

## VAD-BOROD DEPRESSION IN THE PERSPECTIVE OF RURAL TOURISM DEVELOPMENT

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### **Abstract**

*The Vad-Borod Depression, as a component part of the Apuseni Mountains, although it has a rich tourist heritage, is not capitalized on its entire tourist offer. In recent years the area has become known and and therefore is visited by tourists. They came in large numbers to take advantage of the natural environment, practicing winter sports, mountaineering, rafting, visiting tourist attractions belonging to the natural environment (caves, gorge, waterfalls). There are few those who have visited villages in the depression, although rural civilization is waiting to be valued.*

**Key words:** perspective, rural tourism, cultural heritage.

### **INTRODUCTION**

Rural tourism embraces all tourist activities carried out in rural areas, with the aim of capitalizing on the natural and human potential of villages.

The development of rural tourism manifests its influence in economic, social and cultural plan. The development of rural tourism has a major contribution to the economic life of the village through the possibility of achieving a long-term development policy, while contributing to the development of policies in the agricultural, infrastructure and environmental protection sectors. It also provides support for the development of new businesses, with an effect on increasing the number of jobs locally, encourages traditional local activities, capitalizes on local resources (preparation of agri-food products for tourist consumption and sale), aspects that contribute to increasing incomes, as well as increasing the quality of life in rural areas (Tacu A., 2001).

Rural tourism is no longer a novelty. A significant number of the world's inhabitants love their holidays in the country more and more, both through users (tourists) and providers (pension owners). The tourist activity in the village world proved to be profitable to the detriment of mass or "industrial" type tourism.

The Romanian village, in general, and the one with a tourist vocation, in particular, represent an undiscovered tourist product for both the national and the world market. On the other hand, the Romanian tourist village can contribute to the discovery of our country as a possible tourist destination, creating interest in Romania as a place that offers a wide range of experiences, quality vacations and even business opportunities.

#### **MATERIAL AND METHODS**

The *Vad-Borod Depression* is located along the upper course of the Crişul Repede River, in the northwestern part of the Apuseni Mountains.

The main rural localities in the depression that can become tourist villages are Vadu Crişului, the most important, Şuncuiuş, Bratca and Borod.

Each of them has in its composition a series of villages. So, Vadu-Crişului commune includes *Vadu-Crişului*, Birtin, Tomnatic, Topa de Criş; Şuncuiuş commune includes *Şuncuiuş*, Bălnaca, Bălnaca-Groşi, Zece Hotare; Bratca commune includes *Bratca*, Beznea, Damiş, Lorău, Ponoară, Valea Crişului, and Borod commune consists of the villages *Borod*, Borozel, Cetea, Corniţel, Şerani, Valea Mare.

These rural localities are complex, on one side they can serve rural tourism, and on the other one having near them tourist attractions of great beauty (Wind Cave-the longest cave in the country, Vadu Crişului Waterfall, Crişului Repede Gorge, Cave Vadu Crişului) can serve the following types of tourism:

1. mountain tourism, by practicing recreational activities in the Pădurea Craiului Mountains;
2. adventure tourism and speotourism, which is linked to the practice of extreme sports and attracts more and more followers, especially young people. Rafting, climbing, paragliding, mountain biking are practiced;
3. cycling tourism, due to the relief and the numerous forest roads;
4. fishing;
5. ecotourism;
6. cultural tourism, which consists in visiting rural sites whose distinction is due to the existence of historical monuments, memorial houses, museums or participation in social events in the life of the community: patron saints, gatherings, weddings (eg The Fair at Vama Sării in Vadu-Crişului).

Rural tourism through its form of manifestation agrotourism would find within the Vad-Borod depression traditional constructions of a special variety. Thus we can meet:

- a) households made to meet their own needs that were not built for the tourist offer but that allow additional arrangements that provide minimum conditions for rural tourism or agrotourism;
- b) households built for their own needs and for the alternative of rural tourism and agrotourism, which preserves the local architecture and ensures minimum conditions of comfort, and tourists appreciate the authenticity of the accommodation and the ambiance;
- c) specially built households, with agrotourism destination.

If we were to create a typology of villages for rural tourism, we could say that in the Vad-Borod depression we find:

*ethno-folk tourist villages*, which are characterized by the existence of a traditional wearing, of a specific architecture, of a certain type of furniture and interior decoration, of a popular music and choreography that are imposed as defining features of the respective village: Vadu-Crişului, Bratca, Şuncuiuş;

*tourist villages of artisanal creation*, recognized by highly appreciated artisanal creations that can be purchased directly from producers: Vadu-Crişului through the art of pottery;

*climatic and landscape tourist villages*, which address to the tourists seeking peace, solitary walks, in a picturesque setting away from crowded centers and traffic arteries: here we can include most of the rural localities;

*tourist villages for practicing sports*, presents excellent conditions for practicing winter and water sports on inland rivers: Vadu-Crişului, Şuncuiuş.

The development of rural tourism in the Vad-Borod Depression must be based on domestic tourism with an emphasis on creating new attractions in addition to existing ones (new types of services, leisure programs). This can be made possible by collaborations, common products that include several points of attraction to increase the interest to come to the area and at the same time to alleviate the discomfort of a single attraction.

Rural tourism in the Vad-Borod Depression is a component of local development, because it is growing, but its role in relation to resources must be much more important.

Increasing the contribution of rural tourism in the development of the Vad-Borod depression requires a correlated and balanced development of general conditions (environmental culture, transport, public safety) with the

services that make up the tourist product (accommodation, entertainment, tourist information, promotion of attractions), the level of these services and other elements that make up the tourist product.

## CONCLUSION

In order for the rural tourism in the Vad-Borod Depression to be capitalized at maximum quotas, the following recommendations are required:

- reactivation of crafts and development of services in a diverse range;
- creation of associations at the level of communes in the area;
- conservation of natural heritage.

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