

CURRENT TOURIST RESOURCE RECOVERY FROM SIBIU SURROUNDINGS ETHNOGRAPHIC AREA

CĂLINA JENICA, CĂLINA AUREL, BUZATU CLAUDIU

University of Craiova, Faculty of Agriculture and Horticulture

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ABSTRACT

This paper briefly examines the natural and anthropic tourism resources of known ethnographic space Sibiu Surroundings and current way of recovery in tourism and agrotourism activity. Natural tourism potential is characterized by diversity, Cindrel Mountains represents the most specific mountainous unit from Sibiu Surroundings, heavily fragmented by valleys Sadu and Sebes. There are several centers of tourist development (Paltinis, Cismadioara, Rasinari, Gura Raului, Sibiel) already known, around which may constitute further development of other villages in Sibiu Surroundings (Jina, Poiana Sibiu, Rod, Sadu, and so on). Sibiu Surroundings has 188 tourist structures with accommodation totaling 2,874 beds. Accommodation units as rural guesthouse are predominant, 110 of 188.

INTRODUCTION

Located in the foothills, Sibiu Surroundings is home of preserving Romanian ancient customs and venue of festivals and fairs of folk tradition and the ancient practice of trades and occupations. Areas gastronomy is also recognized, both because traditional agricultural products and by slight novelty Transylvanian Saxon influences in Romanian cuisine. Sibiu Surroundings network settlements by position in southern Transylvania in contact with Cindrel marginal zone and Sebes, was created and over time, beginning with XIII century - Rasinari (1204), XIV century – Orlat, Săliste, Fantanele, Tilișca, Sibiel, Vale, Gales, XV century - Rod, Boita, Talmacel, Gura Raului, Poplaca and Sadu XVI century - Poiana, Jina, XIX century – Raul Sadului and Păltiniș.

They have a long agro-pastoral tradition since the Middle Ages, being born here a real mountain pastoral civilization, one of the most original from Carpathian area, with a significant effect on both sides of the Carpathian region.

MATERIALS AND METHODS

Methodologically, in assessment of the tourism phenomenon were used:

- observation, obtaining information - as a basic method, thus putting out issues such as tourism environment, tourism resources, tourism infrastructure, and so on;
- description, presentation of the facts - as a means of rendering, presentation of all the elements observed;
- analysis, investigation - which implies the involvement of a set of tools, techniques and methods to highlight and explain the links established between the elements of the tourism phenomenon;

Since rural accommodation establishments have some specific, for authorization should be assigned to the legislation in force criteria. Specificity of rural tourist hostel involved a special name in the classification of these units, namely flowers (daisies). This means complementarity of the agro-touristic homestead, greatly preferred by the urban residents. Only by determining the evolution and dynamics of a system of indicators can get an overview of all activities undertaken in rural tourism (Badita, 2004).

On the material and technical basis, there have been references to:

- accommodation capacity by type of unit, as classified or assuming by the units;
- the comfort level, as classified or assuming by the units.

Data on accommodation establishments are coming from multiple secondary sources, the most important being the list of tourist reception with functions of accommodation issued by the National Authority for Tourism (www.turism.gov.ro), specialized websites (directories units accommodation), accommodation establishments website. This yielded a list of units significantly more extensive than the list of National Tourism Authority, being included and units under classification or unclassified.

RESULTS AND DISCUSSION

Natural tourism potential is characterized by diversity and is determined by morphological south to north setting of all the environmental components which in turn led to a certain type of housing and rural recovery.

Morpho-touristic potential component is represented by natural mountain bordered by Olt River in the east and Sebes River in the west, shaped like a triangle with east-west diagonal developed on 150 km. In this mountainous area stretching fully Cindrel Mountains and the northern half of Lotrului Mountains, both massive being part of the Southern Carpathians group Parang. The eastern and western extremities they are bounded by strong steep representing western slope of the sector narrowing Caineni – Boita towards Olt and the west exposition slope to Sebes.

Cindrel Mountains represents the most specific unit of Sibiu Surroundings, highly fragmented by Sebes and Sadu valleys and their tributaries with morphological components by significant touristic-landscaping impact.

Natural setting of the relief of less than 400 m to over 2200 m and its northern general exhibition leads to individuation of types (floors) of climate with specific bioclimatic effects. The lakes are a representative component of the natural that diversify whole landscaping of geographical areas in which it is located.

In the area of concentration Sibiu Surroundings accommodation structures were included the 18 localities that traditionally define the ethno-folk area (Boița, Fântânele, Galeș, Gura Râului, Jina, Orlat, Poiana Sibiului, Poplaca, Rășinari, Râul Sadului, Rod, Sadu, Săliște, Sibiul, Tălmăcel, Tălmăciu, Tilișca și Vale), plus three other towns in the vicinity of the area (Cristian, Cislădie and Cislădioara) important places perimeter concentration of accommodation and bring a substantial contribution accommodation capacity overall.

Table 1

Tourist accommodation capacity by type of reception tourism structures (2010-2012)

Unit type	Classified			Inventoried (total in the tourist circuit)		
	No. units	Accommodation capacity (no. of places)	% from total capacity	No. units	Accommodation capacity (no. of places)	% from total capacity
Chalet	2	75	3,8	8	149	5,2
Rooms for rent	2	10	0,5	2	10	0,3
Hostel	1	102	5,2	3	302	10,5
Hotel	0	0	0,0	1	39	1,4
Guest house	31	439	22,5	50	705	24,6
Rural guest house	91	1185	60,7	110	1420	49,4
Urban guest house	6	81	4,1	6	81	2,8
Villa	1	62	3,2	8	168	8,8
Total	134	1954	100	188	2874	100

Of the localities mentioned above, the most important places of accommodation are in Rasinari (611 seats - including it and those on the road to Paltinis, who were not assigned to the resort), Sibiul (434), Gura Raului (398) and Cislădioara (324), accounting for about two thirds of accommodations available in this area.

Sibiu Surroundings has 188 tourist structures (Table 1) with accommodation totaling 2,874 beds. Hostel accommodation for rural tourism are predominant (110 of 188), at the same time concentrating the largest number of available places, 1420 seats, representing 49% of total accommodation capacity in the area, followed by structure type boarding house, falling apart, because no have agro-touristic or rustic specific, with almost a quarter of the total accommodation capacity.

One third of the total accommodation capacity inventoried in Sibiu Surroundings area was classified by the National Authority for Tourism and the share of accommodation capacity units which have not been identified the comfort level amounts to 16% of the total (Table 2). In the area dominate accommodations with a low degree of comfort.

As can be seen in Table 2, the units with a low degree of comfort, 2 flower / star predominate in number (105 of 188 accommodation units) and as to quantum accommodation capacity (45%), followed by those with a medium level, of 3 flower / star, encompassing about a quarter of the total accommodation capacity in the Sibiu Surroundings.

Individualized branch of cultural heritage, traditional village with Transylvanian Saxon and Romanian specific, which retains as much of the atmosphere the ancestral life of people is a core of interest for foreign tourists, the main reasons are unique picturesque, fact that such rural landscapes no longer meet in the tourists' countries of origin and inclination towards knowledge and taste for authentic of these tourists.

Travelers interested are generally foreign tourists from Germany, France, England, the United States, a first category are those with average incomes and above, receptive for the literacy, with some preparation, the second and third age, and another category is "active travelers" younger, supporters of "cultural education" holidays, backpackers or with a bicycle. Representative tourist destinations are: Gura Râului, Jina, Sibiel, Săliște, Tilișca, Rod.

Table 2

**Tourist accommodation capacity by level of comfort
(2010-2012)**

Level of comfort	No. units	Accommodation capacity (no. of places)	% from total capacity	Inventoried (total in the tourist circuit)		
				No. units	Accommodation capacity (no. of places)	% from total capacity
Uncategorized	-	-		20	465	16,2
1 flower / star	3	86	4,4	6	114	4,0
2 flowers / stars	92	1170	59,9	105	1278	44,5
3 flowers / stars	29	458	23,4	43	706	24,5
4 flowers / stars	8	140	7,2	12	211	7,3
5 flowers / stars	2	100	5,1	2	100	3,5
Total	134	1954	100	188	2874	100

In recent years, internal tourism trips for relaxation more and more identify with agrotouristic areas, which are sought by tourists for accommodation more discreet, more intimate, but also for the opportunity to interact with the owners of pensions and in general, local people to learn about the specific area. The clientele consists mainly of Romanian tourists from southern half of the country, including the major markets Bucharest, next to Constanta, Craiova and Ploiesti, but also from neighboring counties and close (eg, Alba, Mures, Cluj) or even from Moldova (Galati, Iasi). As a tourist profile often met are people over 40 years, with average incomes, are on holiday (stay 6-7 days) and for weekend tourism segments appear to be the most important are people from Bucharest and youth from Sibiu.

In terms of ethno-folk, the main resource with potential from Sibiu Surroundings is life in the country (including the traditional activity to the architectural appearance of the village). Each of the 18 localities traditional included in Sibiu Surroundings can be considered a tourist resources ethno-folkloric itself (Jina, Poiana Sibiului, Rod, Tilisca, Gales, Saliste, Vale, Sibiul, Fantanele, Orlat, Poplaca, Gura Raului, Sadu, Rau Sadului, Rasinari, Talmaciu, Talmacel, Boita). As mentioned, the attractions are varied: wedding customs, traditions celebrating the winter holidays, dances (braul, sarba lui Ghiboi), gastronomy (area famous cheese products), specific trades (sheep breeding, furriers, leather, textile manufacturing from wool to felt hats, achieving embroidery, painting icons on glass or wood, woodworking, etc..). Beyond the specific ethno-folk Sibiu Surroundings is the home of several Romanian personalities (Emil Cioran, Octavian Goga, Onisifor Ghibu and others) and a region with remnants of ancient Dacian settlements (fortresses in the Orlat, Sibiul and Tilisca). All these anthropogenic resources have a degree of touristic operating not more than average only in some locations (shown above), while the rest are currently realizing the potential at a low level.

CONCLUSIONS

Sibiu Surroundings is a dedicated ethno-folk space, recognized and promoted as such. There are several centers of tourist development: Cismadioara, Rasinari, Gura Raului, Sibiul already around which can be further development of other villages in Sibiu Surroundings (Jina, Poiana Sibiu, Rod, Sadu, and so on). Cindrel Mountains represents the most specific unit of Sibiu Surroundings, highly fragmented by Sebes and Sadu valleys and their tributaries with morphological components by significant touristic-landscaping impact. The area focuses over 30% of the total accommodation capacity available in Sibiu County. Hostel accommodation for rural tourism are predominant (110 of 188), whilst concentrating the largest number of available places, 1420 seats, representing 49% of total accommodation capacity in the area, predominantly accommodation structures with a low degree of comfort two flower / star.

Approaching the three localities: Cristian, Cismadie and Cismadioara of the ethno-folk mentioned and multiculturalism that you print out this juxtaposition leads to real opportunities for joint development of tourism in the area.

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