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WAYS OF VALORIZATION OF THE TOURISTIC POTENTIAL IN TARA DORNELOR

Case
study

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Abstract

The natural and anthropic potential of a geographical space/territory/area can sometimes represent degrees of intensity, essential condition for an area's economic development, reason for which its valorization is often imposed as a sine-qua-non condition for maintaining acquired status. Vatra Dornei town and the rural areas in its proximity are generically known as Tara Dornelor, especially due to the demographic, socio-economic, cultural structures relatively similar, which have evolved, in the last centuries, in different contexts and political territories (Moldova, Bucovina, Transilvania). The present study proposes, on one hand, the identification, as possible, the inventory of the existent touristic potential in this geographical area and on the other hand the analysis of the main forms of tourism practiced, as well as their present valorization possibilities in the context of a necessary and continuous adaptation to the society's evolution in general and of touristic practices in particular.

INTRODUCTION

Space is considered as tourism's main raw material (Muntele&Iatu,2006),the latter being considered at international level “*not only an economic center of payments and incomes [...]but a peace ambassador,a way of knowledge,understanding among people,a real negation of political conflicts,war's opposite;there's no other economic and social phenomenon which needs peace*” (according to Petrescu&Burny,2008).

Tara Dornelor is identified,from the administratively point of view,with Vatra Dornei town and a series of rural areas situated in its proximity (Carlibaba,Ciocanesti,Iacobeni,Poiana Stampei,Cosna,Dorna Candrenilor,Saru Dornei,Panaci,Dorna Arini,Crucea) and from the physico-geographical point of view with Dornelor Depression and the surroundings mountainous units(Suhard Mountains,Obcina Mestecanisului,Bargaului Mountains,Calimani Mountains,Bistritei Mountains,Rarau-Giumalau Mountains).

The studies regarding the identification and valorization of the touristic potential in this geographic area are numerous and complex.We mention here those realized by Taranu (1999 2002), Popa (1997), Pata (1999), Gherman (2008, 2009, 2010, 2011),Brezuleanu (2008), Dinca (2013), Dinca et al, (2014), Iatu et al (2011), Iatu et Bulai (2011), Minciu & Stanciu (2010), Muntele & Cruceanu (2014), Cruceanu et al (2015), Mure an et al (2012), Nichitus (1997), Vladica (2007), Petrescu et Burny (2008), Garbea (2014), Chirita (2003), Erdeli et al (2011), Luca et Ioan (2014), Gheorghilas (2011), Ielenicz et al (2010), Teodoreanu et al (1984) etc.

A study on the manner and degree in which the inhabitants of this area identify with the so-called area “Tara Dornelor” (see Mihalca,2014),shows that:72,37% from the subjects chose the name of “dornean”,22,94% “bucovinean”,3,52% “moldavian” and 1,17% those specific to the habitational mental spaces(for eg “cosnean”, “iacobean”, “panacean”, etc).

Another study realized in the same period on the touristic phenomenon in Vatra Dornei (Dinca et al.,2014),illustrated the high dependence degree of tourism in Vatra Dornei on the natural resources and a high exposure to the effects of climatic change,such as the therapeutic activities in the open air,mountain climbing or winter sports tourism.Many of the actors implied declare that the effects of the climatic changes are already felt by the touristic activities in Vatra Dornei,both negatively by the reduction of length and quality of snow which can endanger winter sports activities,and positively,by the extension of summer touristic season to the autumn months,once with the rising of the thermic comfort (after Cruceanu et al.,2014).

I.Tourism forms practiced in Tara Dornelor and associated touristic objectives

The main tourism forms practiced in this geographical area are:balneal,mountainous,active tourism (also called “adventure tourism”), rural, agritourism,scientific and research tourism,cultural,business,equestrian,of events,of transit,ecumenical,eco-tourism,tourism for pleasure.

Balneal tourism- practiced since the 19th century-has represented and still represents an important attraction factor in the resort,where the natural resources such as:the mineral waters,the moffette gas or the peat muds are used in the treatment of rheumatic diseases,locomotory system diseases,of the circulatory,gastro-intestinal system,anaemia,depressions or other disfunctions of the somatic and vegetative nervous system (Cruceanu et al.,2015).At present,this form of tourism is used in the balneoclimateric resort Vatra Dornei and more recently (since 2010),in Gheorghiteni-situated at only 3 km from the first one (Dorna Arini).

Given the relatively large number of days (10-18 days) that the tourist has to spend in the resort for recovery and/or treatment, is recommend the combination of medical procedures realized in the treatment bases with other forms of active tourism,especially trips and walking (in the resort's surroundings and green spaces).In this sense,Vatra Dornei town and the areas in its proximity own a series of touristic objectives worth visiting.We mention thus:

-anthropic touristic resources:

-monumental and of historic importance buildings

-The Communal Palace, the old balneal establishment building,**the Inn of Petru Rares,Belvedere Villa** (on Oborului street,built by the great Romanian poet Lucian Blaga and inaugurated in 1936,in the presence of prince Mihai of Alba Iulia (Nichitus,1997,Vladica 2007);**The Romanian Commercial Bank** (since 1999);**The Catholic Church** (since 1908);**Vladimir House** (since 1911);**Sfanta Treime Cathedral** (1998);**The Casino** (1899);**The Building of Ioan Spring** (1828);**The Building of ‘Sentinela’ Spring** (1896);**Vatra Dornei Railway Station** (1899);**‘Lapusneanu’ Inn** (1557);**The CommunalPalace** (1897);**The Crystal Mirrors Hall** (1897);**The Romanian National Palace** (1901-the present residence of the town's Library “G.T.Chirileanu”);**The Romanian Post Office** (1929);**The Balneal Establishment** (1898);**The Jewish Temple** (1908);**‘Belvedere’ Villa** (1931-Blaga House);**Cembra Villa** (1895);**‘Park’ Villa** (1896);

The architectural ensemble from the resort's park is formed of the busts of certain historical or literary-artistic personalities from

Romania, some of them related to Vatra Dornei too, through literary texts, artistic creations or journeys of definite historic significance. The first works that configured the "classics alley" were the busts of **Mihai Eminescu** and **Ion Luca Caragiale**, **Ciprian Porumbescu** (author Iulia Ionita), **Mihail Sadoveanu** (author Ion Vlad), **Mihail Kogalniceanu** (author Mihail Buzdugan), **Costache Negri** (author Al. Gheorghita), **Alecu Russo** (author Dimitrie Cailean) (after Taranu, 1999).

In the central area of the park we can admire "The Music's Pavilion", an architectural jewel of the town, a place for artistic activities of the local music bands and from other parts of the country and of the local fanfare (Gherman, 2008).

Those who want to explore the surroundings have at disposal the cable car which cover the distance near three km.

Active tourism-included in the mountainous tourism, -at present it identifies not only with the skiing field, but also with the trips, rest, recreation, hunting or traveling on pre established routes (especially organized by the Mountain Rescue Direction) with different accessibility and difficulty degrees. The statistics show that the number of foreign tourists, especially from

Czech Republic, Germany, Slovakia, Poland, France, Moldova Republic, etc., who adhere to this form of tourism in the Romanian Carpathians, is in growing (Cruceanu et al., 2015).

Natural touristic objectives

1. Touristic objectives offered by the relief

-mountains: Suhard, Bargaului, Calimani, Giumalau-Rarau, Bistritei

-mountain tops: in Suhard-Ousoru (1939 m), in Giumalau-Giumalau top (1857 m), in Calimani-Pietrosu top (2001 m), Ratitis top, Bistricioru; in Bistritei mountains-Pietrosu top (1791m), Barnar (1699m), in Vatra Dornei-Drancani top and Barnarel (1230m), Runc (1149).

-quays: Zugreni, Toance, Crucea (the most spectacular), those on the valley of Bistrita Aurie (at the entrance in Argestru)

-forms of relief

-volcanic: solid lava flowings, volcanic tablelands in Calimani Mountains, Calimani's caldera with a diameter of near 10 km.

-karstic: the caves near to the 12 Apostoli

-glacial: the glacial basins under Pietrosu top, Retitis, Bistriciorul

-of geological nature

-erosion witnesses: the 12 Apostoli in Calimani Mountains (periglacial phenomenon)

-moffettes: in Vatra Dornei resort

-geological and paleontologic reservations: Zugrenilor Quays (geological and geomorphological reservation); The natural Reservation Tinovul Sarul Dornei; Tinovul Poiana

Stampeii (floweristic reservation); 12 Apostoli (geological reservation); Piatra Tibaului (Carlibaba-geological reservation); the juniper trees with *Pinus cembra* from Sarul Dornei

-sites of communitary importance: Bistrita Aurie, Rarau-Giumalau Mountains

2. Touristic objectives with biogeographic character

-the forests at the town's outskirts

-the park forests: the Natural Park in the balneal establishment in Vatra Dornei

-parks for recreation and rest: the Natural balneal Park and different smaller parks in various locations of the resort

-botanical and forestry reservations: The scientific reservation of juniper trees with *Pinus cembra* (extended on a surface of 384,2 ha, it has as purpose the protection of the landscape, the flora and fauna represented by numerous rare species) from the National Park Calimani; Tinovul Poiana Stampei; Tinovul Sarul Dornei (oligotrophic swamp); Tinovul from Romanesti (Cosna)

-trout ponds (of private owners)

-places where **sport hunting** and **sportfishing** can be practiced (in general)

-national parks: Calimani National Park

3. Touristic objectives related to water

-springs: *The Eastern Spring, The Western Spring, 11 June Spring, Silvestru Spring, Nectarie Spring, 23 August Spring, Unirea Spring, Bizom Spring (in Vatra Dornei resort)* and those in Poiana Negrii, Dorna Candrenilor, Panaci and Saru Dornei, springs exploited by the mineral water factories Dorna, Poiana Negrii, Bucovina, Aqua Carpatica

-lakes: Iezer lake in Calimani Mountains

-rivers: Bistrita river and its main affluents (Dorna and Neagra)

To the natural touristic potential we can add the anthropic and anthropized one, represented especially by the ski tracks for touristic purpose. We mention thus:

1. The alpine ski track Parc

- ratified ski track

- level difference-150 m

- length-850 m

- transport installations: 2 teleskis and one baby ski

2. The alpine ski track Telescaun

- ratified ski track

- level difference-400 m

- length-3000 m

- transport installations: one telescaun

3. The ski fond track Runc: length-2000-5000 m

4. The Veverita ski track

- ratified in 2012

- length – 850 m

- level difference – 180 m

- transport installation (for 900 pers/h)

- artificial snow cannons

The scheme according to which we realized this “inventory” of the natural and anthropic touristic potential was accomplished after the model of Ielenici&Comanescu (2009) and adapted by us, to the existing touristic potential in this study area, with information and observations generally collected by field work and by consulting other similar specialty works (for more information see Taranu, 1999, Gherman, 2008, 2009, 2010, Iatu et al, 2011, Nichitus, 1997, Cruceanu et al, 2015).

Active tourism - or “adventure tourism”, can be used in all existing relief units, especially in the mountainous ones. The most frequently met are (after Maiorescu& Velizare, 2007): the parapanta flight (especially in the area Ousoru Top in the Suhard Mountains), climbing in Calimani, Bistritei, Giupalau-Rarau Mountains, rapel (self-controlled coming down from a rock or artificial structure); tiroliana (getting down on a rope between two trees or different sustaining pillars); the rafting on Bistritei valley (the river is considered one of the fastest mountain rivers for practicing this sport, having different difficulty degrees, both for pleasure, for beginners and for experienced ones); mountain-biking - that can be practiced by a large category of beginner or experienced cyclists on routes from Suhard, Giupalau, Calimani Mountains or the Runc area on the so-called “drum al tatarilor” (these activities or similar ones are also mentioned by Iatu et al., 2011, Muresan et al., 2012, Minciu&Stanciu 2010, Cruceanu et al., 2015).

Rural tourism

Regarding Dornei Depression area, this form of tourism is in obvious high development, both from the touristic structures point of view and from the tourism forms point of view, forms successfully practiced in the region and the rural places where this form of tourism is practiced or could be practiced, are those in the town's proximity (Argestru, Rosu, Gura Negri) or farther (maximum 45 km) like Dorna Candreni, Poiana Stampei, Ciocanesti, Dorna Arini, Neagra Sarului or Panaci (for more information see Candea, M., 2004; Candea et al 2006, Calimar & Andreescu 2006; Brezuleanu, S., 2008; Talaba et al, 2010; Cruceanu et al, 2015, Stoicescu & Munteanu, 1976, Popa 1997, Patrichi et al 2013, Christou 2005, Cocerhan & Nastase 2011, Briciu & Oprea-Gancevici 2011, Condrea et al 2014, Dinu et al 2011, Eva 2011, Hapenciu & Nastase 2006, Iatu et al 2011, Iatu et Bulai, 2011, Maiorescu& Velizare 2007, Pricajan 1972, Snak 1976, Turnock, 2005)

Cultural tourism

Touristic objectives of anthropic nature

Touristic objectives of historical nature

-traces of the paleolithic culture and establishments: were discovered in the cave near 12 Apostoli (a stone sculpture representing a solar disc)

-the ruins of certain medieval fortresses: The Inn of Lapusneanu on Chilia street Vatra Dornei

-significant battlefields: for example Gura Haitii (which represented the border of the Habsburgic empire from the Russian one)

Touristic objectives with architectural and artistic significance

-churches, monasteries: Sf. Treime Cathedral Vatra Dornei; Piatra Taieturii Hermitage-Panaci, Inaltarea Domnului Monastery-Mestecanis; Sf. Apostoli Petru si Pavel Monastery-Podu Cosnei; Acoperamantul Maicii Domnului Monastery-Gheorghiteni, the church in Panaci also called “the mountains Cathedral” etc.

-civil edifices: the town hall built after the model of a Viennese building by the first mayor of Vatra Dornei town, Vasile Deac, the heroes monument, the bridge across Dorna river, the town's hospital

-monuments: Gavril Candrea House, Wooden Mill (Gura Haitii); Sf. Dumitru Wooden Church (Poiana Stampei); Ion Ivan household (Poiana Stampei); Aurora Negrea Wooden House (Vatra Dornei); Santinela Spring Building; The Railway Station; Vladimir House (Vatra Dornei); the town hall; the town's library; the casino;

-statues: the statues in the resort's park representing personalities of the Romanian culture, literature, history and art, like the statue of Mihai Eminescu

-busts: the bust of George Enescu, of the first mayor of Vatra Dornei town, Vasile Deac

-museums: Natural Science and Cynegetics Museum; Ethnography Museum; the National Museum of painted eggs from Ciocanesti

-exhibitions-generally organized during artistic, cultural, social, folk events

-memorial houses: Gavril Candrea House (Candreni); The Household Complex Ioan Nichitus (Iacobeni); The memorial house of the poet Ion Luca

Touristic objectives with ethno-folk character

-museums of folk art and architecture: The Ethnography Museum in Vatra Dornei

-wooden buildings-the numerous private buildings (for example Eco-House)

-manufactory of wood artistic processing-in most rural places in the proximity of Vatra Dornei town or the “workroom” organized by the Ethnography Museum

-folk celebrations, fairs and Romanian pastoral festivals related to the vegetation cycles of different plants: *The National Festival of painted eggs* (7-9 March); *May Flowers-county folk festival* Vatra Dornei; *The mountain peony's day* (15 June Saru Dornei – *Rhododendronkotschy*); *The International Folk Festival "Bucovina Meetings"* - with participants from Poland, Ukraina, Hungary and Romania in July; *The National Festival of Extreme Sports* (14-16 August); *The Trout's Festival from Ciocanesti* (14-16 August too, where there are presented christian corals, religious moments, historical commemorations, fishing, gastronomy contests, the folk costume parade, floklore and entertaining shows, exhibitions, wine tasting, fanfare music, dances, rustic meals and traditional dinners); The Creation Camp of Plastic Artists of Nicolae Tonitza Association (Vatra Dornei 25-30 August); *The National Festival of popular Theatres Ion Luca*; *The National Festival of folk winter traditions Porniti Plugul Feti Frumosi* from Vatra Dornei 27-28 December; New Year's party in the open air 31 December - 1 st January.

-folklore groups:

-the folk group "*Dorna Dorului*" - Vatra Dornei
-the folk group "*Balada Dornelor*" - Vatra Dornei
-the folk group "*Plaiurile Dornelor*" - Vatra Dornei
-the gypsy group "*Dornador*" - Vatra Dornei
-the folk group "*Razesii Dornei*" - Dorna Arini
-the folk group "*Cetina Calimanului*" - Saru Dornei
-the artistic group "*Bujor de Munte*" - (for adults) - Panaci
-the artistic group "*Mladite*" (children) - Panaci
-the folk group "Poienita" - Poiana Stampei

Objectives with economic character

-the old mine exploitations: the sulphur pits from Calimani, the exploitation pits of coal and uranium from Crucea

-the mineral water factories from Candreni (Dorna and Bucovina mineral water), from Poiana Negrii (POIANA NEGRII), from Panaci (AQUA CARPATICA); the milk products factory LA DORNA, TOTAL shopping center (in the resort's proximity)

Other artistic objectives

-The snow's festival from Vatra Dornei and Ciocanesti during January-March

Other tourism forms can be mentioned too: **scientific and research tourism, ecumenical tourism** (intensely practiced in Gheorghiteni, Panaci, and Ciocanesti locality), **eco-tourism**, (that can be successfully implemented and constitute, on long terms, one of the most representative forms of tourism in the area), **equestrian tourism, hunting and fishing tourism** (for more information see Cruceanu et al. 2015)

CONCLUSIONS

-Tara Dornelor owns an important natural and anthropic touristic potential, tourism being for this area an important "dynamic motor" of the local economy

-associated in the past with the balneal and curative tourism, other tourism forms are more and more promoted at present: parapanta, rapel, tiroliana, rafting on Bistrita valley, mountain biking, Nordik Waking etc., rural, mountainous, ecumenical tourism, eco-tourism.

-tourism's high dependence degree in this geographic area on the natural landscape and on the changes it can suffer (for example climatic changes, consumption of ground and underground resources), imposes the necessity for the diversification of tourism forms practiced, on one hand, and on the other hand, for conservation and protection measures for the existing potential.

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Table 1. The main indicators regarding the activity of touristic welcoming structures in Suceava county in 2011. Source: Statistic Annuary of Suceava county, 2012

LOCALITY	The number of touristic structures	Existing accommodation capacity (the number of seats-beds)	Accommodation capacity available - places/days	The number of arrivals (total)	The number of overnight stays (total)	The average length of stay in total
				Total number		
Vatra Dornei	41	2164	619615	35844	191662	5,3
Dorna Arini	8	226	57988	2928	9050	3,1
Dorna Candrenilor	3	97	25311	7477	12950	1,7
Saru Dornei	3	47	5648	222	653	2,9

Table 2. The main indicators regarding the activity of touristic accommodation structures in Suceava County, The Source: Statistical Summary of Suceava County, 2013 edition

TOURISTIC INDICATORS	LOCALITY				
	VatraDornei	DornaCandrenilor	DornaArini	PoianaStampei	SaruDornei
<i>The total number of touristic structures</i>	41	4	10	3	5
<i>The existing accommodation capacity (number of seats-beds)</i>	2217	115	248	44	93
<i>The accommodation available (places-days)</i>	60364	27094	60955	984	16039
<i>Total of arrivals</i>	36481	5497	5034	24	838
<i>Romanian tourist arrivals</i>	34966	5237	4994	24	824
<i>Foreign tourists arrivals</i>	1515	260	40	-	14
<i>Overnights total (the number of days)</i>	195996	1371	11165	72	3279
<i>The overnight romanian tourists</i>	192997	12489	11013	72	3279
<i>The overbightforeignn tourists</i>	2999	1227	152	-	154
<i>The average lenght of stay in total (number of day)</i>	5,4	2,5	2,2	3,0	4,1
<i>The average length of stay – Romanian tourists</i>	4,5	2,4	2,2	3,0	4,0
<i>The average length of stay – foreign tourists</i>	2,0	4,7	3,8	-	11,0

Figure 1. Imagery from "Tara Dorneilor"



Touristic units – in VatraDornei



The bridge over the Dorna river – in VatraDornei town



The resort "Procopie si Elisabeta", Ghiorghiteni, Dorna-Arini (Suceava County)



Traditional house in Ciocanesti locality



Equitation in Calimani Mountains



The municipal palas – the actual town hall

Foto: Alexandrina Cruceanu

