

TOURISM IN THE NORTHWEST DEVELOPMENT REGION OF ROMANIA

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Abstract

The northwest development region in Romania presents numerous tourist resources and types of tourism that introduce it not only into the national tourism circuit, but especially into the international tourism circuit.

As an integrant part of the Romanian territory, the north-west region is going through an extensive process of modernization and transformation within which tourism, through its content and features, can bring a balance to the development of the region, starting from the valorization of tourist resources and ending with the foreign currency contribution for the counties that compose this region.

Within the region, special emphasis is placed on the transformation of tourism into a sustainable activity that protects the entire tourist heritage of the region. abstracts should be a clear and concise, about the investigated subject giving the scope and purpose of the study. A short and brief description of the main methods and treatments used and applied. Summarizing significant results, main findings of the article, and major conclusions.

Keywords: development region, North-West Development Region, ethnographic manifestations, spa tourism

INTRODUCTION

The tourism phenomenon in the northwest development region presents its own features and characteristics. Here we cannot talk about an uneven distribution of tourist resources, major differences in touristic arrangement or qualitative differences in the exploitation of tourist potential.

Within the region, there are geographical spaces with optimal conditions for the development of the tourist phenomenon, which primarily take into account the quality of tourist resources (e.g. Oaşului County, Maramureş and Cluj counties). For a better efficiency of these geographical spaces, emphasis can be placed on:

- carrying out more complex marketing studies;
- more effective interaction between the public and private sectors;
- consistent investments in the development of tourist resources.

Although the tourism potential of the region is rich and varied, in the last period domestic and international tourist flows have registered variations, with a decreasing trend. This fact is due to the pandemic crisis on the one hand, and on the other hand the "tastes" of domestic tourists have started to change slightly (lately Romanian tourists have started to prefer international tourism to the detriment

of national tourism). In the summer of 2022, tourist activities also suffered due to the war in Ukraine, because the northwestern region of Romania has a border with this state which is in military conflict.

The north-west region can be visited throughout the whole year (e.g. to practice spa tourism in the Băile Felix resort), but the size and direction of tourist flows are well highlighted in the two "peak" seasons - summer and winter, when especially mountain and rural tourism are practiced.

The North-West Development Region is rich in traditions and customs, here are found many top areas favorable for the practice and development of rural tourism and agro-tourism, among which I can mention: Țara Oaşului, Țara Lăpuşului, zona Năsăud, depresiunea Beiuş şi Huedin, judeţul Maramureş etc.

The north-west region was created by the voluntary association of the counties of Bihor, Bistriţa-Năsăud, Cluj, Maramureş, Satu Mare and Sălaj. This region is not an administrative-territorial unit and therefore has no legal personality. However, it occupies 14.3% of Romania's territory and the counties that make up this region play an important role in Romania's socio-economic development and represent a gateway to the country from Central and Western Europe.

MATERIAL AND METHOD

This region has complex tourism resources with high attractive value.

after a complete analysis we can structure the tourist resources as follows:

Natural tourist resources, (fig. 1 - map of the distribution of relief units according to which we have the distribution of the main natural tourist attractions) where we include:

A. The glacial relief, specific to the rodnei mountains and partly to the maramureş mountains, with peaks, steeps, glacial valleys;

B. The volcanic relief, in the oaş, gutâi, tibleş, călimani, bârgău mountains, with volcanic steeps and plateaus, gorges, passes, etc. (the chain of volcanic mountains mentioned above represents the longest and most spectacular volcanic chain in europe). For example, the rooster ridge stands out for its spectacularity;

C. The karst relief, from the apuseni mountains, characterized by a wide variety and complexity of key-forms, caves, passes (peştera urşilor, peştera meziad, cetăţile ponorului);

D. Thermal waters at băile felix, tăşnad, boghiş, satu mare;

E. Carbonated and bicarbonate mineral waters at sângeorz băi, poiana ilvei;

F. Sodium chloride waters at Turda, Ocna Dej, Figa.(Cocean P. şi colab.,2004, Planul de Amenajare a Teritoriului Regiunii de NordVest, Editura Presa Universitară Clujeana, Cluj Napoca;)

RESULTS AND DISCUSSIONS

The natural tourism resources presented above, to which is also added a corresponding biodiversity, have landscape and scientific value. As a result, protected areas appeared in the form of nature reserves and national parks (Apuseni, Rodna).

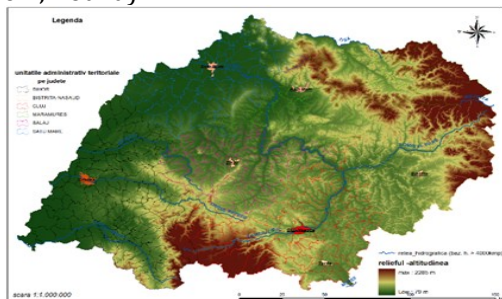


Fig.1 Map of relief units in the NW region

anthropic tourism resources, which are related to human evolution but also to the

variety of cultural life in the region. Thereby, tourist objectives with different weights within the tourist areas are noted. They are distinguished as follows:

- historical vestiges (Roman forts, ancient and medieval fortresses);
- religious objectives (churches, cathedrals, monasteries, cemeteries);
- monuments;
- dams and reservoirs;
- cultural objectives (museums, memorial houses);
- objectives and ethnographic manifestations.

Within the North-West region, there are numerous geographical spaces in which the rural cultural civilization is well preserved, forming the so-called "countries", some of them even having international recognition (Ţara Oaşului, Ţara Năsăudului, Ţara Maramureşului, Ţara Beiuşului). On a national and international level, the music, folk songs and dances, wooden churches from Maramureş, traditional gastronomy, ethnographic museums, etc. are known.

An attractive, rich and complex tourist fund such as that of the north-west region determines a multitude of ways of spending leisure time.

If we take into account the tourist potential of each county that makes up this region, we can make the following ranking of the types and forms of tourism: curative tourism, rural tourism, hunting tourism, cultural tourism, mountain tourism, adventure tourism, festival tourism (by far the most more relevant is the organization of the Untold festival in Cluj-Napoca), etc.

Within the northwest region, the county with the greatest tourist attraction is Maramureş county, followed by Cluj, Bihor, Bistriţa-Năsăud, Satu Mare and Sălaj.

If we were to make a brief presentation of the reasons for visiting the Bistrita-Năsăud county, for example, we could say that here we encounter the complexity of the natural environment to which is added a varied anthropic tourist endowment. Here we can practice mountain tourism (mountain hiking, winter sports), spa tourism, rural tourism (fig. 2), hunting and fishing tourism, cultural tourism.



Fig.2 Peacock feather from the national port, male from Bistrița-Năsăud

However, tourism in the region can also have some negative aspects. An in-depth analysis of tourism activities in the region highlighted the following aspects:

- damage to tourist resources through continuous and inadequate exploitation;

CONCLUSIONS

As far as tourism is concerned, the northwestern border region benefits from numerous possibilities for spending leisure time. A multitude of factors favor the development of tourism, among which the following must be mentioned: the geographical position, the natural setting and especially the karst relief of the mountain area, a history rich in events, impressive buildings belonging to various styles, thermal waters with curative effects, customs and traditions and last but not least the gastronomy where we meet a cuisine with various specificities: Transylvanian, Hungarian, German, Slovak.

An analysis of the offer of the northwestern region shows us that only a small part is ready for tourism development. A large part of these attractions are of local and regional interest, and those which are of wider, international interest are insufficiently promoted or developed. For example, the Natural Park of the Apuseni Mountains represents the most important landscape in terms of value of the region, having points of international attraction, but its enhancement is not developed on the market in the form of

- low level of tourist information;
- weak promotion of some touristic objectives;
- sometimes, the poor ability to properly satisfy the motivations and demands of tourists.

Regional tourism needs a better promotion, a task that must be taken over from national authorities and transferred to local authorities. It is important that this transfer is carried out on the condition that the local authorities assume some responsibilities regarding investments in tourism, the promotion of tourist activities, the protection of the environment, etc.

tourist products that can be capitalized according to their value.

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