

## NATURAL RESOURCES AND ANTHROPOGENIC FACTORS OF TOURISM DEVELOPMENT IN CLUJ

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### **Abstract**

*The paper presents the tourism sector in the county of Cluj, combining physical and geographical, historical and economic elements favored over time by the emergence of tourism activities in the area. This paper presents an analysis of several components of the tourism sector as well as tourism potential of the county, adjacent infrastructure and sector-specific types and forms of tourism practiced in Cluj by the existing natural potential, movement and tourism demand. The major objectives of this work are: establishment of the potential attractiveness of the county by inventorying and assessing its natural and anthropogenic aspects; determining the extent to which infrastructure present here is valued and able to contribute to the economic development of the county and determining how tourist traffic has evolved over time. The data were provided by Cluj County Council, Cluj County Development Strategy 2007 - 2013, and National Institute of Statistics, Cluj. The data were processed and converted into tables, graphs and then analyzed. The presence in various proportions of the attractive natural resources and the different accessibility of the road network and the position in the territory of Cluj-Napoca - a nodal landmark, the dispersion of tourist flows in Cluj County and the entire region of North -West constitute the favorable conditions for practicing a wide variety of different types and forms of tourism. (with whom they could develop new forms, provided accommodation is in charge of planning and modernization, diversification and functional readjustment ) and allow drawing a tourism profile.*

*Key words:* financial resources, infrastructure, modernization, potential, travel

### **INTRODUCTION**

Located in Transylvania, Cluj County offers visitors a pleasant combination of three geographic units on the East and Southeast, the Transylvania Plain with a vast underground riches; North, the Someș Plateau with its wealth of fruit; West, the Apuseni Mountains a scenery of natural treasures [6].

In this area, by combining sightseeing with the anthropogenic natural resources one can find a particular area that prevails among the most visited counties in Romania.

The purpose of the paper was the analysis of the potential attractiveness of the Cluj county by inventorying and assessing its natural and anthropogenic aspects; determining the extent to which infrastructure present here is valued and able to contribute to the economic development of the county and determining how tourist traffic has evolved over time.

### **MATERIALS AND METHODS**

To conduct this work it was needed to carry out a review of literature on topics such as: urban tourism, cultural tourism, heritage and tourism natural and human potential, general and specific infrastructure for tourism sector, movement and tourism demand.

Qualitative and quantitative research methods were used to analyze several areas of tourism. For example, for the qualitative aspects, there were applied the following research methods: documentation on the literature on the topic that could be accessed and on the official documents, and also on the observation method,.

The quantitative aspects were studied using the following research methods: analysis method and data processing, graphic and cartographic method, the method of observation and interpretation.

The data were provided by the following institutions: Cluj County Council, the Cluj County Development Strategy 2007 - 2013,

National Institute of Statistics, Cluj.

The data were processed and converted into tables, graphs and then interpreted and analyzed.

## RESULTS AND DISCUSSIONS

### Cluj county's tourist potential based on natural and human resources.

Among the most important physical and geographical units of Cluj county, are the Apuseni Mountains, the Transylvania Plain and the Someș Plateau showing a great diversity of geographic features that provide an unique mountain landscape.

The County possesses within its boundaries, a number of hydro resources, mainly represented by aquifers containing chlorine and sulfur (in Băița Baths, for example). The presence of these accumulations are related to springs, salt lakes and therapeutic mud baths encountered Someșeni Baths, Cojocna Baths, Băița, Șic, Dej, and Turda Baths, but also in other subunits of the Transylvanian Plain.

The complexity of the landscape and vegetation of Cluj County favors the presence of a rich spontaneous fauna. In terms of tourist interest, only part of fauna is important in terms of hunting and fishing [5]. Cluj has a varied and rich anthropic potential composed of cultural-historical elements, ethnographic and religious towns and villages and reception structures.

The cultural life of the county is intense, the Transylvania International Film Festival and the Jazz Festival Transylvania are just some of the most important events with musical character, cinema, theater, poetry animating Cluj county and other cities. Popular fairs, feasts, folk festivals and events that take place in several villages, representing significant opportunities for the preservation of traditions and customs and to boost rural tourism [1].

### Cluj county infrastructure, reception facilities, accommodation and catering

Tourism capacity of Cluj County in 2001 comprised 26 hotels (2,489 seats), 5 inns and motels (182 seats), 7 chalets (852 seats), three campgrounds (1,610 seats), 27 villas (209 seats) and 2 camps for students and preschoolers (140 seats); besides these

accommodation units in recent years, the city operates with 206 accommodation units and 33 boarding houses with 423 seats. (Table 1)[10].

Table 1. Tourist accommodation units in Cluj in 2013

| Cluj County      | Number |
|------------------|--------|
| Total            | 206    |
| Hotels           | 56     |
| Inns and motels  | 7      |
| Chalets          | 4      |
| Campgrounds      | 1      |
| Villas           | 15     |
| Guesthouses      | 45     |
| Rural locations  | 73     |
| Hotels apartment | 1      |
| Hostels          | 1      |
| Tourist stops    | 2      |

Source: Cluj County Council, Cluj County Development Strategy , 2007 – 2013

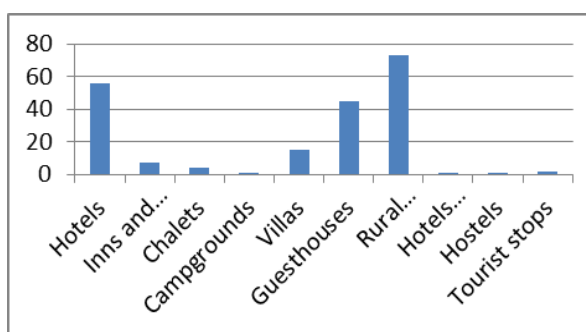


Fig. 1. The distribution of tourist accommodation establishments in the county of Cluj, in the year 2013  
 Source: Own design.

Analyzing the data presented in Table 1 it is observed that the most accommodation units are hotels with a total of 56, followed by rural locations, accounting for 73 and guesthouses, present in a number of 45 [2].

To meet the growing demand for quality accommodation, in the recent years, many hotels were opened in Cluj-Napoca, and others are under construction.

In 2004 there were opened more than 7 hotels, especially in Cluj-Napoca, providing a total of 4,606 beds in the entire county. The largest share of customers in Cluj hotels are business people and foreign tourists (Fig.2) [3].

Most of the accommodation offers a medium or low level of comfort: only 23% are classified to be 4 or 5 stars.

The accommodation capacity in 2010 was 6,960 seats, representing 26.6% of the total accommodation capacity at regional level,

coming on the 2nd position after Bihor County.

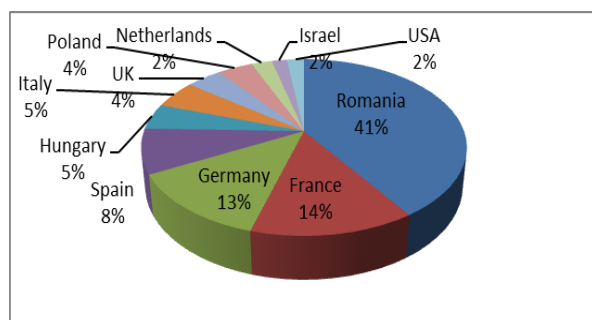


Fig. 2. Countries of origin of visitors in Cluj County  
 Source: Own determination.

Naturally, most beds incumbent hotels (52.61%) followed by chalets (10.9%) and rural locations (7.19%)[4].

From the territorial perspective, nearly 60% of accommodation are located in urban areas, of which nearly 50% in Cluj-Napoca.

Tourist arrivals in the county was 242,374 in 2010, representing 38% compared to 2007, the decrease is naturally linked to the economic crisis and its effects.

Steep decreases were recorded in all accommodation establishments except hotels, where arrivals increased by 8.9%. The decrease was more pronounced in the rural areas, while the urban area maintained its attractiveness - rather people came for reasons other than leisure [8].

Cluj-Napoca is the main tourist destination in the county of Cluj and one of the main tourist destinations of the North-West region. In the last 5 years, the importance of the city in terms of tourism increased, reaching a concentration varying from 65% in 2008 to 80% in 2012 of total arrivals and overnight stays in the county of Cluj.

With reference to the North-West in the last 5 years, the importance of the city was kept relatively constant both in terms of arrivals (between 25% and 28%) as well as in terms of overnight stays (15% to 19%)(Fig.3, Fig.4, Fig.5, Fig.6) [9].

#### Transportation and communication routes

Cluj has many roads and rails, which facilitate the movement of tourists to various destinations.

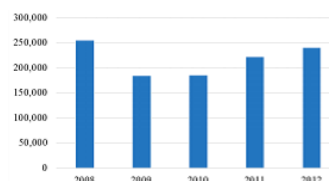


Fig 3. Tourist Arrivals in Cluj-Napoca  
 Source: Own determination.

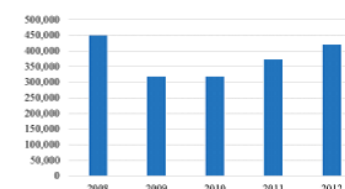


Fig.4. Overnights in Cluj-Napoca  
 Source: Own determination.

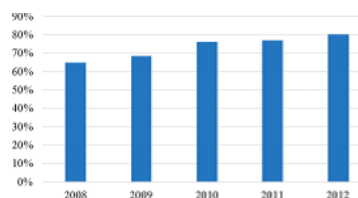


Fig.5. The share of arrivals in the county of Cluj-Napoca  
 Source: Own determination.

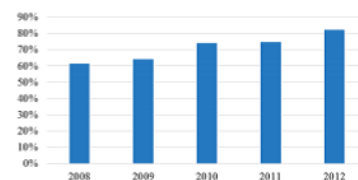


Fig.6. The share of overnight stays in Cluj county

#### Types and forms of tourism in the county of Cluj

Presence in varying proportions resources attractive natural and man-degree differential accessibility of the road network and the position in the territory of Cluj-Napoca - landmark nodal attract and dispersion of tourist flows in Cluj County and the entire region of North -West - constitute favorable conditions for practicing a wide variety of different types and forms of tourism (with whom they could develop new forms, provided accommodation is in charge of planning and modernization, diversification and functional readjustment necessary) and allow while outlining a profile of the tourist complex and tourist areas with specialized or complex functions, subject to a policy of enhancing the development strategy of Cluj

County during the 2014-2020 period [8].

Adventure park can take two forms of practice (bathing and climatic).

**Spa tourism** is conditioned by the presence of chlorine and sulfur mineral waters, namely therapeutic mud baths at Someșeni, Băile Turda, Dej, Cojocna, Băile Băița, Șic or Leghia. Low level of facilities (except Park spa Toroc - Dej and partly Turda and Cojocna, in full process of modernization) or their lack explained largely still relatively limited degree of operating current of these resources, qualitatively and quantitatively significant ;

**Tourism climate** favored the existence of a mountain climate attribute curative (ionization and oxygenation strong solar radiation with high relative humidity high) currently in mountainous areas or in cavities underground anthropogenic (Salina Turda, where the climate underground parameters extremely constant and aerosols loaded with microscopic salt particles have a curative major respiratory disorders) or natural (caves with a topoclimat recognized by the change in minimum temperature, humidity and air circulation).

**Mountain recreational** tourism ranks second in the hierarchy and can be practiced thanks extension Mountain Region ski area holding a potentially valuable (yet non-inventoried in detail) on around 25% of the county. The variety of resources determines the possibility of practicing various forms of tourism, namely: speotourism, climbing, hiking tourism, hunting tourism and recreational fisheries etc. [7].

**Leisure tourism winter** (winter sports-skiing, bobsled, luge, skating) have opportunities for development and diversification in mountainous areas, especially in the massive Gilău-Muntele Mare and Vlădeasa where at altitudes above 1700 m, length of snow exceeds 5 months annually. The arrangements in this regard are but few, poorly diversified and modest quality, the only location that has ski slopes with a grade of fitting environment is one in Băișoara (plus the Feleac and Dângău, whose lifetime is, climate reasons, minimum). Fitting other ski slopes (including cross country), bob and sledges, with varying degrees of difficulty, ice rinks stringency is

required.

**Extreme tourism** (paragliding or hang gliding, motocross, cycling, river rafting etc.) can find places to practice positive slope in the mountain where slopes, sometimes appreciable differences in level or land fragmentation, combined with the favorable contribution of dynamic component ( drafts) or hydrographic nature are conducive to practice such activities[9].

For the enhancement of tourism in the county of Cluj, it had considered various European programs.

One of the projects developed for tourism in the county of Cluj, is entitled integration of tourism in the county of Cluj in the tourism system regional, national and European level. Cluj County tourism integration in regional tourism system, national and European level by creating a complex tourism offer complementary and competitive, able to motivate and generate tourist flows to satisfy demand converged and diversified.

Increase the attractiveness of the county, reducing seasonality and extend your stay by diversifying the supply of tourism to provide viable alternatives for leisure, development of various kinds of leisure practiced both outdoors (outdoor) and the interior (indoor), activities such as sports, cultural and leisure-recreation, attracting new segments interested in practicing these forms of tourism.

## CONCLUSIONS

Through varied relief and geographical position privileged Cluj offers many tourist options and Cluj-Napoca is located on the route of two important tourist routes: E60, crossing the southwestern county of Cluj, thoroughfare for transit tourism, and on the way to the Maramureș region.

Cluj County is the only country where every city has, in town or nearby, a seaside resort [8].

Cluj has a varied and rich potential anthropic composed of cultural-historical elements, ethnographic and religious towns and villages and reception structures.

Cluj county is characterized by a great variety of landscapes and landforms, which are

adding to a series of natural monuments. Geographical location gives it a privileged position at the center, whose importance is magnified by its impressive tourist recreational resources.

County tourist potential benefits from impressive, but it is barely exploited mainly mountaineering-the Apuseni Mountains. Gilău Mountains, Vlădeasa and Trascău peaks are characterized by their extended, gorges and canyons (Turzii, Turului, Stanciului, Arieșului), steeps and their caves (Vârfurașul). Lakes Fântanele, Târnița and Floroiu (accumulation), Turda salt lakes and Cojocna, ponds Transylvanian Plain, mineral waters, however, are points of tourist interest.

Tourism resources anthropogenic Cluj county, as well as variety and value, binds directly to the long evolution of human civilization and the interference between the mosaic of ethnic specific Transylvania and implicitly of Cluj County and cultures of their particular whose fingerprint specific developments resulting from centuries, is found in the material and spiritual culture (from architecture and organization of villages and households to traditions, customs, costumes, music, gastronomy, mentality etc.)

Presence in varying proportions resources attractive natural and man-degree differential accessibility of the road network and the position in the territory of Cluj-Napoca - landmark nodal attract and dispersion of tourist flows in Cluj County and the entire region of North -West - have favorable conditions for practicing a wide variety of different types and forms of tourism (with whom they could develop new forms, provided accommodation is in charge of planning and modernization, diversification and functional readjustment necessary) and allow while drawing a tourism profile.

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