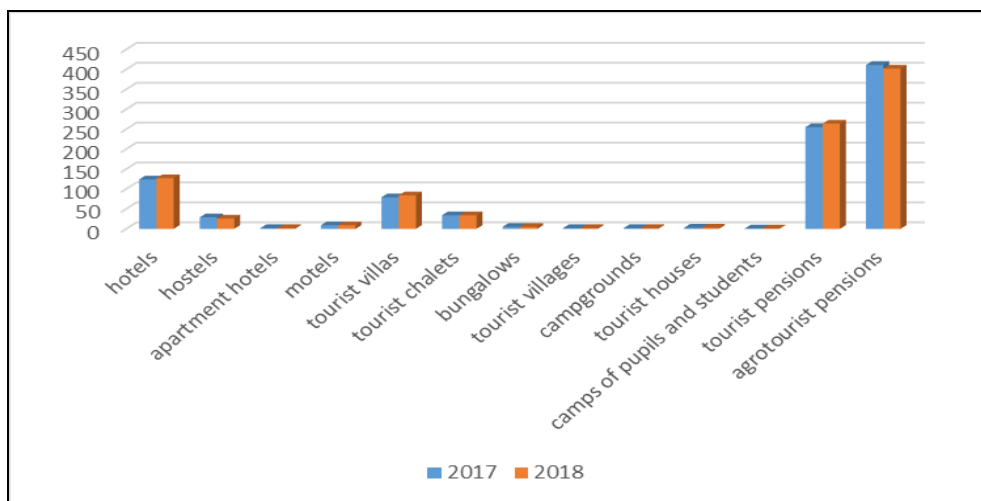


Figure 3. Analysis of tourist reception structures in Brasov County

MATERIAL AND METHOD

To achieve this scientific endeavor we undertook studies regarding tourist destinations included in the tourist route, which we proposed to take place over three days, we traveled this route observing and photographing all the tourist objectives presented to be included in the proposed route.

RESEARCH RESULTS

The tourist route takes place over three days: the first day is for Sibiu city, which includes some of the most important tourist attractions, the second day is for the city of Brasov and the last day the route takes place in rural areas, proposing several tourist attractions special items that are not capitalized properly.

Day 1 - visiting some important tourist attractions in Sibiu city

The city of Sibiu is a cultural center of major importance in Romania being a prosper city in the Transylvania area, which must be explored on foot to be discovered in the true sense of word, because here you can discover fortifications, alleys and passages, special parks, meaning tourist attractions for all tourism consumers. In this sense, we presented some of the tourist objectives in this special city:

The Bridge of Lies represents a special symbol of the city, one of the oldest in the country built of cast iron, which is located in the historic center connecting the Little Square and Huet Square, being linked to several legends, including that "the bridge has ears", in this sense any lie that will be told here will be discovered (figure 4.).



Figure 4. The Bridge of Lies in Sibiu

The Council Tower is also a representative objective of Sibiu, located at the interference of the two squares Great Square and Small Square, the tourists being able to admire from its top a special, superb panorama over the whole city.



Figure 5. Council Tower

Great Square - is called Central Square, it dates from 1366 being the zero point in the old center. It is an exclusively pedestrian area, merchants with goods used to come here and citizens' meetings also took place.

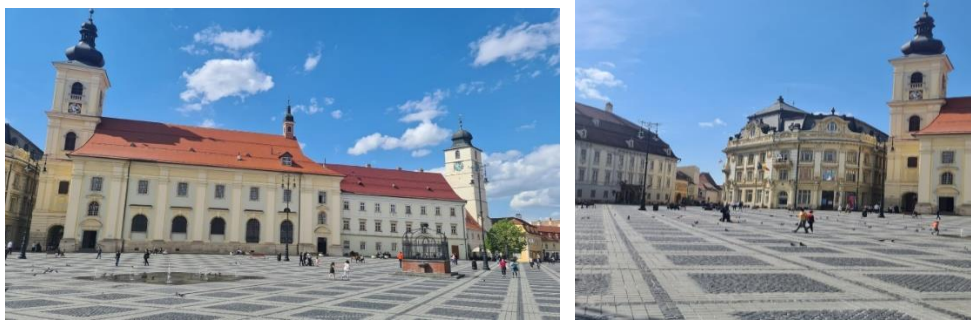


Figure 6. The Great Square from Sibiu

Great Square - abounds in 14th-16th century buildings with semicircular arches, all of which form what is known as the "Eyes of Sibiu".

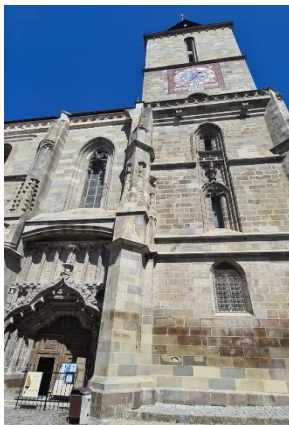
The Passage of the Stairs, known as the Needle Wall, in the medieval period it was part of the third belt of fortifications of Sibiu, being built of bricks but also stone, connecting the Lower Town with the Upper Town through certain arches, some stairs and different branches.

The Carpenters' Tower is the third belt of fortifications in Sibiu, dating from the 14th century, starting with 2004, it is on the List of Historical Monuments in the city of Sibiu. It is part of the set of protection towers, in addition to three other towers: the Potters, the Archbishops and the Gate one.

Day 2 - presentation of tourist attractions in Brasov

Regarding the tourist objectives specific to the city of Brasov, we can mention that here there are a large number of tourist resources, being able to group them in Churches, in towers, fortifications and bastions and museums or memorial houses. From these, we have chosen to present in this paper the following:

From the category of ecumenical tourism we mention several churches, among which the most impressive is the Black Church which was built around 1383, being a symbol of the Transylvanian Gothic style. This church was engulfed in a fire in 1689, as a result of which the interior had to be rebuilt in Baroque style. One of the most important objects would be the big pipe organ and the small organ, the church being recognized also due to the organ concerts that are organized here.



a. The Black Church b. The Church of the Assumption c. The Church of St. Nicholas

Figure 7. Churches in Brasov

Two other buildings of major importance for tourism in Brasov are: The Orthodox Church - Assumption of the Blessed Virgin Mary - located in Council Square, built between 1895-1899, the tower of the parish house which is located towards the square, was

destroyed in the earthquake of 1940 was restored in 1972 and the St. Nicholas Orthodox Church represented and still represents a very important center for the spiritual, cultural and artistic life of the Romanians, it underwent numerous and major interventions so that the naos was rebuilt, the two side chapels were built, was realized the mural painting. In 1751 the clock tower was built.

Among the Towers of Brasov we mention the White Tower and the Black Tower. The White Tower was distributed to defend the guilds of tinsmiths and coppersmiths, the construction having a closed semicircular plan, is arranged on five levels, it can be easily seen from the Council Square, sitting on one of the terraces in the Square. The Black Tower is an independent construction that was built together with the first walled enclosure located on the slope of the city.



Figure 8. White Tower – Brasov

Regarding the museums, we can exemplify with the History Museum, the art museum, the Museum of the First Romanian School, the Museum of Ethnography, the Museum of Urban Civilization, etc. The Museum of the First Romanian School in the country was built in 1495, preserving the baroque elements that appeared after the modifications made during the 1760s. At present it is composed of several rooms.



Figure 9. The first Romanian School

Council Square is the most famous and most visited place in Brasov, here being organized many cultural and artistic events, including an extremely famous festival "Golden Stag". Here was the place where in the Middle Ages there were fairs for merchants, and today there are many buildings that have become a symbol of the city: the Merchants' House, the House of Mures peoples, the Filstich-Plecker House, the Museum of Urban Civilization, etc.

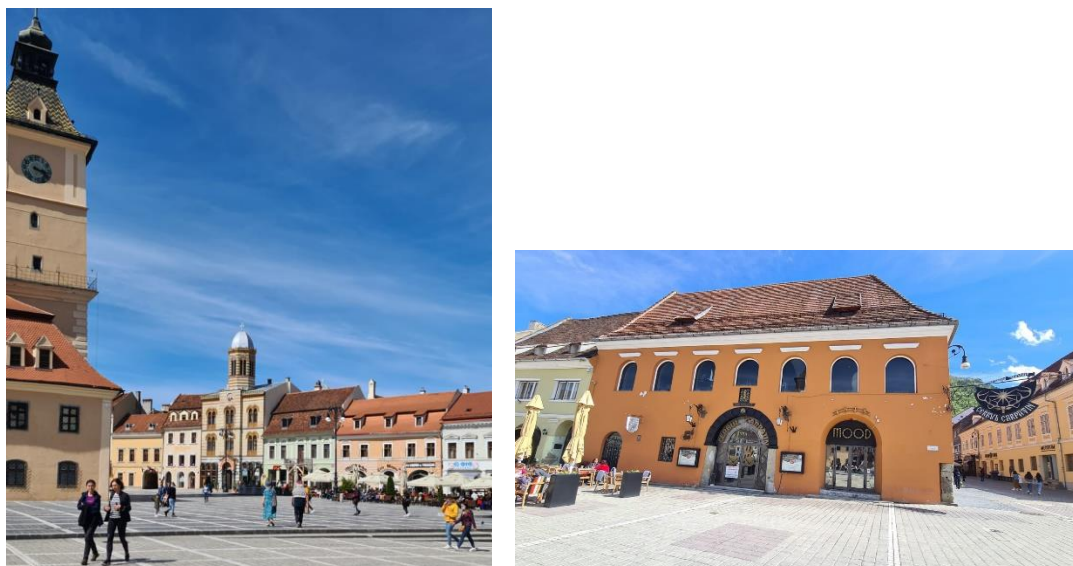


Figure 10. Council Square

Day 3 - capitalization of some important tourist resources from the rural environment of Fagaras County

Analyzing the tourist resources from rural environment of Fagaras County, we describe some special tourist objectives, some little known at present but which deserve to be highlighted through tourist activities.

Analysing the tourist resources as from Fagaras Country, we describe some special tourist objectives, some little known at present but which deserve to be valued through tourist activities.

In this sense we can proceed by presenting some characteristics of the fortified Church from Codlea, it is located in the central square of the locality, only the western portal is currently preserved. In the south-eastern part of the church is the bell tower which has walls with a thickness of 5 meters. The fortification has a polygonal shape surrounding the church, it was built at the beginning of the 15th century, as a result of the Turkish invasions.



Figure 11. Codlea Fortified Church

A second special place that we proposed to be highlighted through the tourist activity would be the Rupestra Monastery from Sinca Veche and the Monastery of the Annunciation, a new monastery from Sinca Veche. Rupestra Monastery is a place of worship carved in stone, supposed to be very old, but could not be dated accurately, there are some opinions that say that it existed here for several thousand years, being cut in quarry stone, has no roof, and the windows are cut sideways being very narrow.

There are controversies both in terms of dating and in terms of its origins. The church has two altars, so many claim that it has no Christian origins. In recent years, many archaeological researches have been carried out here, so the configuration of this place has been changed.



Figure 12. The Rupestra Monastery from Sinca Veche - past and present

At the top of the hill a monastery of the Annunciation was erected in honor of St. Nectarios (because a part of the relics of the Saint is preserved here), differing from other traditional monasteries by the unitary construction that is supported on pillars, the chapel continues with rooms a living room, a kitchen, a guest room and a creative center to revive traditional crafts.



Figure 13. The Annunciation Monastery from Sinca Veche

Water mill, from Ohaba - is the oldest traditional water mill that still works today, was built in 1873 by the Popa family, their descendants are currently the owners of the mill, who managed to capitalize on this special anthropic resource by transforming the house into a boarding house.

The owners are very open and passionate about what they do, gladly explaining to every person who walks in the yard the whole process of grinding and more. Tourists can buy on departure different types of flours and cornmeal but also some traditional products, homemade by the owners: rose jam, quince jam, pumpkin jam and various syrups including pine buds, etc.



Figure 14. Water Mill and Water Mill Pension

The whirlpools from Lisa village - is a whole complex where tourists can see the whole process of obtaining and up to the capitalization of fabrics, from washing, processing the thread, twisting it, forming strands, to creating fabrics for war and finishing them. Here the craft of washing and finishing the fabric with the kinetic energy of water is strictly kept, the installation being a frustoconical basket placed with the tip down which is fixed on a channel that is near a river.



Figure 15. Wool and wool processing plant

In the final stage, after finishing these fabrics and transforming them into different products that can be purchased by tourists, they are capitalized in the shop of the owners of the entire complex from Lisa

The trout and the farm tourist complex from Albota are also quite little known by tourists. The complex is located at the foot of the Fagaras Mountains. The trout farm is surrounded by a Natural Reserve called Arpasel. Within the complex, from the point of view of gastronomic tourism, tourists can benefit from an extremely healthy diet, because more than 80% of food and drinks are produced within the complex.

Within this complex tourists can visit the micro-hydropower plant of the complex, the water and wastewater treatment plant, these are their own, the steps where more than 2000 animals are maintained (cows, buffaloes, goats, sheep, sheep, horses, donkeys, rabbits), also in the complex we find our own bakery, a butcher, milk and dairy processing workshop, smoker; also two vegetable greenhouses; a restaurant with two terraces and a summer garden. Tourists can also enjoy 40 accommodation places here.



Figure 16. The tourist complex from Albota

CONCLUSIONS

The most spectacular thing we know about Fagaras Country is the mountains that guard the borders of this area, here being found the two highest mountain peaks from our country, namely: Moldoveanu Peak and Negoiu Peak.

This area of our country is considered to be one of the most beautiful areas of Romania, so any person should visit this area, because in addition to the special landscape,

we also find many tourist resources both natural and especially anthropogenic, unique, special that would delight any enthusiast travel.

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