

SUSTAINABLE DEVELOPMENT OF DORNA BASIN, BY PROMOTING TOURISM ACTIVITIES IN RURAL AREAS

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Abstract

Any strategy of diversification of non-agricultural economic activities and development of micro-enterprises in rural areas, aims to increase farms' side incomes from non-agricultural activities, to create new job opportunities, new services for local people, to promote entrepreneurship and development of rural tourism. Sustainable development by promoting tourism should have as objective, besides recovery and sustainable promotion of cultural heritage the natural resources with tourism potential as well and the use of local products, which are marketed not only as raw materials but also as products with added value.

INTRODUCTION

Specific to Dorna area are the scattered villages, often located at the bottom of the valley, especially on the terraces of the main rivers, where, mostly on the villages that are commune's residence, the density of population is higher.

After closing of the enterprises from the field of mining, which occurred mostly during 1991 - 1996, enterprises that contributed to the diversification of the local economy and also to employing a significant proportion of the working population, thus giving pluri-activity to households, the economy in this area has remained typical mountain, especially primary based on recovery of local natural resources, through forestry activities, agri-pastoral activities and tourism.

The share of arable land in this area is very low, most of the lands are covered by pastures and hayfields, whose existence supports the development of livestock and dairy industry. However, the efficiency of the livestock sector is modest due to the fact that it brings low income, lack of competition, initiative and association on interest groups in the area. Many households in the area practice these activities to ensure self-consumption, the

income generated by selling the surplus is quite low and reinvested in costs for household survival (mowing and gathering hay, taking the animals up the mountain during summer, purchase of concentrated food, and so on).

Involving a large number of households in livestock activities represents an opportunity for tourism development and integration of natural local products into tourism product.

MATERIALS AND METHODS

This article proposes to deal primarily with:

- **Agri-food products** that are obtained in Dorna basin and which are based on: milk, berries, trout, hunt, veal. We wish to highlight the fact that mostly the raw materials are turned into account and not the value-added products. Also, not enough value is placed on products made by using local traditional recipes.

- **Tourism products**

Any product, in order for people to know it, needs to have a known story. If the story is beautiful and interesting it draws attention at first and if people join like the story it can be passed on.

The elders tell the following legend about the place named **Dorna**:

"Dragos Voda, the founder of Moldova, came here to hunt. Here he met a girl as beautiful as a fairy, with blond hair, named Dorina. Dragos went hunting and in a dense forest he saw a deer, which he began to follow.

But the agile deer managed to escape the hunter's arrows, but, being tired, it stopped for a moment near a tree with a thick trunk to catch her breath. Dragoș aimed his bow and shot.

At that point he heard a human scream of pain and the deer jumped and disappeared again into the woods. Dragos approached the tree and saw that the one he had killed was the beautiful Dorina. Remorseful, Dragos buried her right on the spot where she was killed and in her memory he named the place and the river around it Vatra Dorinei (Dorina's center), which, in time, became today's Vatra Dornei.

The girl's name was Dorina and today many girls from this area are named Dorina too but the loved ones call them Dorna or Doruța".

Carrying out a comprehensive documentation, studying the documents of the strategies to develop and promote tourism in Bucovina, we have identified in Dorna Basin specific elements that as a whole, contribute to giving the uniqueness of this beautiful depression.

Here are **the components of the tourism product** that we have identified as being insufficiently promoted in Dorna basin:

- Local customs, such as decorating the houses for the great religious events of the year: e.g Great Sunday, St. George, and so on;
- Tourism related events in Dorna area: the festival of painted eggs, the festival of trout organized by Ciocanesti museum-commune, the festival of berries organized by Coșna commune. These events are an opportunity for developing Dorna area as a rich area of biodiversity but also bio-economy and rural eco-economy;
- Tourism based on local therapies: Stroh baths, with various herbal infusions, the effects of peat;
- Agri-zoo-pastoral tourism and tourism to the sheepfolds;
- Religious tourism, which is related to lesser known and isolated hermitages, where people

are rediscovering the secrets of nature, of ancestors, the legends, tranquility and serenity: Mestecăniș, 12 Apostles, Piatra Taieturii, Rarău.

RESULTS AND DISCUSSIONS

If we want to make a classification we can identify specific elements that may contribute to the development of future tourism products, in the context of biodiversity conservation based on the concepts of bio-economy and eco-economy and these elements are shown in the table below.

Table 1. Specific elements of biodiversity, in relation to local bio-economy and eco-economy, which can contribute to the development of future tourism products

Natural elements	<ul style="list-style-type: none"> • 12 Apostles reservation, Oașoru Peak, Pietrele Doamnei; • Hunting elements: large carnivorous animals, capercaillie; • Flora elements: Rhododendron, Heaven's Dew, Zămbrul (all in the scientific reservation from Calimani mountains); • Medicinal herbs; • Grasslands with a rich biodiversity; • Tinoavele, another exponent of valuable biodiversity; • Mineral water springs (borcuturi); • Berries (wild strawberries, blueberries, raspberries), mushrooms;
Elements related to traditional life, cultural and ethnographic elements	<ul style="list-style-type: none"> • Sheepfolds and cowfolds, as agri- zoo-pastoral elements; • Haiturile (elements of rafting); • Dorna Arini and Gura Haitii whirlpools; • Dorna's traditional landscape characterized by a harmony mosaic between the strips of pastures, hay, human households, forests; • Trout; • Popular costumes specific to the area; • The architectural elements of settlements; • Picturesque toponyms (names of the places);
Tourism activities specific to the area	<p>The variety of outdoor activities, among which we can mention:</p> <ul style="list-style-type: none"> • Spa tourism; • River rafting; • Different types of ski and sled activities, till late spring; • Hiking; • Riding; • Fishing; • Extreme sports; • Various types of active tourism; • Tourism related to events in Dorna area (according to schedule); • Religious tourism.
Local specific products	<ul style="list-style-type: none"> • Milk and milk products; • Products obtained in sheepfolds: curd, cottage cheese, balmuș, lamb; • Mineral waters; • Dorna cake / rings • Cottage cheese rolled in cabbage leaves; • Smoked trout; • Jams, syrups and drinks from berries; • Boletus and chanterelle mushroom stew; • Mushroom Salad; • Dry marinated mushrooms.
Specific experiences	<ul style="list-style-type: none"> • Active recreation; • Safety, tranquility; • Natural, healthy food; • Self-discovery, return to ancestral roots; • Knowledge of local customs.

These elements are basically placed in a frame, making up a calendar of major local events, which coagulates the energy of the main actors (people living here, with everything that they and their concern represent), forming a picture that they are "outsiders" are invited to watch and to participate.

Table 2. Calendar of events in Dorna Basin

January	<ul style="list-style-type: none"> • Snow fest in Cărlibaba • Snow fest in Vatra Dornei
February	<ul style="list-style-type: none"> • Snow fest in Vatra Dornei
March	<ul style="list-style-type: none"> • The Festival of Painted eggs in Ciocănești – each year it is organized on the day before the day when the Easter Fast begins;
April	<ul style="list-style-type: none"> • Capercaillie's mating ritual (can occur from March to May, depending on weather conditions); • Craftsmen's fair in Vatra Dornei, where one can see and purchase: painted eggs, Easter ornaments, ceramics, etc..
May	<ul style="list-style-type: none"> • The celebration of Iacobeni commune; • Ascension – Heroes' Day, commemoration and celebration on Gruiu Peak, Călimani mountains, organized by local communities from Dorna and Bistrita Nasaud, with military participation. Access is facilitated by a road built by the Austro-Hungarian army under the leadership of Maria Theresa, a road which still exists today and can be seen;
June	<ul style="list-style-type: none"> • Peony Festival organized in Neagra Șarului commune, just below Călimani Mountains; • June 29th –celebration of Cărlibaba commune; • June 24th Nedeea / Sânzâienele;
July	<ul style="list-style-type: none"> • People from Dorna start making hay; • The Festival "Flowers on Dorna" in Poiana Stampei, around St. Elias' Day; • National Youth Folklore Festival in Vatra Dornei; • The season of berries and mushrooms starts;
August	<ul style="list-style-type: none"> • The season of berries and mushrooms is in full swing; • National Trout Festival in Ciocănești commune where one can see: horseback riders parade, rafting on Bistrita Aurie river, folk music performances, competitions of traditional cookery, delighting us with many local food goodies: trout dishes, sweets, mushrooms and so on; • Celebration of Panaci commune; • "Fir's song " Festival organized in Dorna Arini;
September	<ul style="list-style-type: none"> • Berries Festival - is organized on the first Sunday, in the village of Coșna; • The celebration of Vatra Dornei city;
October	<ul style="list-style-type: none"> • The sheep and cows are returning from the mountains; • The fake mating ritual of capercaillie; • The celebration of Brosteni commune; • Sheep and agri-zoo-pastoral products fair in Dorna Arini/ Broșteni;
December	<ul style="list-style-type: none"> • Christmas and New Year; • December 29 – 30 National Festival of Popular Winter Customs and Traditions/Masks' Parade– Vatra Dornei.

CONCLUSIONS

1. Agri-tourism and various types of rural tourism are producing value-added for the agricultural products obtained in Dorna Basin. Superior capitalization of these products involves their future certification as traditional products, thus contributing to strengthening local brands / trademarks and implicitly sustainable development;

2. Tourism activities carried out in local communities contribute to clotting and developing public-private partnerships and

associations that contribute to their development;

3. Sustainable development in this respect requires: knowledge, association involvement.

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