Brzaković, P., Đorđević, K., Mastilović, M., (2022). Balanced Scorecard and its perspectives, pp. -, 10th INTERNATIONAL CONFERENCE ON TOURISM AND SUSTAINABLE DEVELOPMENT TIMIŞOARA,...

QUAESTUS

NO. 20/ April 2022

The QUAESTUS journal is published by the

FACULTY OF MANAGEMENT IN TOURISM AND COMMERCE TIMIŞOARA

DIMITRIE CANTEMIR CHRISTIAN UNIVERSITY

Quaestus Multidisciplinary Research Journal is indexed in

RePEc EconPapers

DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

INDEX COPERNICUS

and

ProQuest

Address: Str. 1 Decembrie, nr. 93, Timişoara, cod 300566, România

Phone: 004/0725923071

Fax: +4/0256-29.35.98

E-mail: quaestus.ucdctm@gmail.com

http://www.quaestus.ro/**ISSN 2285 – 424X**

ISSN-L 2285 – 424X
ISSN online 2343-8134

Tiraj: 200 exemplare
Apare bianual

Editura Eurostampa
Timişoara, Bd. Revoluţiei din 1989 nr. 26
Tel.: 0256-204816
edituraeurostampa@gmail.com
www.eurostampa.ro
Tipărit la ***Eurostampa***

Contents

TOURISM, SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION

TOURISM, SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION

TOURISM – A BRIDGE OF ESTABLISHING SUSSTAINABLE CULTURAL CONTACTS

Snežana ŠTETIĆ
Igor TRIŠIĆ
Dario ŠIMIČEVIĆ

***Abstract**: Culture and tourism are strong drivers of society on a global scale. The existence of minority groups is especially significant for tourism because their culture is something hidden and unknown but by no means essential in creating tourism products. Also, these groups play a crucial role in fostering a deeper understanding of the richness of the diversity of the world's regional cultures and a greater appreciation of the common heritage. According to some estimates, cultural communities are driving forces for more than half of the tourism activities in Europe. Thus, it is expected that cultural tourism will achieve enormous growth in the tourism sector because tourists want to get acquainted with different cultures and their cultural heritage. The diversity of cultures, the richness of languages, customs, religions, cultural and historical monuments, and works of art are vital factors in tourism development.*
***Keywords**: culture, tourism, minority groups, cultural tourism, multiculturalism*

INTRODUCTORY CONSIDERATIONS

Cultural diversity, multicultural destinations, and the involvement of local communities are essential components of the development of modern tourism. UNESCO reports back in 1990 emphasize that it is crucial to recognize the significance of cultural diversity in various fields (Vilnus, 2007) in order to protect and promote them with the aim to preserve the identity of minority communities. Taking this into account, the involvement of local communities is vitally important for minority groups, which, most often, do not have enough strength to promote their values on their own. There is often a conflict between the pressure to achieve economic development through tourism and the vulnerability of minority groups, which are the basis of tourists' interest in some tourist destinations. It is not only the basis for the integration of tourism and culture but also for the establishment of standards and systems for preserving local and world culture. The path to include minority groups in the development of a tourist destination is long and thorny, taking into consideration the lack of resources and often the will of local communities. At the same time, it is extremely important to find funds and convince decision-makers to direct those funds to minority communities. Exactly, this is the basis for understanding the seriousness of investing in a culture of diversity as an essential element of intercultural dialogue realized through tourism.

Therefore, the challenges of creating cultural contacts through tourism development must be kept in mind. This is primarily about the needs of tourists and minority communities, (Getz, Anderson, 2010), such as:

- the need for sustainable tourism development respecting the cultures of minority communities, as well as international principles and standards;
- the need to encourage the deepening of the identity of minority communities and the exchange of cultures through cultural tourism;
- the need to take concrete steps to achieve a feasible balance between tourism and local communities,
- the need to take into account the impact of the increased volume of cultural tourism on tourist destinations and minority communities living there, and
- the need to foster cooperation and to develop best practices among all stakeholders involved in the tourism of a destination.

CULTURE AND TOURISM

Modern tourism, which includes a great number of people, differs significantly from similar phenomena in society in the past. The fact is that there were movements like tourism even before, in the earliest times, when people traveled regardless of the types, speed, and comfort of vehicles. The changes that have occurred during tourism development have led to differences between the modern concept of tourism and similar phenomena in certain stages of the historical past. The emergence of mass tourism is closely related to historical changes in socio-economic relations, ie the way of production, exchange, distribution, and consumption of goods. Starting from these characteristics, we get to know about the influence of civilizations and the remnants of their tangible and intangible culture as the basis for tourism development around the world.

The development of tourism is not only the focus of tourists but also the focus of governments, international, and tourism organizations. They all see tourism development and the inclusion of minority communities as a chance for the overall development of a destination, but even more than that. The role of the development of cultural tourism, in which the minority community is involved, is reflected in *(Richards, 2001):*

- improving the overall economic development of a tourist destination by creating new jobs and reducing unemployment,
- promoting identity and cultural diversity of a tourist destination, and
- ensuring sustainable development and use of cultural wealth.

It is exactly here that the clash of the roles of cultural tourism is best seen, the conflict that should ensure the economic development of the destination by increasing the number of participants in these movements. At the same time, it should limit their access to minority communities to a level that will result in their preservation for future generations while promoting cultural identity and diversity. Some authors consider this to be a remake of certain aspects of culture and simplification in the function of better placement through tourism. This is completely wrong from the aspect of tourism development that insists on the authenticity of cultural identity. *(Hugh, Allen, 2005; Smith, Robinson, 2006)*

The phenomena of tourism related to the needs of individuals for culture are cultural tourism, heritage tourism, religious tourism, ethnic tourism, commune tourism, third age tourism, and gastronomic tours (Štetić et all, 2014). At the same time, many ethnic communities are increasingly actively involved in tourism through the promotion of their cultural values. Tourists are attracted not only by cultural and historical monuments, and cultural institutions but also by the specifics of ethnic groups and read through phenomena from their everyday life. *Cook, Yale, and Marqua* define it as the overall practice of a society consisting of three parts *(Cook et al., 2002):*

- *material cultural goods* - include works of art and various art products,
- d*aily cultural activities* - include gastronomy, clothing, language, and specific forms of interaction of members of society through play, work, and life as a whole,
- s*pecial cultural expressions* - encompass the unique history, architecture, and tradition of a society.

Everything that makes a society unique and specific, its entire existence throughout history, the products of its activities, and interactions among its members can be the motive towards which tourists move within cultural tourist movements. Depending on the uniqueness, historical significance, attractiveness, accessibility, and personal preferences, tourists will make a selection of those motives that they want to visit during their trips. (Štetić S. at all. 2014).

Today, the existence of multiethnicity, multiculturalism, and multicultural population in a tourist destination is crucial for the development of tourism. These represent an inconceivable treasury of tourism development and affect its promotion in such destinations. On that occasion, it is very important to preserve this multiethnicity through the development of multicultural content. This also refers to the lack of knowledge of minority languages as a prerequisite for communication in multiethnic communities. (Ilić, 2009)

MULTICULTURALITY – NEW CHALLENGES FOR CONTACT OF CULTURES

As we know, every culture is conditioned by time and represents a part of humanity insofar as it corresponds to the ideas and needs of people in certain areas. For centuries, the territory of Serbia has been exposed to turbulent events, movements of peoples, and the strong influence of different civilizations and cultures. Accordingly, in the territory of Serbia, there are not only numerous remnants of the past, but also fascinating traditions, and gastronomy that are intertwined in such a way that they influence the development of our modern society and give a specific note to anthropogenic tourism values of Serbia even today.

Tourism and culture have an extraordinary role in fostering a deeper understanding of the richness of the world's cultural diversity and a greater appreciation of the common heritage. That is especially important for Serbia, in whose territory 30 national communities live in Vojvodina and Eastern Serbia. Only in the area of Vojvodina, there are 26 national communities with six languages in official use (Pušić, 2008). Each of these communities has its own specificities that are characterized by unique customs, folklore, and gastronomic specialties. All these make these regions especially interesting for domestic and foreign tourists. Apart from rest and recreation, the initiators of tourist movements have always been space with all its elements. Basically, foreign tourist movements have a cultural need that often dominates over recreational needs, which also affects the types of their movements and the creation of specific requirements and tourism products.

Within the anthropogenic tourist values of Serbia, we must also observe modern forms and forms of human creativity in addition to cultural and historical values. For tourism needs, events and gastronomy, as well as national communities with their cultural milieu, should be especially singled out. Serbia is a country where a great number of events with different characters are held every year (sports, economic, entertainment, music, cultural, etc.) and they represent a significant tourism potential. They can be placed through special forms of tourism, either as a primary motive for the arrival of tourists or as a complementary offer during their stay. Currently, that potential is minimally exploited, mainly neglected and unrecognized.

In modern tourism development, it is crucial to encourage and strengthen national communities. They have a lot to present but are not recognized enough. They should be shown that they can achieve significant financial results by investing in the promotion of the cultural resources at their disposal.

The tradition and culture of minorities are recognized all over the world as a motivating element of tourism development in rural areas. *"The Wealth of Diversity"*, a project organized in Serbia, especially in Vojvodina and Eastern Serbia, (Štetić et all, 2020) involves a large number of peoples, nationalities, and ethnic groups living there. This is a space where many differences exist and it is necessary both, to respect them, and to respect different approaches to diversities. It represents an inexhaustible source of tourism development.

In 2001, UNESCO adopted the Universal Declaration on Cultural Diversity, and in 2002, the UN General Assembly declared World Day for Cultural Diversity for Dialogue and Development. This gives us an opportunity to deepen our understanding of the values of cultural diversity and coexistence. Tourism is an activity that encourages people on a global level to raise awareness all around the world about the importance of intercultural dialogue, diversity, and inclusion.

When studying the comparative advantages of Serbia as a tourist destination, we usually start from an excellent geographical and traffic position. At the crossroads of east and west, north and south, between Asia, and Europe towards Africa, Serbia is also a crossroad of civilizations. For centuries, the territory of Serbia has been a place of mixing peoples and cultures. In addition, Belgrade, with its history of over 7,000 years, is one of the oldest capitals in Europe.

Various civilizations have emerged and disappeared on our soil. The promotion of multiculturalism can contribute to the preservation of customs and traditions of all ethnic communities living in one area. In addition, a large number of different cultural influences in a small space allow tourists to have different cultural experiences in the short term. It is a treasure that Serbia has at its disposal. It should be used both for tourism development and for the improvement of the economic power of that population.

From the aspect of economic effects in tourism, so-called additional elements of competition are a core problem of tourism offer competitiveness. The attractiveness of the destinations attracts a large number of people who visit them. In modern tourist trends, this is often identified with the local population, their way of life, customs, music, and gastronomy. This is the factor that attracts foreign tourists. However, in order to attract even more tourists, it is necessary that a destination is connected by traffic that has certain services for the needs of tourists and a sufficient number of catering facilities, which are often lacking in places where ethnic communities live.

DANUBE REGION OF SERBIA – A BRIDGE OF MULTICULTURALITY

The Danube, a pan-European Corridor 7, intersects with the land Corridor 10. The significance of these two corridors for Serbia is immeasurable. They connect Serbia with Central and Western Europe on the one hand and the Black Sea and Asia on the other. Corridor 10 is set along the route of the ancient Roman road Via Militaris and abounds in anthropogenic tourism motives located along this corridor. (Štetić, Šimičević, 2017). This material heritage dates back from prehistory with the sites from the time of Vinča and Starčevo cultures, through the Roman period and the medieval Serbian state, to the period of the Turks and finally modern Serbian state. Being in such a favorable position, Serbia has always been on the path of settling different peoples. All this left its mark on the culture, religion, customs, and everyday life of national communities.

Places in the Danube Basin of Serbia are specific in terms of population composition, and that is why it can be said that every village is authentic because of its culture, customs, and gastronomy. This is also a bridge between the local community and tourists. (Todorović, Štetić, 2009) Foreign tourists do not want to be passive observers but to participate actively in the life of the local community through their culture, customs, and gastronomy. The villages of Serbia have had an exceptional role in creating and preserving culture, traditions, and customs that we can still see even today. Almost every village has its own cultural and artistic association and exceptional gastronomic specialties. Thus, it can complete the stay of tourists by presenting songs and games about their places.

Authentic and old forgotten dishes and drinks are exceptional products that satisfy the needs and curiosity of every tourist. (Privitera et all, 2020). For those who stay longer in authentic rural households, there is an opportunity to try indigenous sorts of fruit and vegetables, to get acquainted with the breeds of domestic animals, and to try their products. A large number of gastronomic events, which are a real treasure for the tourism offer, are held in Vojvodina: Fish Cauldrons, International Festival of Ethno Food, festivals of home crafts, Pumpkin Days, Banat Breakfast (*Banatski Fruštuk*), Sausage Festival (*Kobasicijada*). In Eastern Serbia, in addition to unique relief features, there is an ethnic and historical link that affects the connection between these areas. It connects eastern parts of Serbia into a unique natural and cultural space, and through the Timok Valley, this part of Serbia is directly connected to the Danube course. (Štetić et all, 2014)

The cultural and natural wealth and multicultural nature of certain parts of Serbia are not used enough for promoting tourism of Serbia in the global tourism market. The coexistence of different peoples and national communities and their cultures in this area have contributed to the richness we have today. Their specificities and possibilities have preserved their national identity, representing a richness of diversity that needs to be fostered. The biggest problem with preserving and developing folk culture is the fact that traditional folk arts, culture, and crafts are no longer part of the daily life of the population (Đurković, 2011). Modern movements from villages to cities on a global level have not passed by the villages in Serbia. The younger population is leaving, the age structure in villages is changing and there are fewer and fewer people who know and preserve the culture and customs of the old place.

CULTURE, MINORITIES, AND TOURISM

Just as we would not be able to imagine tourism without motivation, so the solution to the tourist needs would not be possible without the existence of cultures and customs, cultural goods, and cultural creativeness. Regarding the behavior of tourists, we must start from the basic elements of motivation, attitudes, needs, and values. The motivating force for travel is reflected in the tourists' expectations, needs, and desires. This also reflects the socio-economic profile of tourists. The need of each individual is an inner urge for something new in the emotional, spiritual or physical sense. Starting from the former primary motivation of rest and recreation, today we are talking about a wide range of motivations: physical, cultural, personal, and prestigious. There are very important elements of the overall knowledge about a destination and its overall cultural values. Different destinations with similar characteristics may appear in certain requirements of the tourist clientele; however, a well-developed attitude of a tourism consumer relating to the value depends on the previous personal or somebody else's experiences. The direction and type of travel will depend on those experiences. Broad cultural knowledge about the characteristics of a destination and its population is necessary.

Tourism activity is vital for the economic growth and development of countries at the global level. Accounts on tourism turnover and foreign exchange inflows are compiled every year. These are numbers that are available to everyone. However, the experience of meeting people with different cultures and permeating cultural influences cannot be expressed numerically. These quantities are immeasurable, which results in new knowledge and acquaintances of over a billion people who participate in foreign tourist movements and many more hosts who care about the realization of their travels. The impressions that tourists bring from a tourist destination are created by the host people. Thus, it is crucial to understand the importance and impact of cultural activities on tourism.

Also, the impact of tourism on the local population of each tourist destination should be particularly emphasized. It is increasingly important to envisage the impact on the destinations of minority communities. First of all, those communities are extremely sensitive to external influences. Their survival has always depended on the protection of culture and customs from the outside community. Often isolated, considered less important or irrelevant, these communities had to fight for survival. Their survival was possible only if they preserved their culture and customs. That is exactly what held them together and that is something that tourists are looking for today. However, the question is if tourism benefits such communities, i.e., if it benefits helps or causes damage to them. Opinions are different and divided among both the local population and tourists. It all depends on the angle of observation and the significance that the local community puts before itself.

Taking this into consideration, the project "The Wealth of Diversity" was launched in Vojvodina, initiated by the Danube Tourism Cluster Istar 21. The activities carried out within this project were aimed at presenting this destination as a unique tourism product.

The objective set in this project is to

> *"improve tourism offer in villages, which is presented through visits to old houses or museums, demonstrations of old crafts and trying authentic gastronomic delicacies, and attend rich folklore and music programs with the contents such as riding carriages, cycling, boating, participation in the preparation of traditional products, ... In addition to encouraging the production, affirmation, and promotion of original souvenirs and local authentic food products, the revival of traditional and artistic crafts and domestic production will certainly contribute to the development, improvement, and enrichment of tourism in rural areas of the Danube Basin.*" (http: //www.bogatstvorazlicljivosti .net / about-the-project / 3110-about-the-project-% E2% 80% 9Equality-diversity% C4% 8Dity% E2% 80% 9C.html)

Sustainable development presupposes the satisfaction of economic, cultural, and socio-ecological elements. This is exactly the way and method of tourism development in these communities. Their culture and tradition should be preserved and tourism should be developed so that tourists know how to behave in these tourist destinations.

CONCLUSIONS

Through all its manifestations, tourism brings cultures and nations closer; it performs pervasion and refraction, assimilation and disintegration of cultural circles and levels. When we observe tourist movements and tourism development as a complex of human activities, we should take into consideration all those motives that encourage them. Without cultural and cognitive effects in tourism movements, we could not speak of tourism as a specific social need. When traveling to a new environment, there is a strong desire to get to know everything that can direct tourists to cultural and historical monuments, culture, and history that has had an impact on the further development of that environment. Today, the local population, its characteristics, way of life, cultures, and customs have an increasingly significant influence on tourism. The desire and possibility of tourists to perceive all the significance and beauty of particular tourism motives and the environment that they get acquainted with, depend on the national structure, level of education, and interests.

It is extremely hard to combine different interests in certain tourist destinations. Through its various forms and activities, tourism influences the preservation of tradition; it confirms the identity of a community, its existence, and its way of life, although it is often identified with backwardness and underdevelopment in the world. For years, the rural population has been trying to reduce the level of traditional culture and get closer to urban culture, which is wrong. That is why the treasuries of many cultures often survive only in the most isolated regions. After the period of globalization in the last decades, the beauties and charms of minority cultures have been rediscovered and their overall significance is comprehended, especially their value for the development of tourism in local communities. With ethnic tourism development, the possibility of a market for locally specific products and services has been created. This has ensured the strengthening of local communities and households in rural areas, and the population is re-evaluating their own cultural tradition.

In Serbia, throughout history, the pervasion of various peoples and cultures, and their mutual respect and acceptance have contributed to the richness we have today. Different national communities that inhabit our rural areas foster their specificities in order to preserve their national identity. This richness of diversity is the greatest value for Serbia and it is absolutely crucial for the tourism promotion of our country as a multicultural destination.

LITERATURE

Cook, P. A., Yale, L. J. and Marqua, J. J. (2006) *Tourism: The Business of Travel*, London: Pearson.

Đurković, M. (2011). The cultural policy treatment of folk culture in Serbia. *Sociološki pregled*, *45*(4), 561-574.

Getz, D. and Andersson, T. (2010) Festival stakeholders: Exploring relationship and dependency through a four country comparison, *Journal of Hospitality & Tourism Research*, 34(4), pp. 531-556.

Gold, J. R. and Ward, S. V. (1995) *Place Promotion – The use of publicity and marketing to sell towns and regions*, Chichester: John Wiley & Sons.

Gomezelj, D. O. and Mihalič, T. (2008) Destination Competitiveness - Applying Different Models, The Case of Slovenia, *Tourism Management*, 29, pp. 294-307.

Hughes H. and Allen D. (2005) Cultural Tourism in Central and Eastern Europe: The Views of "Induced Image Formation Agents", *Tourism Management*, 26, pp. 173-183.

Maraña, M. (2010) *Culture and Development Evolution and Prospects*, Bilbao: UNESCO Center of the Basque Country.

Page, S. J. (2007). *Tourism Management – Managing for change*, Oxford: Butterworth Heinemann.

Privitera, D., Štetić, S., Baran, T. and Nedelcu, A. *Food, Rural Heritage, and Tourism in The Local Economy: Case Studies in Serbia, Romania, Italia and Turkey, in: Handbook of Research on Agricultural Policy, Rural Development, and Entrepreneurship in Contemporary Economies*, eds. Vasilie A. J. Subić, J. Grubor. A. and Privitera, D. (2020) Hershey, PA: IGI Global.

Richards G. (2001) *Cultural Attractions and European Tourism,* Wallingford: CAB International.

Smith, M. K. and Robinson, M. (2006) *Cultural Tourism in a Changing World: Politics, Participation and (Re) presentation*, Bristol: Channel View Publications.

Vilnus, J. (2007) Pravna zaštita kulturnih dobara, Evropski centar za mir i razvoj, pp 53-55.

Ilić, S. (2009) Srbija između multietničnosti i multikulturnosti, *Migracijske i etničke teme* 25(4), str. 363–386.

Pušić, Lj. (2008) Jedna slika multikulturalnosti u Vojvodini: jezik kao pretpostavka za komunikaciju, *Sociologija*, 50(2), str. 175–190.

Todorović, M. i Štetić, S. (2009) *Ruralni turizam*, Beograd: Geografski fakultet.

Trišić, I., & Štetić, S. (2019). The effect of ethical codes on the everyday development of behavour culture in tourism. *Kultura*, (162), 121-135.

Čomić, Đ., Kosar, Lj. i Štetić, S. (2001) *Globalna fuga – globalizacija postmodernog turizma,* Beograd: DP Đuro Salaj.

Štetić, S. i Trišić, I. (2020) Srednjovekovni manastiri Srbije - neiskorišćeno bogatstvo održivog turističkog razvoja, *Kultura*, 166, Beograd: Zavod za proučavanje kulturnog razvitka, str. 365-379.

Štetić, S. i Šimičević, D. (2017) *Turistička geografija*, Beograd: Visoka turistička škola strukovnih studija.

Štetić, S., Cvijanović, D. i Šimičević D. (2014) *Posebni oblici turizma Dunavskog regiona Srbije*, Beograd: Institut za ekonomiku poljoprivrede.

http://www.bogatstvorazlicitosti.net/o-projektu/3110-o-projektu-%E2%80%9Ebogatstvo-razli%C4%8Ditosti%E2%80%9C.html.

NOTES ON THE AUTHORS

Snežana ŠTETIĆ was Full Professor PhD at University of Novi Sad and The College of Tourism Belgrade**,** and CEO at Balkan Network of Tourism Experts. Main field of scientific interest and research are Tourist development, Sustainable tourism, Spatial aspects of tourism, Management of Tourist destinations, Risks in Tourism, Specific forms of Tourism and innovation of educational programs, curriculum and practical training for Tourism studies. Published 35 books in field of Tourism, more than 100 scientific articles and author and co-author of many research projects in the field of tourism. Author of specialized business schools in Tourism and seminars for tour guiding, tour operator representatives, and education of local communities for development of tourism. stetic.snezana@gmail.com

Igor TRIŠIĆ is PhD Candidate of University of Belgrade, Faculty of Geography. Main fields of scientific interest and research are: Tourism development, Sustainable tourism, Ecology, Geoecology, Environment protection and environmental protection programmes, UNESCO programme Man and Biosphere (MaB), Tourism geography, Management and marketing of tourism and hotel management, Management of tourism destinations, Importance of protected natural areas and species (IUCN), Business tourism and innovation of ecology educational programs, Eco-Management. Author and co-

author of many scientific articles and joined many international and domestic Congresses. Engaged as teacher of many tourism subjects and themes in secondary tourism school. trisici@hotmail.com

Dario ŠIMIČEVIĆ is professor at Academy of vocational studies Belgrade, Serbia. His research work and teaching is in the field of Marketing of Tourism, Management of Tourist destinations, Sustainable tourism, Geography of Tourism, Spatial aspects of tourism, rural tourism, Business Tourism. He was co-author of 5 books in field of Tourism, and has papers in many international and domestic Congresses. simicevicd@gmail.com

ANALYSIS OF FUEL CONSUMPTION WITH TWO METHODS OF EXPLOITATION OF LIMESTONE

Samir NURIĆ
Adila NURIĆ

Abstract: *Modern exploitation of limestone requires a more detailed analysis of all its working and production processes in order to optimize them. The main task in the organization of exploitation is to ensure safe operation by introducing the latest achievements of science and technology and get a product with a lower production price but also with the lowest possible negative effects on the environment and people. Gravity transport is usually used in combined transport (mainly mineral raw materials) in mountain surface mines. At the quarries, this transport is almost a typical solution. This is especially pronounced with small capacities and short quarry life Previous research has shown that gravity transport, compared to mechanized (truck, rail) provides 2 - 4 times shorter transport length, which reduces investment in communications and transport, and also reduces operating costs and pollution levels. This article analyses the possibility of economically justified application of partial gravity transport within the existing production technology, in terms of reducing the consumption of fossil fuels in the process of exploitation. In order to achieve the goal, about 2000 in situ data were collected and statistical analysis was performed. The results of the analysis showed large savings in fuel consumption with the proposed method of stone exploitation compared to the current one used.*
Keywords: *CO2 emissions, environment, exploitation, fuel consumption, gravity transport, limestone quarry, truck transport*

INTRODUCTION

Study case

Limestone deposit "Duboki Potok - Bijela Rijeka" is located southeast of Srebrenik at a distance of about 6.5 km. The deposit is built of limestone and marl, clay and alluvium of the river Tinja. The limestone deposit has the shape of an elongated lens, deformed under the influence of tectonic and erosion factors, in the east-west direction, over 1000 meters long. Fault faults can be divided into longitudinal and transverse. According to the mechanism of formation, they are divided into shear faults and tension faults. The engineering - geological characteristics of the deposit are the result of structural - tectonic factors, which directly affect the conditions of exploitation, mining, stability of working slopes and the orientation of the progress of exploitation works. The perennial and current orientation of the working benches and the width of the working plateau are favourable in relation to the open part of the deposit, and so far no sliding phenomena have been registered in the stratification planes [6, 10].

METHODS

It is evident a process of continuous warming since the industrial revolution. According to the report issued by the UN Intergovernmental Panel on Climate Change in 2014, the global average surface temperature has risen by approximately 0.85°C. Global warming is mainly caused by greenhouse gas (GHG) emissions. In 2017, the concentrations of the three major GHGs, namely carbon dioxide, methane, and nitrous oxide in the atmosphere were 405.5 ppm, 1859 ppb, and 329.9 ppb, respectively, which were approximately 46%, 157%, and 22% higher, respectively, than the levels before widespread industrialization. To control the ecological deterioration caused by global warming, it is essential to reduce GHG emissions, especially carbon dioxide emissions [1, 2, 5]. This, along with increased documentation of the environmental, social, and economic consequences of associated sea-level rise and extreme weather events, has led the majority of nations to join in a declaration to limit man-made warming through Nationally Determined Contributions to global GHG emission-reduction [1].

Recent increases in fuel prices have a great impact on global economic changes. Excessive use of petroleum not only increases the budget but also emits more pollutants. Hence the reduction of fuel consumption can minimize the pollutant emission and preserve the environment clean and green [7]. One of the construction sectors that produce significant greenhouse gas emissions is road construction. Life cycle assessment on flexible pavement construction activities showed that it generated twice higher carbon emissions than that of rigid pavement construction activities [4].

According to Fontaras et al. (2017) An official investigation funded by the French ministry of transport has shown that most of the reported CO2 values cannot be reproduced under laboratory test conditions and that a reproduction of the certification test results in consistently higher CO2 emissions by 15%, on average, with a standard deviation of 8%.

Trucks, whether used for freight transportation or as utility vehicles, play an important role in a countries economy and improving their fuel efficiency can undoubtable prove highly beneficial [11].

Applied system of limestone exploitation at the surface mine "Duboki Potok-Bijela Rijeka"

The system of limestone exploitation at the surface mine "Duboki Potok-Bijela Rijeka" is built of complex mechanization, which is reflected in the mutual harmonization of structural and technological parameters of mining and construction machines and parameters of the surface exploitation system. The main feature of this mine is the absence of classical discovery. Selective separation and loading into dumpers of quality batches of limestone rock mass from mined mass is done with a loader on the working surfaces of each bench [6, 8, 10].

Proposed system of limestone exploitation at the surface mine "Duboki Potok-Bijela Rijeka" - gravity transport

Before designing gravity transport, it is necessary to examine in detail all the physical characteristics of the ore that will be transported in this way. Gravity transport means opening a surface stone mine with external or internal semi-sections and for gravity transport with open bars. For the analysis of the justification of the application of gravitational exploitation the division of the mine by height into bench is adopted: E +280, 310, 340 and 370 (m), with the width of the berm bench Be=8 (m). The main advantage of the proposed system of exploitation is reflected in the reduction of the required number of machines and lower consumption of diesel fuel at the same production capacity. Based on all influential factors, for the exploitation of limestone, a transport system with felling (gravitational transport) of limestone rock mass (with tailings) from all working benches through the working slope of the surface mine to the main bench 280 is proposed [6, 8].

RESULTS AND DISCUSSION

Fuel consumption analysis

Review of planned fuel consumption of transport machinery - the existing system of exploitation

The annual plan of mining works at the surface mine "Duboki Potok-Bijela Rijeka" for 2008 envisages a plan for the production of limestone by benches and it is shown in Table 1 [6].

Table 1 Limestone stone production plan by benches

Bench	Exploitation mass of limestone
(m)	(t)
E+280	205875
E+300	226462
E+320	236756
E+340	133818
E+360	82350
Total	885261

Based on the results obtained by measuring and the Limestone Production Plan by benches for 2008, it is possible to plan the fuel consumption of transport machinery by benches, which is presented in Table 2 [6].

Table 2 Fuel consumption of transport mechanization by benches

		B +280			B+300			B +320			B +340		
nc	M	Qg	L	Qg1t	Qg	L	Qg1t	Qg	L	Qg1t	Qg	L	Qg1t
30	750	35	190	0,047	60	332	0,08	82	456	0,109	140	611	0,187
30	750	40	230	0,053	67	377	0,089	90	501	0,12	157	671	0,209
30	750	46	280	0,061	79	442	0,105	120	596	0,16	170	726	0,227
Average		40,33	233,33	0,054	68,66	383,67	0,092	97,33	517,67	0,1298	155,67	669,33	0,207

n_c - number of cycle
M - total mass of limestone (t)
L - length of transport route (m)
Qg - total fuel consumption (l)
Qg1t - fuel consumption per 1 t of limestone mass (l/t)

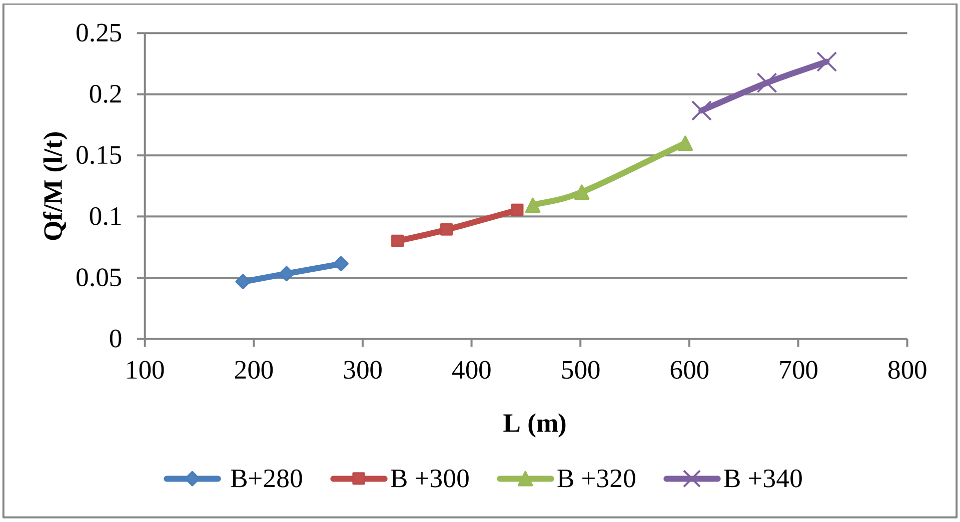


Figure 1 Fuel consumption per ton of limestone as a function of transport length

Table 3 Plan the average fuel consumption of transport machinery by benches

Bench	Exploitative mass of limestone M	Specific fuel consumption Qg/M	Total planned fuel consumption Qg	Fuel price	Value
(m)	(t)	(l/t)	(l)	(BAM/l)	(BAM)
E+280	205875	0,0538	11076	2,05	22705,8
E+300	226462	0,0916	20744	2,05	42525,2
E+320	236756	0,1298	30731	2,05	62998,5
E+340	133818	0,2076	27780	2,05	56949
E+360	82350	0,2933	24153	2,05	49513,6
Total	885261	0,7761	114484	2,05	234692,2

Planned fuel consumption of transport machinery, i.e. EUCLID R32 tipper, with the existing system of exploitation, is 114484 (l), which at the then prices of diesel fuel was: 234692,20 (BAM).

Calculation of fuel consumption of transport machinery for the proposed system of exploitation-gravity transport

By applying the new exploitation system, the entire mass of limestone would be transported from the bench E+280 m. In that case, the fuel consumption of the transport machinery, i.e. tipper EUCLID R32 would be:

$$Qg = 885261 \text{ x } 0{,}0538 = 47627 \text{ (l)},$$
which at the then fuel prices is: 97635,35 (BAM)

For comparative analysis of fuel consumption, existing and proposed exploitation system, it is necessary to calculate the fuel consumption of hydraulic shovel Terex TC240NLC and bulldozer Liebherr PR742B for digging and transporting mined limestone rock mass for gravity transport through the working slope of the surface mine to the ground bench +280 m [6].

Fuel consumption calculation for Liebherr PR742B bulldozer and Terex TC240NLC hydraulic shovel for the proposed exploitation system-gravity transport

The collapse width of the demined limestone rock mass on the bench can be calculated approximately by Eq. (1):

$$Bo = k_m \cdot k_\beta \cdot q^{1/2} \cdot H \quad (m) \tag{1}$$

where:
k_m - coefficient of rock fragmentation by blasting (k_m=2 -3 for medium crushing rocks)
k_β - the slope coefficient of the well $k_\beta=1+0{,}5 \sin 2(\pi/2 - \beta)$ (k_β=1,32)
q - specific consumption of explosives (q=0,30-0,35) (kg/m^3)
W - the least resistance line (m)

For bench high H=30 (m), W=4 (m), q=0,30 (kg/m^3) collapse width is Bo=44 (m),

The length of the upper side of the trapezoid P is calculated by the formula:

$$P = 0{,}3 \cdot (Bo - W) + 3{,}5 = 15{,}5 \ \ (m) \tag{2}$$

The height of the trapezoid Ho″ is calculated by Eq. (3):

$$Ho'' = \frac{2 \cdot H \cdot W \cdot k_r}{Bo+P} = 7{,}2 \ \ (m) \tag{3}$$

The area of the collapse trapezoid is:

$$Pt = \frac{(Bo+P) \cdot Ho''}{2} = 214{,}2 \ \ \ (m^2) \tag{4}$$

The area of limestone rock mass that is retained on the berms of the bench lower than the bench, on which the extraction is performed, is determined according to Eq. (5):

$$Psm = \frac{B_{min} \cdot Ho''}{2} = 28{,}8 \ \ (m^2) \tag{5}$$

From the total area of demined limestone rock mass Pt=214,2 (m^2), the area retained on the berms of the bench is Psm=28,8 (m^2), which is 13,44% according to the calculation.

For the calculation of the masses that remain on the berms that need to be dug and transported by Liebherr PR742B bulldozer and Terex TC240NLC hydraulic shovel through the working slope of the surface mine to the ground bench E+280 m, 15% of the total demined mass is adopted.

Based on the known capacity of bulldozers and excavators, fuel consumption per hour ql=35 (l/h), qt=20 (l/h) (empirical data), and the fact that the material would be dug and transported by these machines through the working slope of the surface mine to the ground bench E+280 m in 1:1 ratio can be used to calculate fuel consumption [6].

Table 4 Overview of fuel consumption of auxiliary machinery by benches

Bench	Total mass of limestone (t)	Limestone mass for gravity transport Mg(t)	Required number of working hours of the bulldozer (h)	Required number of working hours of the shovel (h)	Bulldozer fuel consumption Qb (l)	Shovel fuel consumption Ql (l)	Total fuel consumption Q (l)
E+280	319 106	0	0	0	0	0	0
E+310	349 987	52 498	175	257	6125	5140	11 265
E+340	174 993	26 249	88	129	3080	2580	5660
E+370	41 175	6 176	21	30	735	600	1335
Total	885 261	84 923	284	416	9940	8320	**18 260**

The planned fuel consumption of auxiliary machinery, with the proposed system of exploitation, is 18260 (l), which at the then fuel prices was: 37433 (BAM). Total fuel consumption: Q=47627 + 18260=65887 (l) i.e. 135068,35 (BAM)

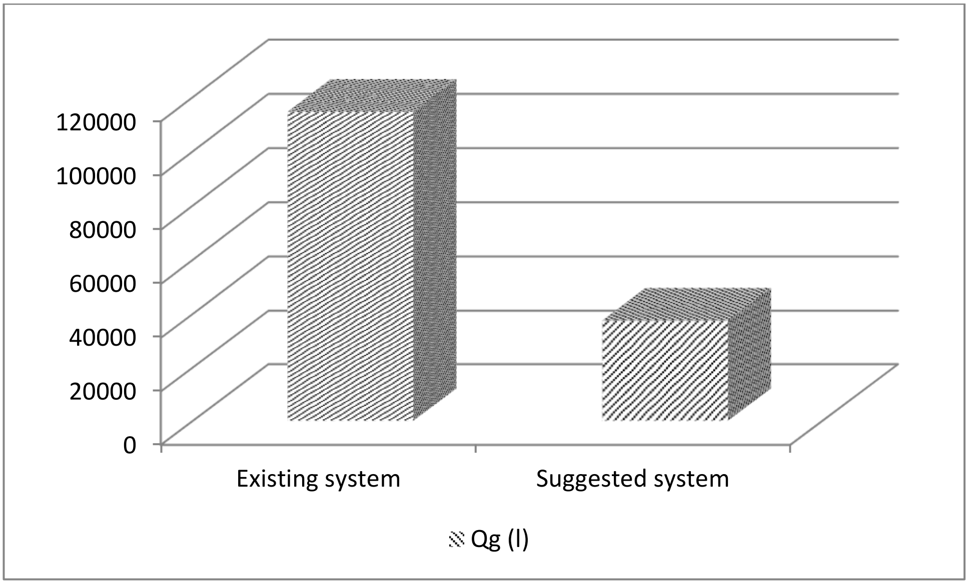


Figure 2 Fuel consumption with the existing and proposed system of exploitation

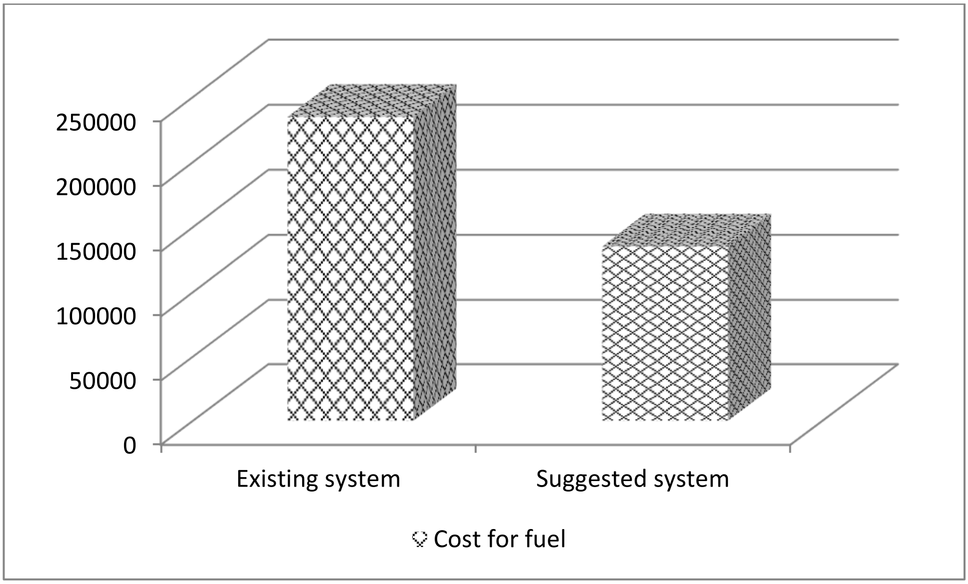


Figure 3 Fuel cost for existing and proposed system of exploitation

CONCLUSION

For the analysis of the justification of the application of gravitational transport, i.e. for the new system of surface exploitation, the division of the mine into benches is adopted: E+280, 310, 340 and 370 (m), with the width of the berm bench Be=8 m and the safety factor of the working slope of the mine Fs=1.45. Partial application of gravity transport, above the level of E+280 (m), would significantly reduce the length of transport routes. The adopted division enables a higher degree of stone utilization in the last ten-meter bench than in the existing system where the last bench is twenty meters high. Planned fuel consumption of transport machinery, i.e. EUCLID R32, with the existing exploitation system for 2008, is 114484 (l), i.e. 234,692.20 (BAM).

By applying the new exploitation system, the total fuel consumption of dump trucks and auxiliary machinery would amount to 65887 (l) or 135068.35 (BAM), which is 99623.85 (BAM) (42%) less than in the existing exploitation system. The amount of CO2 the machines emit is directly related to the amount of fuel it consumes. Fuel efficiency, sometimes referred to as fuel economy, is the relationship between the distance travelled and the fuel consumed. Knowing the quantities and effects of exhaust gases when using diesel fuel in the applied machines, it can be concluded that the same percentage is evident in the reduction of environmental pollution, which has a positive impact on the local community and generally accepted social norms of work and business.

Where large distance of transporting materials contributes significantly to the amount of CO2 emissions, it is very important to manage plant and resource allocation to get optimum results. The carbon emissions have been closely linked to global warming and will leave carbon footprint. Carbon footprint is; a measure of the whole sum of CO2 emissions resulted directly or indirectly from activities of individual, organization, and process, industry sectors over the life cycle of a product (goods and services). The importance of relating the environmental aspects, in terms of energy consumption and carbon emissions, with the decision of pavement design has been promoted as opposed to typically cost consideration [4]. According to the current emissions reduction efficiency, the goals of the Paris Agreement may not be achieved, but current policies to reduce carbon emissions should focus on improving the energy structure and thereby reducing the energy intensity [2].

REFERENCES

1. Basu, Sourish; Lehman, Scott J.; Miller, John B.; Tans, Pieter P. 2020. "Estimating US fossil fuel CO2 emissions from measurements of 14C in atmospheric CO2", in *PNAS*. 117/24, pp.13300-13307., https://doi.org/10.1073/pnas.1919032117.
2. China Zhou, Y; Zhang, J; Hu, S. 2021. "Regression analysis and driving force model building of CO2 emissions in China" in *Sci Rep.* 11/6715. https://doi.org/10.1038/s41598-021-86183-5.
3. Fontaras, Georgios; Zacharof, Nikiforos-Georgios; Ciuffo, Biagio. 2017. "Fuel consumption and CO2 emissions from passenger cars in Europe – Laboratory versus real-world emissions" in *Progress in Energy and Combustion Science*. 60, pp. 97-131.
4. Hatmoko, Jati Utomo Dwi; Hidayat, Arif; Setiawati, Apsari; Prasetyo, Stefanus Catur Adi. 2018. *Measuring Carbon Footprint of Flexible Pavement Construction Project in Indonesia*, E3S Web of Conferences 31, 07001. The 2nd International Conference on Energy, Environmental and Information System - ICENIS 2017, https://doi.org/10.1051/e3sconf/20183107001.
5. Kort, Eric A.; Angevine, Wayne M.; Duren, Riley; Miller, Charles E. 2013. "Surface observations for monitoring urban fossil fuel CO2 emissions: Minimum site location requirements for the Los Angeles megacity. In *JGR Atmospheres*. 118/3, pp. 1577-1584. https://doi.org/10.1002/jgrd.50135.
6. Kešetović, Zuhdija. 2008. Analysis of the justification for the application of gravity mining from the aspect of the loading and transport complex loader-trucks on the transport of limestone at PK ‘Duboki potok-Bijela rijeka’, master thesis, University of Tuzla, Faculty of mining, geology and civil engineering Tuzla.
7. Nasir, MK; Md Noor, R; Kalam, MA; Masum, BM. 2014. "Reduction of fuel consumption and exhaust pollutant using intelligent transport systems" in *The Scientific World Journal*. 836375. https://doi.org/10.1155/2014/836375.
8. Nuric, Samir; Nuric, Adila; Kesetovic, Zuhdija; Husagic, Resad. 2013. *Importance of gravitational transport in quarries*, 13th International Multidisciplinary Scientific Geoconference SGEM 2013, Albena Bulgaria. pp. 515-522, DOI:10.5593/ SGEM213.
9. Soofastaei, Ali; Aminossadati, Saiied; Knights, P; Kizil, MS. 2015. "The Effect of Average Truck Speed on Fuel Consumption in Surface Mines" in *Engineering and Mining Journal.*
10. Technical documentation and documentation for monitoring the parameters of the technological process of work in the surface exploitation of stone. Open pit mine ″Duboki Potok-Bijela Rijeka″.
11. Wysocki, O; Deka, L; Elizondo, D; Kropiwnicki. J; Czyżewicz, J. 2019. "Heavy Duty Vehicle Fuel Consumption Modelling Based on Exploitation Data by Using Artificial Neural Networks" In: Advances in Computational Intelligence. IWANN 2019. Lecture Notes in Computer Science, 11506. Rojas I., Joya G., Catala A. (eds) Springer: Cham. DOI: 10.1007/978-3-030-20521-8_65.

NOTES ON THE AUTHORS

Dr sc. **Samir NURIC** is professor at Faculty of mining, geology and civil engineering, University of Tuzla, Bosnia and Herzegovina (www.rggf.untz.ba). He works at Department of Surface Mining. He wrote numerous scientific and research papers and tree books. He participated as a leader or team member on numerous projects in the field of mining, environmental protection and education. He was a member of the Senate and Rector of the University of Tuzla. samir.nuric@untz.ba

Dr sc. **Adila NURIC**, professor at Faculty of mining, geology and civil engineering, University of Tuzla, Tuzla, Department of Geospatial information, mining graphics and numerical modelling, Bosnia and Herzegovina (www.rggf.untz.ba).

LITERARY WORK AND TOURISM “MOROMETII” AND THE POSSIBILITY OF SCHOOL TOURISM DEVELOPMENT OR EDUCATIONALTOURISM

Adina VIIERU
Maria CIOBANU
Adelina TEODORESCU
Andrei DUCMAN
Elena BECHERU

Abstract*: Cultural tourism has always been an attraction for lovers of art, culture, knowledge or even education, but in recent it is booming, with many countries developing strategies to capitalize on cultural goals. From the earliest stages of history, cultural landmarks have been a major attraction for all generations. People have always been fascinated to discover what had existed before them and the events that had determined the reality of their times. This can only be understood by studying historical evidence, archeological sites, ancient relics, places of worship, historical monuments and all other testimonies left by our ancestors, as well as by visiting these cultural sites. The study aims to promote the traditions, customs, crafts and important events that took place in the geographical area called Talpă, located within Teleorman county. It is important to introduce the objectives that refer to a locality captured in a literary work. In this way students get in direct contact with the place where the action takes place, with the characters and objects the literary work refers to. The consolidation of the knowledge thus takes place much better. This study focuses on the literary work named “Morometii”, which is written by Marin Preda, which is being studied according to Romanian highschool curriculum. Equally, from a social and economic point of view, the aim is to promote the region and the specific attractions of this area, especially in terms of cultural and school tourism.*

Keywords*: educational tourism, literary work, local culture, tourism promotion*

INTRODUCTION

The cultural monuments include historical monuments and buildings, customs, traditions, beliefs, the monastic cultural landscape, art, architecture, ornaments, sculpture, painting, decorative arts, cultural events, traditional clothing, culinary and traditional art and many other elements. The objectives of a cultural nature are those that highlight this amount of elements, thus developing cultural tourism (Teodorescu, 2009).

The components of the anthropic tourist potential in Teleorman County are varied, from the cultural-historical, technical-economic to the socio-demographic ones and are found, with certain peculiarities, in the structure and in the definition of the tourist attraction and value in the territory.

The anthropic component is represented by the vestiges of the civilization that have succeeded each other on the Romanian territory. Thus, monuments and objects of secular or religious art, museums and museum collections, as well as elements of ethnography and folklore bear witness (Teodorescu et al., 2016).

These components are perceived as tourist attractions of great interest, with a cognitive, educational and culturally relevant role for all categories of tourists.

Of great cultural importance for the analyzed county is the fact that in Ciuperceni-Turnu Măgurele, there was discovered one of the oldest human vestiges and remains in the world. The whole area bears the traces of some vestiges belonging to the Bronze Age and the Iron Age, as well as dating since the Daco-Roman period (Florea, 2016).

Talpa commune is located in the Găvanu - Burdea plain in the north of Teleorman county, 45 km away from the county seat, Alexandria The commune is guarded by the Claniţa brook where there is an old forest with very thick trees. In the past, the people here had the main occupation of making "soles" for the construction of houses that at that time were made of beams. The name "Sole" comes from this distant concern of the people who used to live in this territory. At present, this profession is no longer practiced because the houses are no longer built that way. There are 990 households in Talpa.

The nearest National Road (DN) is 45 km away – known as "DN - Bucharest - Alexandria - Roşiori de Vede". The districtual road known as DJ 506 and the one known as DJ 504 - Talpa - Trivale Moşteni pass both through the commune.

Talpa commune (fig. 1) is of special importance in terms of the development of school tourism, as the famous Romanian film (entitled exactly as the homonymous novel) "Moromeţii" was shot here. Moreover, in the area, in Siliştea Gumeşti village, there is also the memorial house of the writer Marin Preda.

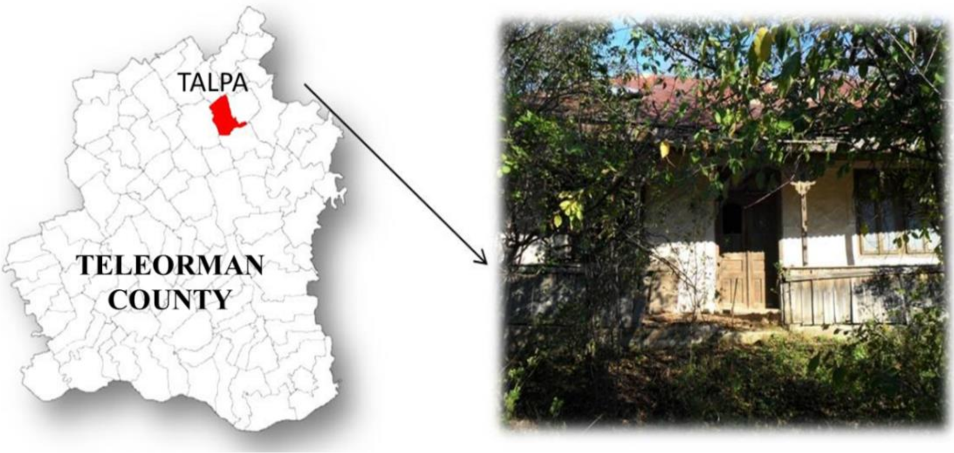


Fig. 1. Location of Talpa commune within Teleorman county

MARKETING OBJECTIVES OF THE STUDY

The objective of the study is to develop and consolidate domestic tourism, by creating promotional materials and by specific marketing activities. The aim is to develop the concept of cultural tourism and school tourism in the geographical area of Talpa and to increase the number of tourists and excursions in this area by promoting programs and projects centered on on tourism.

- Promoting the village where the film "Morometţii" was filmed, according to the book by the writer Marin Preda
- Increasing the degree of access and participation in area-specific activities
- Promoting diversity and preserving cultural identities:

> "*Teleorman, an ethnographic area with deep resonances and dimensions in the history of our nation, preserves to this day testimonies of civilization and popular culture of deep authenticity, testimonies that have a great significance for knowing the characteristic being and features of the Romanian people [...] The population of Teleorman has created a vigorous and original culture, which by its essence and by its fundamental coordinates forms an organic and harmonious component of the Romanian popular culture.*" *(Cioara-Bâtca Maria, Bâtca V., - „Teleorman ethnographic area").*).

- Protecting and enhancing the cultural heritage of the analyzed development region, both tangible and intangible heritage
- Stimulating activities within local communities and bringing them closer to nature.

LOCAL CULTURAL HERITAGE OF TALPA COMMUNE

The cultural treasure of Talpa is capitalized by the museums in the county, which organize permanent and temporary exhibitions, colloquia, symposia and other specific cultural events, but also by the activity of the County Center for Conservation and Promotion of Traditional Culture, which is concerned with revitalizing traditions, as well as winter and spring customs in Teleorman County.

The cultural portfolio of Talpa locality belongs to the most comprehensive range of such places, belonging to Teleorman county, and includes fields of handicrafts and folk customs, represented by various local artisans: folk craftsmen, manufacturers of folk instruments (whistle, horse, ocarina, bagpipes), wooden object manufacturers (spoons, cups, dowry boxes), as well as manufacturers of bone objects, besides other such picturesque occupations.

a. Rural architecture

Along with other vestiges of popular culture, the maintenance to this day of a traditional way of living, deeply linked to the geographical environment and the production of material goods, allows us to highlight features which are specific to the ethnographic area of Teleorman.

The geographical relief and climate which are characteristic of the Roman Plain have obviously determined the type of housing developed horizontally, and the raw materials that people had at hand have also imposed the techniques and constructive solutions theyhave implemented throughout history (Teodorescu, 2009). In turn, the historical factor, correlated with the geographical one, have determined the constructive conception regarding the possibility of rebuilding the shelter, usually on the same hearth, whenever the unfavorable conditions damaged or destroyed it.

In the south of the area, having as northern boundary the villages of Slobozia, Mândră, Salcia, Buzescu, Nanov, the technique of building earthen walls beaten with the so-called “mai” (a kind of wooden hammer used for wood compression) was imposed, a technique that included several operations. On the chosen and cleaned place, the house used to rise to the south and less frequently to the westside. The plan of the house was "tailored" to the material needs and possibilities of those who would live in it. Along the strings stretched between the stakes there used to be dug ditches of 80-100 cm width to a depth of 90 cm. The ditches used to be afterwards filled with successive layers of earth that would be beaten with corn until the foundation reached ground level. On the wooden poles there would sit the acacia sole of the porch, carved in three edges. Inside and outside the foundation wall there were placed the so-called "dulapi" (tree trunk wooden pillars used for sustainance and building resistance) - boards 5 cm thick and 30 cm wide. Every 2 meters, 5 m long pillars were tied to the ground next to the wooden pillars, which were tied together with ropes, in pairs (the pillar inside and the one outside the wall). Between these wooden pillars supported by the pillars/ columns that followed the contour of the foundation there were placed layers of earth that were beaten with the hammer (called “mai”) until the wall reached a height of 30 cm (the width of the vertical pillows/ columns) and the operation is repeated on and on. As the wall rose, the ropes tightened, the supporting wooden columns of the wooden pillars approached, gradually reducing the width of the wall to 70-90 cm. At a height of 2 m, at the corners of the house there began to be placed "connecting levers", made of willow or mulberry, the thickness of a vine being of 80-100 cm length. These levers used to be placed in pairs on each wall, with their heads hanging on the corner. The operation of tying the corners of the house with levers is repeated at heights of 2.5-3 m (Szemkovics et al., 2020).

In the center of the area where the ground technique interfered with that of the cobweb, the "wall" became thinner (50-60 cm at the base and 40-45 cm at the top), and the levers were placed from the base to the top to strengthen construction.

b. Decorative details

The popular architecture in the area is not spectacular, as here the predominant note is given by the specificity of the development of horizontal constructions. The exterior decoration is not particularly rich either, as the artistic processing of the wood does not embrace particular aesthetic forms. That is why, in the traditional house, many of the decorative elements are in fact constructive elements, functionally justified. The concern for decoration has amplified over time, corresponding to the material power or resistance, the increase of the constructive experience, the local traditions, the raw materials that people had at hand and the increased living necessities.

The old houses are distinguished by a great sobriety and simplicity. What highlights the whole architectural composition is, first of all, the effect of shadow and light obtained by detaching the volumes in different planes. The woodwork of old houses bears the first signs of aesthetic concerns. Thus, the doors had decorations in rectangular or rhomboid "boards" (Teodorescu et al., 2017). Many times, between the pillars and the treadmill, the craftsmen inserted wooden capitals carved from by the beam. The "corners" (or "tassels") on the eaves of the house would have a geometric pattern in the "corners," rarely a phytomorphic decoration, and very rarely an avimorphic; "Decorative baskets", in which the visible part under the eaves used to be shaped with a bard, used to be other decorative elements.

With the closing of the porch by a “parmalac” (name used for a short-height wall or fence used to delimit other building or a certain element of construction), the decor was also amplified. There is a play of geometric shapes intermingling, given by the grilles that close the ends of the porch or by the "plastered" planks of the so-called “parmalac”.

Perforation, whish had appeared as an ornamental system in the second half of the 19th century, spread afterwards in the interwar period, with the closure of the porch with an element of construction known as "tropozan" (a kind of wooden bannister, or a fence delimiting the porch of the house from the rest of the dwelling).

We also find the ornaments made by the perforation technique, at the guards under the eaves. Starting from the simplicity of the zig zag line, which characterizes the guards of the oldest houses, the decoration diversifies, always intermingling other geometric elements, each time more and more complicated. Sometimes there are decorated in plates, with rhomboidal elements inscribed in squares or with other geometric shapes, the so-called “linings” of the eaves (Szemkovics et al., 2020).

The introduction of the consoles in the roof structure brings a new decorative element; many of these houses built in the interwar period have the consoles worked with great skill, either perforated or scarved and polished/ turned.

Another feature of the traditional peasant houses in the area, also maintained to this day, was the placement of a window at the end of the hall facing the street. Often, it is only marked on the wall, like a bare representation of a fortress niche/ crenel/ slot, with only decorative function. Between 1890-1915, the ornamentation of the exterior walls of the house in the plastering technique spread in the area. If at first profiles appear timidly bordering the windows, doors and corners of houses, the decoration in the plaster extends into the space under the eaves, in the form of a “friza” (a part of the entablature, between the architrave and the cornice, usually adorned with paintings, bas-relefs, grooves etc.; ornament under the form of a horizontal band with paintings or reliefs around the vessel, a hall, a sarcophagus; both phytomorphic and avimorphic elements appear within the stucco area, besides geometrical eements, rosettas, circles, rhombes, Xs or little crosses. Sometimes the year of construction appears in relief and less often the owner's initials as well.

Therefore, depending on the construction materials that the folk craftsmen had at hand and which imposed certain techniques, the decoration of the house in the area also evolved as well.

c. Customs and traditions

Winter customs

Christmas

On Christmas Eve, children used to organize, in groups, visits at the households with carol singing, a custom in which the coming of the baby Jesus is announced through go-spell religious songs. For example, "Lord, Lord, let us go up" or shouts like this: "Good evening on Christmas Eve, as well as tomorrow on Santa Claus’s holiday, with a bread piece baked on stove- fire, whether you may give us, or not, any way you won't get rid of us!" so the households shoukd reward the singers with apples, walnuts, rolls, pretzels, etc.

On Christmas Eve, children use to sing, from house to house, the rising of te Holly Star, in which they proclaim the birth of Jesus. They symbolically carry a wooden star on which there is carved the image of the Mother of God and the holly baby. For the good news, the groups are rewarded, as due to the holly eve, with food items specific to the area.

New Year

Also specific there are the ritualic songs of house spiritual purification as “Pluguşor” (Plow’s carol), “Capra” (Goat’s carol), while in the morning “Sorcova” carol is sung as well.

The plows that come with the plow are made up of young people of all ages. The plow was pulled by a pair of oxen;

Those who came with the Goat covered with velvets were actually boys who were holding in their hands a kind of goat's head carved in wood that was able to make those specific beat noises of: “ta ta ta”.

And in the morning of the new year, the carol singers used to come, and still do, to complete all people’s wishes for the year to come. Thus, after thanking the carol singers, the people believed that it would be easier for them to pass the coming year and that their crops would be fruitful.

Spring customs

On the night of Lent for the Holly Easter, the girls and the boys gather around the gates and the fires are lit. This is symbolic, meaning first of all the coming of spring and then the purification of evil spirits by fire. Two groups are now formed and the boys have a dialogue through shouts about the girls and boys in the village, about the relationships between some people, the affinities of some, the defects of the girls and boys left unmarried, etc. These cries had a moralizing role, and those who were angry and reproached the mob in some way received a farce as punishment. For example, the apparently dissatisfied people's dogs were caught nd tied to their tails pieces of scrap (old iron objects).

Village Round Dances, hand by hand: The holiday is celebrated every year at Easter.

The great feast makes its presence felt a week before when "The flowers come with the sun / And the sun with the flowers". People come home from the church service bringing willow brabches, which they put on the doorstep and icons to protect their family and home from harm. Starting at two o'clock in the afternoon, the village choir begins as well. This was and still is the day when the new generation of girls candidating for marriage, being called "boboace", come out to the "people" to be seen and admired. The people come out of the gate contemplating each passer-by (Szemkovics et al., 2020; Teodorescu et al., 2016). Nothing is left unobserved, especially by the mothers of the boys.

Summer customs

On the Holy Thursday after Easter, women go to the cemetery. Here they spread incense smoke with a bundle of bouquets of certain plants (Sambucus ebulus), water the graves and divide the coils because it is believed that from this day their spirits would roam the earth for 40 days until Pentecost.

“Calusul” (Callus dance) is played on Pentecost Saturday. The group had formed a month before and the ‘Vataf” (name given to the man surveiling the slaves wihn the landlord's mansions) was the one who designated the places of each one. There were 8 to 15 people in the crowd and there simply could not miss “Stegarul” (the flag bearer) and “Mutul” (the Mute/ Dumb one). In the Teleorman area, the Callus contains two games: the first time the Callus was played in the yard that “Mutul” indicated and the host put a drop of salt and garlic in the middle, then a round dance in which all those who wanted to get lucky were caught, hand in hand. The dance of the Callus was believed to have healing powers, and those who had broken the commandment of the Lord and worked in the Sabbath could thus be freed from their sin.

On the Saturday of “Rusalii” (holiday commemorating the Holly Spirit’ s descendance upon the Jesus’s apprentices), the children of the village gather in the morning and go to the houses where they have been invited; here they are waited for by the women with lukewarm water and homemade soap; here, their feet were washed, after which they go out on grayling leaves and then they are invited to the table where they serve collars, rice pudding or pasta. Until they leave the household, they receive other goods. It is believed that thus the way the way of the dead, who have roamed the earth since Holy Thursday, will be easier.

The holiday of “Dragaica” (an agrar holiday, based on a symbolic bride) is celebrated on June 24 and consists in the fact that the most beautiful girl in the village has to form a group of 6 girls: the Bride, the Big Boy and the six accompanying girls. The procession has a whistle and a flag and sings: "The “dragaicele” (girls of the village from which a special one and is dressed like a bride) have come / To cut the wheat ears/ The wheat ears are pretty big/ The “Dragaicele" are rather small”.

Autumn customs

Harvesting the vineyard is a process in which the whole family participates. The grapes are gathered in wicker baskets and then in carts. After being brought home, the grapes are placed in a smooth-licking, rectangular wooden assembly, practically a home-made device like a tank with a hole at one end, where the grapes are trampled or mashed, literally, and thus the grape-juice is obtained. The grape-juice is left to ferment for a few days in its own juicy pulp substance and then stored in wood barrels.

d. Monuments

- The wooden church "The Pious Paraschiva" (Rom. “Cuvioasa Paraschiva”) dating since1912, located in the village of Talpa-Ogrăzile.
- "The monument of the Heroes who stepped onto the immortal glory" (1976) from the village of Talpa-Ogrăzile.

e. Peasant crafts

From the earliest times, various raw materials were processed in the rural household in order to satisfy the essential needs of the peasant family. The specific expression of the natural economy, the traditional household industry or the "household craft" was an accessory of the agricultural household. Over time, however, specialized craftsmen appear, the products of their work being destined for the entire rural community.

- metal processing
- woodworking
- torso and tissue
- animal fur and leather processing craftsmanship.

f. The folk costume

The port occupies, in the ensemble of the Romanian costume, a special place through its particular features, enriching the repertoire of the Romanian popular ornamentation with original decorative motifs, of a special plastic value. The geographical position of the area, at a crossroads, has made it subject from ancient times to a series of influences that have also affected the popular dress, influences adapted to local conditions and creatively assimilated.

- Women's suit
- Men's suit

The locality called “Talpă” can also become a point of attraction in terms of school tourism. We all know that education is a fundamental pillar of any society. Education, development, research or innovation are the main characteristics of a successful society. Starting from E. Durkheim's definition that associates education with the action of adult generations aimed at young generations, in order to induce physical, intellectual and moral states demanded by social life in general, but also by the social environment for which individuals are intended, we consider that it is our duty, of all, to contribute to the good development of future generations.

Educational excursions, the discovery of diversity and authenticity in Romania, the understanding of values, the practice of sports, the identification of theoretical phenomena in classrooms with those existing in the field are necessary for the educational process to be synonymous with performance.

Consequently, school tourism contributes significantly to the improvement of the instructive-educational process of students, contributing to the formation of their personality from the first years of school and ending with the stage of high school education.

INVOLVEMENT OF THE LITERARY WORK "MOROMETII" IN THE LOCAL TOURIST AND ECONOMIC ACTIVITY

In addition to completing knowledge in the field of geography, history and national culture, students can enrich their knowledge of literature and literary works, which are the foundation of their educational training.

The place where the movie "Morometţii" was screened can be admired, and the children have the opportunity to better understand and learn a compulsory literary work from the educational curriculum.

The house where the scenes with Ilie Moromete were filmed belonged to one of the richest people in the village of “Talpă”, Nicolae Soare, who, unfortunately, did not have any children. Following the death of the Soare couple, the house was abandoned, but according to 63-year-old Mrs. Tuca Niculina, the neighbor opposite Mr. Nicolae Soare's house: “*Every year a man comes from Bucharest, lights a candle in the yard, then leave!*” Mrs. Tuca Niculina, being very close to the houses where the filming was being done, declared: “ *I used to put the cauldron on fire and then cook for the actors: It was a beautiful time!*”

Tuca Niculina's husband, Tuca Tache, a 62-year-old landlord, said the filming took place in their commune 30 years ago during an autumn. Also, the cattle that appear in this movie belonged to himself as well.

The two spouses, together with other householders of the commune, participants in the “Morometţii” film, are happy to think about those moments, but, in a short time, the sadness reappears on their faces. They have no hope that young people who have gone abroad will return to their native village, a village where customs and traditions had a special place (Teodorescu et al., 2019).

An important help in promoting the commune of Talpa and also in the growth of the local economy, is a wide range of promotional products, this package includes: DVDs, leaflets, tourist guides,T-shirts, pens, notebooks, local website and page; The Talpa commune appears in the written press with the help of films made for the film "Morometţii" (the film being awarded on September 28, 1987), but also of a newspaper from January 15, 2010.

Target group aimed at by the study activity:

- Medium-income tourists
- Students
- Professors and teachers
- People attracted by traditions
- Travel agents and operators
- Active retirees, eager for tradition

In order to achieve the overall objective of the project implementation, the strategy aims to achieve the following specific objectives:

- Increasing the accessibility of tourists in the South-Muntenia development region and especially increasing their accessibility in centers with cultural objectives;
- Increasing the competitiveness of the region as business locations;

- Increasing the contribution of tourism to the development of the analyzed development region, as well as its urban centers.

Tourism is recognized as a real industry. Incomes and proceeds from this activity have an increasing contribution to the local economy (Petroman et al., 2020). Once the tourist activities in a certain area increase, the economic improvements can be observed (Petroman et al., 2020; Dinca et al., 2015). First of all, the number of jobs is increasing because tourism cannot be achieved without staff, and implicitly the unemployment rate is reduced (Sava, 2020; Ducman et al., 2019; Radoi et al., 2020). Moreover, results outcoming from tourism revenues can be a significant source of local budget.

The proposed project has added value because:

- Promotes the village where the movie "Moromeţii" was filmed, after the book by the writer Marin Preda
- Promoting diversity and local cultural identities;
- Stimulates activities within local communities and their proximity to nature.
- The financing granted to the project leads to the increase of the number of jobs;
- The financing granted to the project contributes to the development of the general culture of the population in the area and is influenced by the project;
- Uses biodegradable and recycled materials.

Potential beneficiaries of the study

Direct potential beneficiaries:

- local communities;
- local companies;
- local public authorities;
- skilled or unskilled unemployed looking for a job (guides, translators, etc.);
- people looking for another job;

Indirect beneficiaries:

- tourism agencies and operators;
- event, training and team building companies;
- visitors either Romanian or foreign;
- the inhabitants of the areas;
- neighboring local public authorities;

CONCLUSIONS

The need to implement this project is based on the fact that in this region, tourism is not well represented, despite the fact that there is potential and valuable elements that can be successfully introduced in tourist circuits.

The development of cultural tourism, but also of the opportunities created by school tourism, mainly by promoting the identity of the Romanian village, as it is presented in the novel "Morometţii", is the indispensable factor in the harmonious evolution for all components of the trinomial equation space-society-economy .

The modernization of the specific-tourist infrastructure, the increase of the quality of the services through the training of the personnel, as well as the paying an increased attention to the investments and partnerships are required in the realization of a sustainable tourism. Due to the fact that most of the county is located in the plain unit, but also to the presence of the Danube river, the natural tourist potential is well represented by nature reserves, ponds, confluence areas, forests or natural lakes. Rural tourism, agrotourism, recreation/ leisure tourism are also important alternatives for the development of the area.

The project could meet the sustained efforts made in the development regions due to the significant migration caused by the significant migration of the inhabitants and implicitly of the tourists from the region, either abroad or in the neighboring counties.

REFERENCES

Dincă Iulian, Camelia Teodorescu, *The Romanian rural space and its landscapes: attraction and motivation for relocating townspeople*, GEOGRAPHIA NAPOCENSIS, vol. 1, pp. 21-36, 2015.

Ducman Andrei, Mariana Banuta, Camelia Teodorescu, Mihaela Gadoiu, Radu Daniel Pintilii, *Perception of organizational malfunctions reflected by social media for Untold and Neversea festivals in Romania*, 6th SWS International Scientific Conferences on social sciences, Albena Bulgaria, 2019, pp. 167-174.

Florea Vasile, *Arta românească de la origini până în prezent*, Editura Litera, București, 2016.

Petroman Cornelia, Cipriana SAVA, Loredana VĂDUVA, Diana MARIN, Ioan PETROMAN, *Enotourism - Instrument for promoting rural development,* QUAESTUS MULTIDISCIPLINARY RESEARCH JOURNAL, 2020.

Petroman Ioan, Cipriana SAVA, Loredana VĂDUVA, Diana MARIN, Cornelia PETROMAN, *Modern forms of historical cultural tourism - Case study,* QUAESTUS MULTIDISCIPLINARY RESEARCH JOURNAL, 2020.

Rădoi Irina-Valentina, Andrei Ducman, Camelia Teodorescu, Marian Marin, Alexandru Gogioiu, *The impact of the development of the local economy on the natural environment of the Danube Delta, Romania*, Proceedings, Public recreation and landscape protection, Krtiny, Czech Republic, pp. 489-496, 2020.

Sava Cipriana, *Data on international tourism in Romania,* QUAESTUS MULTIDISCIPLINARY RESEARCH JOURNAL, 2020.

Szemkovics Laurențiu-Ștefan & Teodorescu Camelia, *Heraldic representations from the "Stavropoleos Monastery" in Bucharest*, Quaestus Multidisciplinary Research Journal, Romania, IX, no. 16, pp. 118-127, 2020.

Szemkovics Laurențiu-Ștefan, Teodorescu Camelia, Pop Vasile, Ducman Andrei & Bira Nicoleta, *Analysis of the heraldic elements in the building and the documents regarding the Hurezi monastery, Valcea county, Romania (1691-1714)*, International Scientific Conference GEOBALCANICA, Ohrid, North Macedonia, 12-14 May 2020, pp. 703-711.

Szemkovics Laurențiu-Ștefan, Teodorescu Camelia, Pop Vasile, Ducman Andrei & Gadoiu Mihaela, *Analysis of the heraldic elements in the building and in the document dated 1715 that was issued for the Antim monastery in Bucharest, Romania*, International Scientific Conference GEOBALCANICA, Ohrid, North Macedonia, 12-14 May 2020, pp. 627-635.

Teodorescu C., *Turism cultural*, Ed. Transversal, Bucuresti, Romania, pp. 5-32, 2009.

Teodorescu Camelia & Szemkovics Laurentiu-Stefan, *The Ethno-creativity in the Pilot Centers in Romania and their Role in the Development of Cultural Tourism and the Educational Process*, FORUM GEOGRAFIC GEOGRAPHICAL STUDIES AND ENVIRONMENT PROTECTION RESEARCH, Craiova, Romania, vol. 16, issue.1, pp. 88-97, 2017.

Teodorescu Camelia, Daniel Diaconu, Roxana Radu, *Disfunctionalities in the organization and development of spa tourism developed on salt resources in Maramures, Romania*, Proceedings, Public recreation and landscape protection, Krtiny, Czech Republic, pp. 101-105, 2019.

Teodorescu Camelia, Octavian Teodorescu, Nicoleta Bira, Badea Alin & Badea Livia Florina, *Religious and cultural tourism and the socio-economic and educational implications*, Quaestus multidisciplinary research journal, Romania, vol. 8, pp. 227-285, 2016.

Teodorescu Camelia, Radu-Daniel Pintilii, Peptenatu Daniel, Teodorescu Octavian, Toma Sorin George, *Popularizing Cultural Identity Through Religious Tourism-Socio-Economic and Educational Implications*, International Multidisciplinary Scientific GeoConference: SGEM, Bulgaria, Vol. 3, pp. 947-954, 2016.

NOTES ON THE AUTHORS

Adina VIIERU, Student at the Tourism conversion courses, University of Bucharest, Faculty of Geography, Geography teacher, Marine High School, Constanta City, e-mail: adina.viieru@gmail.com

Maria CIOBANU, Geography inspector at ISJ Dolj, PhD student at the University of Craiova, Faculty of Sciences, e-mail: ciobanu_maria2005@yahoo.com

Adelina TEODORESCU, Geography teacher "Stefan Velovan" National Pedagogical College, Craiova, pd_adelina@yahoo.com

Andrei DUCMAN – Master Student, University of Bucharest, Faculty of Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: ducmanandrei@gmail.com

Prof. gr. I. Elena BECHERU, Teacher, Middle School "Dimitrie Ion Ghica" Middle School, Radovanu, Calarasi, e-mail: becheru.elena@yahoo.com

INSECURITY AND SUSTAINABLE FOOD SECURITY IN NIGERIA

Afolabi Monisola TUNDE

***Abstract**: Sustainable food security enhances attainment of sustainable economic development. A nation that is not food secure is not likely to achieve sustainable economic development as availability, accessibility; stability and utilization without hampering the environment are the core areas of sustainable food security that can promote sustainable economic development. This paper reviews national insecurity issues and sustainable food security in Nigeria. It reviews literature on food security, security and insecurity issues; examines the impact of national insecurity on food security within the country; and highlights the coping strategies. The paper concludes by emphasizing that insecurity is a serious challenge confronting Nigeria in terms of economic development. Recommendations made include: good governance and effective leadership as solution to problems of insecurity and hunger. The need to empower and provide adequate security for rural farmers, also, hydroponics (soilless farming) should be encouraged within the country since farmers will not need soil and to clear bush for farming rather farming can be done at home.*
***Keywords**: Agriculture, Economic Development Food Security, Insecurity Issues and Sustainability*

INTRODUCTION

Nigeria's economy mainstay was built around agriculture prior to the discovery of petroleum in commercial quantity at Oloibiri, Delta state in 1956. After the discovery, petroleum was seen as a more feasible resource for economic development thereby making the government neglect agriculture and turning to a major food importer in order to feed the growing population (Matemilola and Elegbede, 2017). The population of Nigeria was put at 140 million in 2006 with a growth rate of 2.6% (NPC, 2006). In 2021, the population of Nigeria rose to 212,585,043 (NBS, 2021) with a growth rate of 2.5%. To feed this growing population necessitated the need for sustainable agriculture. In Nigeria, food security is a national concern considering that a larger number of its population is food insecure (FMARD, 2016). To curb the problem of food insecurity, Nigerian government over the years initiated various policies and some of these include National Accelerated Food Production Programme (NAFPP) (1972), Operation Feed the Nation (OFN) (1976), River Basin Development Authority (RBDA) (1977), Green Revolution Programme (GRP) (1980), Directorate of Food, Roads and Rural infrastructure (DFRRI) (1986), Better Life Program (BLP) (1986), National Agricultural Research Project (NARP) (1972), Family Support Programme (FSP) (1995) and Special Programme on Food Security (SPFS) (1999) (Tunde, 2013).

During the 1996 World Food Summit in Rome, all heads of Government and representatives pledged their support and commitments to achieving global food security and alleviation of hunger with the aim of halving the population of undernourished persons by the year 2015. In spite of this, Nigeria as a country is yet to achieve this, even in 2021.

Akerele, et al. (2016) observed that the prevalence of food insecurity in the low income urban and rural households of Nigeria stands at 79% and 71% respectively. According to UN Food and Agriculture Organization (2021), about 9.2 million people in Nigeria are confronted with the crisis of food insecurity and armed conflicts. This figure is anticipated to increase to over 12.8 million by 2050 (FAO, 2021). Food security is a serious challenge facing Nigeria. Hence, the president of Nigeria Muhammadu Buhari established National Food Security Council to address problems facing food and agriculture sectors.

Several studies have been carried out on how agricultural production can be improved upon for sustainable economic development in Nigeria. However, the recent hike in the prices of food in every part of the country is an indication that food security has not been adequately and critically analyzed in spite of the various approaches at addressing the challenge. Nigeria is a food-deficit country (Sahel and West Africa Club Secretariat, 2020) and insecurity is the order of the day.

Furthermore, huge amount of money have been spent in an effort to ensure food security for Nigeria citizens without significant success. Hence, the need to examine the impact that national insecurity issues have on food security within the country. This paper therefore reviews the increasing security challenges facing Nigeria and the impact on sustainable food security. Specifically, the paper:

i. reviews literature on food security, security and national insecurity;
ii. identify the causes of insecurity;

iii. examine the impact of insecurity issues on food production; and
iv. highlight the coping strategies

CONCEPT OF FOOD SECURITY

The emergence of the term "food security" was introduced in the mid-1970s, at the World Food Conference in 1974. FAO expanded the concept of food security in 1983 to include securing access by vulnerable people to available supplies, meaning that attention should be balanced between the demand and supply side of the food security equation: "ensuring that all people at all times have both physical and economic access to the basic food that they need" (FAO, 1983). World Bank, (1986) defined food security as the condition whereby all people have access to sufficient food to live healthy and productive lives. The United States Agency for International Development (USAID) Bureau for Africa, (1986:12) cited in Ojelade (2019) defined food security as a situation "When all people at all times have physical, social and economic access to sufficient food to meet their dietary needs for a productive and healthy life". A standard definition was however agreed upon and adopted during the World Food Summit in 1996. The World Food Summit, 1996, agreed that food security "exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life" (FAO, 2008). The World Bank (2007) indicated that food security is of three folds, viz: food availability, food accessibility and food affordability. Availability of food which is crucial to this paper means ensuring sufficient food for the households through production. According to Amaechi (2018) food security can be seen as the relationship between the total numbers of people and food available at a particular time. It is the state of affairs where all people at all times have access to sufficient food. "A household is food secure when it has access to the food needed for a healthy life for all its members and when it is not at undue risk of losing such access" (UN, AC/SCN, 1991). National food security is when the amount of food available in a country is evenly distributed and enough to meet people's food needs (Tunde, 2009).

The declared aim of the federal government of Nigeria's agricultural policy for vision 20:20:20 according to Towobola et al. (2014) include '(i) achievement of food security, (ii) increase production and productivity, (iii) generate employment and income, and (iv) expand exports and reduce food imports thereby freeing resources critical infrastructural development and delivery of social services'.

Sustainable food production is "a method of production using processes and systems that are non-polluting, conserve non-renewable energy and natural resources, are economically efficient, safe for workers, communities, consumers, and do not compromise the needs of future generations"(Foresight, 2011). Sustainable food security is when sufficient and healthy food is provided for all people without exhausting our planet (Donkers, 2014). Helland and Sorbo (2014) argue that sustainable food security will require: (a) availability of adequate food production, (b) access to food and ability to purchase food, (c) sufficiency in terms of nutrition, energy, proteins, micronutrients as well as safety, and (d) the stability and foreseeability of these conditions. Attainment of sustainable food security is however beclouded by insecurity issues confronting Nigeria, hence, the need to examine the coping strategies.

CONCEPTS OF NATIONAL SECURITY AND INSECURITY

Security can be seen as protection from sudden and hurtful disruptions in the pattern of daily life whether in homes, in jobs or communities (UNDP, 1994). Ibidapo-obe (2008), says "security can be seen as the situation that exists as a result of the establishment of measures for the protection of persons, information and property against hostile persons, influences and actions". A citizen can only be protected when he or she is economically, medically, educationally, environmentally socially, and politically protected.

Nigeria is in a precarious situation as the security of the country is being threatened. Total security encompasses security of lives and property, food, health of the people, security of economic and raw material resources, of the environment and of a national integrity. The security interest includes safety of life and property, economic, psychological, mental welfare and freedom to pursue the attainment of legitimate objectives without hindrance. Put together therefore, security can be seen as total freedom from threats of dangers such as economic, political, social or psychological problems, peace of mind, not vulnerable to harm and loss of life, property and livelihood. Insecurity on the other hand connotes a state of fear due to lack of protection (Beland, 2005). Achumba *et al.* (2013) defined insecurity from two perspectives. Firstly, it is the state of being exposed to danger where danger is the condition of being susceptible to harm or injury. Secondly insecurity is said to be the state of being unlatched to anxiety, where anxiety is a vague unpleasant emotion that is experienced in anticipation of some misfortune.

CAUSES OF INSECURITY

Some of the causes of insecurity in Nigeria include:

- porous frontiers of the country which encourages individual to move freely without being tracked
- religious fanaticism and intolerance is a major source of insecurity in the country
- poor distribution of resources and neglect of the people
- ethno-religious conflict is also a source of insecurity in Nigeria
- loss of socio-cultural and communal value system
- inadequate equipment for the security arm of government, both in weaponry and technical know-how
- failure of government at all levels in the past in providing basic needs and delivering public goods and services to the masses

IMPACT OF NATIONAL INSECURITY ON FOOD SECURITY

In Nigeria, there are several issues of national insecurity that affect food security; some of these include kidnapping, civil war, conflicts, Boko Haram's insurgency, Niger Delta crisis, Fulani herders/farmers clashes among others. These have led to loss of lives and property, displacement of communities, loss of livelihoods and increased food prices. Oludayo (2020) reported that a number of conflicts were experienced in Obi, Doma, Keana and Awe local government areas of Nasarawa State in 2017 that led to the displacement of communities and loss of lives and livelihoods. Similarly, a Punch Newspaper reporter Oyekola (2021) reported that suspected herdsmen cut off the right hand of a rice farmer, in Bindofu village, Edu Local Government Area of Kwara State. Premium Times (2021) reported that two farmers were killed in Isaba Ekiti, in Ikole Local Government Area of Ekiti State by suspected herders.

Similarly, about 4.5million people are facing food insecurity in Nigeria and some neigbhouring countries as a result of Boko Haram insurgency (Adebola, 2018). This insurgency caused population displacement and limit crop production below average, restricting market and trade activities and causing higher food prices since farmers can no longer visit their farmlands. The effect of this crisis is that farmlands have been converted to battle field.

Recently, in virtually all the states across the country, farmers especially smallholders are afraid of going to the farms to carry out farming activities as result of fear of being kidnapped or clashing with Fulani herdsmen. This in most cases leads to loss of lives, property and displacement of the farmers. A very good example is late Dr. Aborode, a large-scale commercial farmer in Ibarapa who was killed on 11th December, 2020 by Fulani herdsmen. In the same vein, Premium Times reported that some gunmen kidnapped four farmers in a farm location in Ekiti, demanding N50 million as ransom to secure their release.

Similarly, the fear of being attacked on the road and kidnapped for ransom has made many food traders, both small and large-scale farmers abandon farming and food business thereby leading to food insecurity (FEWS NET, 2013). Corroborating this is the failure of government at all levels in providing basic needs and delivering public goods and services to the masses. This has led to increase in crime rate such as terrorism and kidnapping; hence, the security of lives and property of food producers remains a challenge thereby leading to food insecurity. From all these analyses, it can be established that Nigeria has huge potentials of agricultural development but national insecurity issues are impacting seriously on availability, accessibility, stability and utilization of food within the country. Hence, national security if adequately ensured can promote sustainable food security within the country.

COPING STRATEGIES

The coping strategies include: good governance, effective leadership and enabling environment should be provided by the government of Nigeria for its citizens particularly those in the food business. Farmers at the rural and urban areas of the country should be encouraged, empowered and provided with adequate and urgent security for optimum production. This will encourage achievement of food security by 2030.

Also, hydroponics (soilless farming) should be encouraged within the country since farmers will not need soil and to clear bush for farming rather farming can be done at home. Favourable policies should be targeted at small scale rural farmers so as to ensure food security. Sack method of food cultivation (a method of growing crops in soil-filled sacks or polythene bags) is suggested within individual compounds as this will discourage farming at community fringes. A strong monitoring mechanism for controlling indiscriminate discharge should be developed by the government. Hence, there is the urgent need to re-strategize Nigeria’s security architecture in order to enhance sustainable development of the economy.

CONCLUSION

In spite of the fact that Nigeria is blessed with abundant fertile land for agriculture and enormous human resource, food crisis still looms **large in the country.** It can therefore be concluded that insecurity in terms of the activities of kidnappers, militants, violent armed robbers and particularly Boko Haram in the country have continued to disrupt farming activities and famers' productivity levels across the country. This in turn has unequivocally affected economic development. Furthermore, if insecurity is not checked by the government, it will affect the achievement of sustainable development goals (SDG 2 & 8). Security of lives and property will undoubtedly guarantee food security, health and economic security of a nation. When citizens feel unsafe physically and psychologically, promoting increased food productivity will be a mirage.

REFERENCES

Achumba, I. C., Ighomereho, O. S and Akpan-Robaro, M. O. M. 2013. Security Challenges in Nigeria and the Implications for Business Activities and Sustainable Development. Journal of Economics and Sustainable Development, 4(2), 79-99.

Adebola, T 2018. A five-point plan to make Buhari's council on food security a success. Reliefweb.

Akerele, D., Momoh, S., Aromolaran, A.B., Oguntona, C.R.B. and Shittu, A.M. 2013. *Food Insecurity and Coping Strategies in South-West Nigeria*. Springer Science + Business Media Dordrecht and International Society for Plant Pathology, 407-414.

Amaechi, L. N. 2018. Food Security and Sustainable Agricultural Development in Nigeria. *International Journal of Social Sciences and Humanities Invention*, *5*(6), 4765–4768. https://doi.org/10.18535/ijsshi/v5i6.01.

Beland, D. 2005. The Political Construction of Collective Insecurity: From Moral Panic to Blame Avoidance and Organized Irresponsibility. Center for European Studies, *Working Paper Series* 126.

Donkers, H 2014. Sustainable Food Security, A Paradigm for Local and Regional Food Systems. *International Journal of Humanities and Social Science*4, (12), 89-98.

FAO 1983. *World Food Security: a Reappraisal of the Concepts and Approaches.* Director General's Report. Rome.

FAO 2008. An Introduction to the Basic Concepts of Food Security. *In: Food Security Information for Action:* Practical Guides, EC-FAO Food Security Programme.

FAO 2021. Over 9 million people in Nigeria face food insecurity. Northeastern Nigeria. Response overview.

FEWS NET 2013. *Nigeria Food Security Outlook.* FEWS NET, Bauja.

FMARD 2016. The agriculture promotion policy (2016 – 2020): Building on the successes of the ATA, closing key gaps. Retrieved from https://fscluster.org/sites/default/files/documents/2016-nigeria-agric-sectorpolicy-roadmap_june-15-2016_final1.pdf.

Foresight 2011. The Future of Food and Farming: Challenges and Choices for Global Sustainability. Final Project Report. London: Government Office for Science.

Helland, J., and Sorbo, G. M. 2014. *Food Security and Social Conflict*. CMI Report 2014:1. Bergen: Christian Michelssen Institute.

Ibidapo-Obe, A 2008. The Utility of Close-Circuit Television (CCTV) in Intelligence Gathering by Security Operatives in Nigeria. P*roceedings of conference on intelligent security*, Lagos.

Kalu, E.O, Ajuzie, H.D and Chukwu, C.C 2018. Insecurity Challenges in Nigeria: Human Security Option as a Panacea. *Research on Humanities and Social Sciences* 8(5),1-9. www.iiste.org.

Matemilola, S. and Elegbede, I. 2017. The Challenges of Food Security in Nigeria. *Open Access Library Journal*, 4, 1-22. doi: 10.4236/oalib.1104185.

Nigeria Bureau of Statistics 2021. Population of Nigeria (1950-2021).https:// www.nigerianstat.gov.ng.

National Population Commission 2006. *Population Census of the Federal Republic of Nigeria.* Analytical Report of the National level, NPC, Abuja.

Ojelade, Shola E 2019. Effect of Herdsmen and Farmers' Crises on Food Security in Nigeria. International Journal of Law and Politics Studies (IJLPS). Published by Al-Kindi Center for Research and Development.

Oludayo 2020. What's triggered new conflict between farmers and herders in Nigeria. The Conversation.

Oyekola, T 2021. Herdsmen attack angry Kwara rice farmers, chop off hand. The Punch Newspaper. Punchng.com.

Premium Times Newspaper 2021. Farmers/Fulani herdsmen Crisis in Nigeria.https:// www.premiumtimesng.com.

Sahel and West Africa Club Secretariat, 2020. *Maps & Facts Food and Nutrition Crisis 2020 Analyses & Responses* https://www.oecd.org/swac/maps/Food-nutrition-crisis-2020-Sahel-West-Africa_EN.pdf.

Towobola W.L, Luqmanm R, Kolade T.T, Ogunwale A.B and Olakojo S.A 2014. Entrepreneurship: A Vehicle for Sustainable Food Production in Nigeria. Journal of Poverty, Investment and Development - *An Open Access International Journal* 5 (2014), 73-77.

Tunde, A.M. 2009. Women Farmers and Food Security in Asa LGA, Kwara State. *Geo-studies Forum.* 4(1&2); 148-164, Published by Department of Geography & Environmental Management, University of Ilorin.

Tunde, A.M. 2013. An Assessment of the challenges and Prospects of Agriculture in Nigeria. *Contemporary Journal of Social Sciences.* 2, 62-76, Published by Faculty of Social Sciences. Kogi State University, Anyigba.

UN FAO 2021. *Over 9million people in Nigeria face food insecurity*.

UN ACC/SCN (united Nations Administrative Committee on coordination-sub committee on Nutrition) 1991. *Brief on policies to alleviate under consumption and malnutrition in deprived areas*. Draft Revised 12 February Geneva.

United Nations Development Programme (UNDP) 1994. *Human Development Report* 1994, New York: Oxford University, Press pp. 22.

World Bank 1986. *Poverty and Hunger: Issues and Options for Food Security in Developing Countries*. Washington DC.

World Bank, 2007. *Agriculture for Development: World Development Report 2008*, Washington DC: The World Bank.

NOTES ON THE AUTHOR

Dr. Afolabi Monisola TUNDE is a Senior Lecturer in the Department of Geography and Environmental Management, University of Ilorin, Nigeria. Her area of interest includes Agricultural/Rural Development and Gender studies. She has about forty (40) publications to her credit.

CLIMATE CHANGE AND THE USE OF RENEWABLE ENERGY SOURCES IN EUROPE

Gordana PETROVIĆ
Adriana RADOSAVAC
Tomislav BRZAKOVIĆ

***Abstract**: This paper presents a brief overview of research on climate change on Earth, as well as a fact-based scenario that predicts climate change in the future. The aim of this paper is to show the impact of climate change on the planet, in order for humankind to prepare in time to adapt and mitigate the consequences of this phenomenon. The paper method includes the collection and analysis of contemporary relevant data and literature in the field of global climate change. Majority of phenomena contributing to climate change can be attributed to human activities that have endangered environmental security. Further on the paper presents research data considering the use of renewable energy sources in Europe, which has a very significant role in reduction of carbon dioxide (CO2) emissions into the atmosphere, which represent an important part of European Union (EU) policy. Also, this paper presents the share of renewable energy sources in final energy consumption, as well as electricity and traffic consumption. It is important to point out that climate change requires adaptation by overall society in order to successfully overcome all the consequences of this global problem. It is absolutely necessary to actively consider the environmental problems at the national and global level in order to find ways to solve them.*
***Keywords**: climate change, human activities, environment, Europe, renewable energy sources*

INTRODUCTION

As well as the economic growth, the protection of environment is equally important, and we are witnessing a growing interest in the efficient use of natural resources and environmental protection. Efforts are being made to harmonize economic and environmental interests and to find more adequate instruments for encouraging sustainable social development (Petrović-Randjelović et al., 2020).

The impact of climate change on our planet is quite noticeable. It is believed that climate change will cause the greatest damage to developing countries, because they do not have enough financial and technical resources to adapt to some natural disasters, such as floods or droughts.

Humankind do not only feel environmental change, but humankind also creates it. Excessive exploitation of resources in the industrialized world and unsustainable economic policies have led to many factors that generate global climate change (Beniston, 2010). There are opportunities to adapt to climate change. Implementation of strict mitigation measures can ensure that the impact of climate change remains under control and our future more certain (Veljković et al. 2016).

The best assessment in terms of global warming was given by the Intergovernmental Panel on Climate Change (https://www.ipcc.ch/site/assets/uploads/2018/02/ar4_syr_full_report.pdf), which predicts that future warming will increase between 1.8-4.0°C. The increase in temperature can lead to large-scale consequences, especially when it comes to the most vulnerable groups, the poorest inhabitants of the planet. Therefore, if there is an additional increase in temperature, intensification of harmful effects can be expected, so there is a logical growing concern regarding possible changes in the distribution of precipitation and water availability, which directly affect the food supply. It is also clear that rising sea levels are threatening millions of people, especially those living in island nations, as well as numerous economic centres located in areas near the sea.

Global average air temperature shows that until 2007 it was 0.8°C higher than in the pre-industrial period (from 1850 to 1899), while for the mainland the average was 1.0°C. The growth rate of average global temperature has increased from 0.1°C per decade, in the past 100 years to 0.2°C per decade. Estimates of global warming projects further increase in average temperature (Popović et al., 2009).

Observation of the European global average temperature shows that Europe has warmed significantly more than the average. Until 2007, the average annual temperature for the European continental area was 1.2°C higher than in the pre-industrial period, while for the combined area of sea and land it was 1.0°C higher. The projections of the annual temperature (obtained based on forcing climate models according to different scenarios of climate change) are that the temperatures will increase further, 1.0-5.5°C. During the winter, the greatest warming is expected in Eastern and Northern Europe, and during the summer in Mediterranean and Southwestern Europe (Popović et al., 2009).

The intensity of extreme rains has increased in Europe over the last fifty years, even in areas with reduced medium rainfall such as Central Europe and the Mediterranean (an increase in the frequency of heavy rainfall is projected for Europe as a whole). It is also projected that the length and frequency of droughts will increase, especially in southern and south-eastern Europe.

However, there are opinions among scientists that the climate has always changed and that it is a part of natural cyclical behaviour that has happened on several occasions in the past. The sun is the source of life on Earth and the driver of almost all processes that take place in the atmosphere. It is believed that the Sun creates a greater amount of energy, and the consequence of this is an increase in temperature on Earth.

Climate change is already happening, and man cannot completely prevent it, but he can mitigate it. What a person can do is to increase energy efficiency, to use more renewable energy sources, to apply recycling processes and use clean technologies. Renewable energy technologies also provide a unique opportunity to limit carbon emissions without compromising access to energy, which has significant implications for slowing climate change (UNDP, 2013).

Therefore, in order to maintain the optimal conditions on Earth, which enable the survival and development of living beings, it is necessary to harmonize the interests between present and future generations. Use of natural resources must be driven on the principles of equality between input and output.

CLIMATE CHANGE AND RENEWABLE ENERGY IN THE EU

The use of renewable energy sources is a key to climate solution. Energy use is changing rapidly. An increasing shift to renewables is needed, however, it must happen faster, not only in electricity production, but in heating, buildings, and transport, in order to stop the rise in global temperatures.

Renewable energy sources could supply four-fifths of the world’s electricity by 2050, which will significantly reduce carbon emissions and help mitigate climate change. Solar energy, wind energy, water, biofuels are a key part of actions to promote and use renewable energy today and in the future. Climate change, high fossil fuel prices, and energy security concerns underscore the urgent need for a faster transition to a clean energy system.

The Intergovernmental Panel on Climate Change emphasizes that renewable energy sources should increase greatly in all sectors of the economy in today's conditions with 14% of total energy. They need to have a further growth trend that will reach a value of about 40% in 2030. At the same time, energy from non-renewable sources should be decisively replaced, which would reduce carbon dioxide emissions and reduce air pollution, which aims to mitigate and slow down climate change. The growth of renewable energy sources can also stimulate employment, through the creation of new jobs in new "green" technologies.

The EU reached a share of 22.1% in its gross final consumption of energy from renewable sources in 2020, which is significantly higher than in 2004, when consumption from renewable energy sources was 9.6%. Table 1 shows the latest available data on the share of renewable energy sources in gross final energy consumption.

Table 1. *The share of renewables in gross final energy consumption in the EU and other countries in Europe in 2020*

	Share of renewables in gross final energy consumption (%)		**Share of energy from renewable sources in gross electricity consumption (%)**		**Share of energy from renewable sources in traffic (%)**	
	Years					
Countries	**2004**	**2020**	**2004**	**2020**	**2004**	**2020**
1. Belgium	1,9	13,0	1,7	25,1	0.6	11,0
2. Bulgaria	9,2	23,3	8,4	23,6	1,0	9,1
3. Czech Republic	6,8	17,3	3,7	14,8	1,2	9,4
4. Denmark	14,8	31,6	23,8	65,3	0,4	9,6
5. Germany	6,2	19,3	9,4	44,7	2,1	9,9
6. Estonia	18,4	30,2	0,5	29,2	0,2	12,2
7. Ireland	2,4	16,2	6,0	39,1	0,0	10,2
8. Greece	7,2	21,7	7,8	35,9	0,1	5,3
9. Spain	8,3	21,2	19,0	42,9	1,0	9,5
10. France	9,3	19,1	13,8	24,8	0,8	9,2
11. Croatia	23,4	31,0	35,0	53,8	1,0	6,6
12. Italy	6,3	20,4	16,1	38,1	1,2	10,7
13. Cyprus	3,1	16,9	0,0	12,0	0,0	7,4
14. Latvia	32,8	42,1	46,0	53,4	2,1	6,7
15. Lithuania	17,2	26,8	3,6	20,2	0,4	5,5

16. Luxemburg	0,9	11,7	2,8	13,9	0,1	12,6
17. Hungary	4,4	13,9	2,2	11,9	1,0	11,6
18. Malta	0,1	10,7	0,0	9,5	0,0	10,6
19. Netherlands	2,0	14,0	4,4	26,4	0,5	12,6
20. Austria	22,6	36,5	61,6	78,2	4,5	10,3
21. Poland	6,9	16,1	2,0	16,2	1,6	6,6
22. Portugal	19,2	34,0	27,4	58,0	0,4	9,7
23. Romania	16,8	24,5	28,4	43,4	1,8	8,5
24. Slovenia	18,4	25,0	29,3	35,1	0,9	10,9
25. Slovakia	6,4	17,3	15,4	23,1	1,5	9,3
26. Finland	29,2	43,8	26,7	39,6	1,0	13,4
27. Sweden	38,4	60,1	51,2	74,5	6,3	31,9
European Union	**9,6**	**22,1**	**15,9**	**37,5**	**1,4**	**10,2**
28. Island	58,9	83,7	93,1	102,7	0,0	12,0
29. Norway	58,4	77,4	98,0	113,8	3,1	28,7
30. Montenegro	/	43,8	/	61,5	/	0,6
31. Serbia	12,7	26,3	18,5	30,7	0,5	1,2
32. Bosnia and Herzegovina	20,2	/	40,3	/	/	/
33. Albania	29,6	45,0	70	100	0,1	0,3
34. North Macedonia	15,7	19,2	14,5	23,4	0,2	0,1

Source:
https://ec.europa.eu/eurostat/databrowser/view/NRG_IND_REN__custom_2394713/default/table?lang=en (29th March 2022)

A comparison in years 2004 and 2020 in the European countries shows an increase in energy consumption from renewable sources in gross final energy consumption. Sweden has more than half of its energy from renewable sources in its gross final energy consumption as a member of the EU (60%) among the member states in 2020. Then come Finland (44%) and Latvia (42%). At the opposite end of the scale, Malta (11%), Luxembourg (12%) and Belgium (13%) have the lowest share of renewable energy sources. Iceland (83.7%) and Norway (77.4%) have the highest consumption of energy from renewable sources in their gross final consumption in Europe (Europe Strategy, 2020).

If we look at the highest consumption of energy from renewable sources in its gross final consumption in Serbia and its surroundings during 2020, we notice that its consumption is only higher than in North Macedonia, while in 2004 Serbia had the lowest consumption in the region.

When it comes to the consumption of electricity from renewable sources, the leading role among EU member states, over 70% of the consumed electricity in 2020 produced from renewable sources, have Austria (78.2%) and Sweden (74.5%). Renewable electricity consumption was also high in Denmark (65.3%), Portugal (58%) and Latvia (53.4%), which accounted for more than half of the electricity consumed. On the other hand, there are EU member states whose share of electricity from renewable sources was below 15%, such as Malta (9.5%), Hungary (11.9%), Cyprus (12.0%), Luxembourg (13.9%) and the Czech Republic (14.8%). EFTA countries Norway and Iceland produced more electricity from renewable sources than they consumed in 2020, leading to a share of more than 100%.

When considering the consumption of renewable energy sources (including liquid biofuels, hydrogen, biomethane, “green“ electricity, etc.) in transport, the EU’s goal was to have a 10.0% share of renewable energy consumption in transport in 2020 (transport Among the EU Member States, the share of renewable energy in fuel consumption in transport ranged from a high of 31.9% in Sweden, 13.4% in Finland and 12.6% in the Netherlands and Luxembourg up to 7% or less in Greece (5.3%), Lithuania (5.5%), Poland (6.6%) and Croatia (6.6%). EFTA country Norway also reported a high share of renewable energy in transport fuel consumption (28.7%).

Based on the 2008 initiative, the EU adopted a climate and energy package (Decision No 1600/2002/EC) aimed at increasing renewable energy sources; the goal for 2020 was the use of renewable energy sources of 20% of total energy consumption. Also, the goal was for 20% of the share in energy consumption to be obtained from renewable sources, while renewable sources should also make up 10% of the share of fuel used in the transport sector by the same date (Nikolić et al., 2012).

The EU goal known as the “20-20-20“ sets three key targets: a 20% reduction in greenhouse gas emissions comparing to levels from 1990’s; increasing the share of energy consumption from renewable sources to 20% and increasing energy efficiency by 20%. All these measures represent an integrated approach to climate and energy policy aimed at combating climate change, increasing the EU’s energy security and strengthening its competitiveness (Todić, 2011).

CONCLUSION

Unfortunately, the relationship between man and nature nowadays is not in accordance with its basic laws, which means that there are numerous factors that endanger the environment. Today, climate change is recognized as one of the biggest and most serious challenges for the planet, because there is scientific evidence that the high concentrations of gases in the atmosphere, which cause the greenhouse effect, are the reason for global warming. Climate change occurs exclusively as a result of human influence on the planet. The consequences of climate change are visible and serious, which is why serious measures must be taken to address and prevent them. It is necessary to adapt to the changes in the energy sense, which means switching to renewable energy sources. Sweden uses the most renewable energy in its gross final consumption among EU members (60%), while the EU average is 22.1%. Of all European countries in 2020, Iceland (83.7%) and Norway (77.4%) used renewables the most in gross final consumption. In terms of electricity consumption from renewable sources, the leading countries in Europe are Austria (78.2%) and Sweden (74.5%). When it comes to the use of renewable energy sources in transport, the leading countries are Sweden (31.9%), Finland (13.4%), the Netherlands (12.6%) and Luxembourg (12.6%).

What all the countries of the world need to do, when it comes to the problem related to climate change, is constant education and raising public awareness about this problem and insisting on energy conservation, regardless of the activity. International researchers emphasize that the impact of climate change will be more progressive in the future, but it is not possible to say with certainty to what extent. It is necessary to reduce the emission of harmful gases that cause global warming as soon as possible and to adapt to current and future changes. Since climate change is a global problem, it is necessary to find an adequate solution at the global level.

REFERENCES

Beniston, M. (2010). Climate change and its impacts: growing stress factors for human societies. *International Review of the Red Cross, 92* (879), p. 557.

Decision No 1600/2002/EC of the European Parliament and of the Council of 22 July 2002 laying down the Sixth Community Environment Action Programme, OJ L 242, 10.9.2002, p. 6–8.

Eurostat (2020). Data Browser statistic, available at: https://ec.europa.eu/eurostat/databrowser/view/ENV_WASGEN/default/table.

Nikolić Ratko, Simikić Marko i Tomić Milan (2012). Studijski program za oblast obnovljivih izvora energije i energetske efikasnosti. XVII Skup trendovi razvoja:

„Internacionalizacija Univerziteta“, Kopaonik, 27.02.-01.03.2012. Paper No B2.2-1, pp. 1-7, www.trend.uns.ac.rs.

Petrović-Ranđelović, M., Kocić, N. & Stojanović-Ranđelović, B. (2020).The importance of renewable energy sources for sustainable development, *Economics of Sustainable Development,* 4(2), p. 16.

Popović, T., Đurđević, V., Živković, M., Jović, B. i Jovanović, M. (2009). Promene klime u Srbiji očekivani uticaji. Agencija za zaštitu životne sredine.Beograd. pp.1-6.

https://ec.europa.eu/eurostat/databrowser/view/NRG_IND_REN__custom_2394713/default/table?lang=en (29th March 2022)

Strategija Evropa (2020). Četiri godine kasnije.

available at: https://europa.rs/images/publikacije/29-Evropa_2020.pdf

https://www.ipcc.ch/site/assets/uploads/2018/02/ar4_syr_full_report.pdf (18th March 2022),p.7.

Todić, D. (2011). “Vodiči kroz EU politike – Životna sredina”, Evropski pokret u Srbiji, Beograd, pp. 39–50.

Veljković, N., Stojanović, G., Cibulić, V. i Dopuđa-Glišić, T. (2016). Procena otpornosti na klimatske promene-snabdevanje naselja vodom i kanalisanje. Voda i sanitarna tehnika, XLVI (1). p. 5.

UNDP (2013). Derisking Renewable Energy Investment, UNDP New York http://www.undp.org/content/undp/en/home/librarypage/environment-energy/low_emission_climateresilientdevelopment/derisking-renewable-energy-investment/.

NOTES ON THE AUTHORS

Gordana PETROVIĆ, Ph.D., is an Assistant Professor at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail: milicakg98@yahoo.com

Adriana RADOSAVAC, Ph.D., is an Associate Professor at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail: adrianaradosavac@mef.edu.rs

Tomislav BRZAKOVIĆ, Ph.D., is a Professor and Dean at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail. tomislav.brzakovic@mef.edu.rs

CONCEPTUALIZATION OF THE CULTURE OF CANCELLATION

Marijana VUKČEVIĆ

***Abstract**: In recent times, the "culture of cancellation" has entered the vernacular of digital culture, primarily aimed at public figures who violate loose norms of social acceptability. In particular, a "culture of dismissal" is a form of public humiliation launched on social media to deprive someone of their usual influence or attention in order to make public discourse more diffuse and less monopolized by those in privileged positions. The paper theoretically establishes the concept of "culture of cancellation", its values, analysis and consequences of its social acceptance and application.*
***Keywords**: culture of cancellation, social networks, public humiliation, social norms*

INTRODUCTION

Social networking platforms were originally designed to allow individuals to engage in various forms of online interactions. This technology has robustly permeated various aspects of society, evolving into a generic term called "social media". It has become a powerful force in modern life, paving the way for the rise of digital participatory cultures and social movements. Social media has certainly produced a boon in modern life, from the convenience of online shopping to the proliferation of intentional networked misinformation and enabled individuals to be constantly connected despite distance and other physical limitations. However, continuous digital and continuous communication has been introduced. They are all connected to their digital devices, and the division online and in real life is blurred.

Sociologist Manuel Castels sets out important terminologies to critically describe the way in which interaction has taken shape in the digital age. More precisely, he coined the term "hypersociality", which is the transformation of sociability. He argues that an online society is a hypersocial society, not an isolation society. People generally do not fake their identity on the Internet, except for some teenagers who experiment with their lives. People incorporate technology into their lives, connect virtual and real reality of virtuality, live in various technological forms of communication, articulating them as needed (Castells 2005: 11).

With the existence of hypersociality, the emergence of networked individualism has become more tangible. Castells argues that the emergence of networked individualism, as a social structure and historical evolution, induces the emergence of individualism as the dominant culture of our societies, and new communication technologies fit perfectly into the way of building sociability through self-selected network communication (Castells 2005: 12).

With this development, new forms of collectivity were formed at the intersection of society and technology. Social media has not only become a prism for the exchange of information, but has paved the way for the rise of digital participatory cultures and social movements.

It has become a contested place for competitive forms of knowledge, culture and ideology. The act of firing someone, therefore, is one of those spontaneous collective practices initiated by social network users, without considering the possible consequences. There is no doubt that the "culture of cancellation" has become an integral part of the vernacular of digital culture, primarily directed against public figures who violate loose norms of social acceptability.

Scientific debates about the culture of cancellation have been limited, which can probably be attributed to the fear of cancellation if the arguments were against the dominant currents of certain social movements. The culture of cancellation is a manifestation of "vokeism" which is an ideology that views reality as socially constructed and defined by power, oppression and group identity (Alperstein 2019: 203). Therefore, everyone can be canceled, no one is spared. The culture of cancellation is paradoxical. It is both a form and a threat to freedom of speech. Consequently, the law should not absolutely protect or absolutely suppress it. Instead, the primary role of the law is to nurture a culture that values freedom of speech.

VIRTUAL COLLECTIVE CONSCIOUSNESS AND THE TRANSFORMATION OF CELEBRITY CULTURE

Alperstein (2019) followed the cultural changes that took place as social media became more widespread. It also sets the concept of virtual collective consciousness, where thoughts and beliefs merge on social networks. When thoughts and beliefs merge, it becomes the collective consciousness of similarly disposed individuals. He further explains that one's inner world is turned outwards to become part of the network, including membership in the crowd. Virtual collective consciousness is to some extent an expression of our wandering inner mind, the flow of consciousness, daydreams and nightmares, turned towards the links, spontaneously, synchronously within the social network, based in part on mediated social connections with celebrities and other people present and active. social network (Alperstein 2019: 204).

As elegant as it sounds, it bears a resemblance to an echo, where people with similar thinking hear only what they want to hear. Anything that could be contrary to their way of thinking and inclinations is considered undesirable. Social media users follow pages that are aligned with their views and do not follow those that seem contrary to their preferences. As one's thoughts and ideas become synchronized with other intermediary links on social networks, it becomes increasingly challenging to adapt ideas contrary to the dominant ideological climate.

This is the current digital social environment to which everyone is exposed. Celebrities, influential people, public figures, as individuals who influence their networks, are strictly against the loose standard of current social acceptability. Hearn and Schoenhof argue that the concept of fame is a very complex entity; it is a form of "constructed subjectivity consisting of different sets of self-referential practices that seek attention and seek the market" (Hearn, Schoenhoff 2015: 196). Celebrities are spectacles that are constantly attacked by various media, which enables permanent public interest. However, that all changed when social media became a platform for self-publishing. Traditional media institutions as gatekeepers have been cut off from the process and celebrities can now access the public directly through the digital networks they have nurtured. Equally, the public can directly reach these individuals through technology. Celebrities who use social media can now be considered influences. Similarly, influences on social media have also become a form of fame (Hearn, Schoenhoff 2015).

As mentioned earlier, there seems to be an indeterminate measure of social acceptability against which public figures are condemned. When public figures such as celebrities and influencers are the subject of scandal, there are usually four possible public reactions: condemnation, indifference, dissatisfaction, and approval (Cashmore 2006). However, events or behaviors that are considered scandalous are also constantly evolving. It is therefore difficult to assess which types of offenses will result in approval or condemnation. As media consumers, scandals attract the public. Decades ago, public figures were able to gracefully endure scandals and come out unscathed. But with the direct connection of these personalities with the public through technology, it is impossible to avoid a careful view of the public. One wrong word in one of the posts, a statement contrary to the dominant narrative of an "insensitive" joke or even a "problematic" essay will open the way for vitriol from social media users. Public disgrace ensues and the person who published it becomes fired.

1.1. What does "cancellation" mean in the digital world?

Those who were "canceled" violated the line of social acceptability, according to the unmarked and completely ambiguous norm of today's climate on social networks. Bromwich (2018) believes that it is an act of striking out someone whose expression - whether political, artistic or otherwise - used to be welcome or at least tolerated, but is no longer. In addition, it is a tactic of trying to erase someone from public discourse - either by public humiliation, deplatforming or demanding to be fired (Beiner 2020). There is no clear parameter that someone deserves "cancellation". With the ambiguous nature of a "culture of renunciation," a person who undergoes this form of public humiliation also has an extremely vague path to redemption. Some individuals argue that cancel cultura is a manifestation of an agency relationship. Professor Lisa Nakamura of the University of Virginia argues that cancel cultura is the ultimate expression of agency action (Bromwich 2018). This phenomenon is probably one of the greatest indicators of the democratization of discourse.

Natalie Pang from the National University of Singapore claims that marginalized voices are now heard, and the discourse is less dominated by individuals who are in positions of power and privilege (Lim, 2020). Not everyone agrees with the purpose of cancel culture. Walid Jumblat Abdullah believes that the dismissal of someone is ultimately a game of power: that power can be deprived of institutions and formal authority, or just popular opinion (Lim 2020). The problem lies in the lack of understanding of how to deal with it on one's own terms (Beine 2020).

One of the newest figures to be canceled is JK Rowling. On June 6, 2020, JK Rowling tweeted: If sex is not real, there is no same-sex attraction. If sex is not real, the lived reality of women on a global level is erased. I know and love trans people, but erasing the concept of sex removes the ability of many to talk meaningfully about their lives. It is not hate to tell the truth. This seems to have offended the transgender community, leading to its "cancellation". Accordingly, fan sites dedicated to Harry Potter, such as Mugglenet and The Leaky Cauldron, have severed ties with JK Rowling due to her trans-offensive tweet (Luu 2020). Her case is not unique because other famous public figures have been subjected to a culture of cancellation. There is now a push against a powerful force stemming from "cancel culture". The call for open discussion seems to be the way forward in this extremely complex cultural movement. Walid Jumblat Abdullah warns that the growing trend of "cancellation" is stifling open debate and increasing self-censorship among public figures (Luu 2020). Basically, "cancel culture" has become an apparatus for carrying out ideological purges.

1.2. Freedom of speech and a "culture of cancellation"

Roughly, freedom of speech is the freedom to reach the peak of what we feel, not what we should say (Luu 2020). In our thought and law, freedom of speech rests on several grounds. It promotes the autonomy and self-fulfillment of the individual and the wider culture. It protects the ideas, opinions and speech of minorities from the oppression of the majority or the state. Pluralism, on the other hand, is therefore the cornerstone of freedom and a democratic society. It is further crucial for democracy itself (Bromwich 2018).

Three points require emphasis. First, minority speech is not protected only, or even mostly, because of the minority. It is protected for potential audiences and for society as a whole. It is not easy that most may be wrong. Open dispute is a precondition for the majority's own opinion. Second, freedom of speech is not unlimited. What is important is that restrictions on freedom of speech may be needed to allow freedom of speech. For example, defamation law can be thought of as partially protecting the ability to participate in open debate; without it, it would be enough to irritate a falsely pious man or an irritable fanatic, to have his pen cruelly destroy him (Lim 2020: 55). Third, freedom of speech is as valuable as a legal principle. This value can be undermined by private actors, individually or collectively (Bromwich 2018).

There are three shades. First, "cancel culture" refers to calls and pressures to boycott or "cancel," and not just the acts of boycott, disinvestment, dismissal, or withdrawal that often follow. "Sancel kultura" is thus at the center of a spectrum of private speech control actions, with a "culture of provocation" - publicly condemning perceived offenses without invoking punishment - at one end and advocacy or use of violence at the other. "Sancel kultura" seeks to impose speech norms using social and economic coercion, not persuasion or violence.

Second, the word "culture" is important: "cancel culture" is the systematic and disproportionate use of this tool by one sector of society - reinforced by social media - in a way that undermines pluralism and open debate. Third, today's "cancel culture" wants to protect minorities from the hegemonic order that has long marginalized and silenced their voice. For his defenders, this is all new: for example, the response to Harper's letter claimed that minorities can now publicly criticize elites and socially hold them accountable; this seems to be the greatest concern of the letter.

However, the force of "cancel culture" stems from the use of culturally prominent accusations (racism, sexism, transphobia, etc.) that allege violations of the essential state values of equality. The state itself imposes far-reaching restrictions on freedom and freedom of speech in order to impose that value. Given this understanding of freedom of speech, how should law and society "undo culture"? Three broad approaches can be sketched (Cashmore 2006). From one point of view, society should promote calls for "cancellation" and protect them by law - either in all cases or, at least, when they claim to justify values supported by the state, such as equality. There are three arguments in favor of this. First, freedom of speech seeks exclusively to protect individuals from state censorship. Calls for abolition and subsequent forms of boycott are part of the freedom of individuals who undertake them. Other, this social censorship is in fact a "market of ideas" that functions properly, suppressing harmful words and actions without the need for state intervention. Third, "cancel culture" helps protected groups to actively participate in public debates on equal terms. Without it, these groups would be prevented from engaging in this debate by speaking in a way that marginalizes and silences them.

Critics of the culture of cancellation rarely struggle with the strength of this case. Calls for a boycott are clearly freedom of speech. Individuals and institutions respond to this social and economic pressure by choosing what to say, what to sell or buy, and when to (re) invite, fire, or hire. This is part of the usual action of individual freedom and, moreover, is an important means of achieving social change. The case, however, is flawed. First, as noted above, tradition does not see the state as the only (or even major) threat to freedom of speech. Nor does it absolutely protect freedom of speech from state interference, and calls for a boycott are no exception. Second, the undoing of the concentration of cultural power is a distortion of the "market of ideas." "Cancel culture" is a forced instrument of intolerance. Its goal is to act, as state censors before it, as "an oligarchy (which would) bring hunger to our minds, when we know nothing but what their thunder measures. " Worse, unlike state censorship, it lacks proper treatment or other protection against untruth, arbitrariness, or disproportion. Third, the fact that the annulment of culture imposes the imposition of state, universally divided opinions makes it more, not less, suspicious. Freedom of speech exists precisely to protect the expression of minorities (Cashmore 2006). Given this, the second approach would reverse the first: the law should prohibit some or all calls for cancellation based on a culture of cancellation. The previous paragraph set out a theoretical case for this. Legally, it could build on positive human rights obligations to protect individuals from violence, dismissal or eviction due to freedom of speech in certain cases. One could also rely on an attempt to suppress the boycott when it first developed as a political tactic in Ireland in the 1880s. The Crime Prevention Act criminalized the use or incitement to intimidation to detain where they can legally refrain or to refrain from acting where they can legally act. Intimidation meant any spoken word or action taken to intimidate any person into any injury or loss of property, work or livelihood (Hearn, Schoenhoff 2015: 199).

This approach is also flawed. First, it would return the state to the center, controlling in detail which calls for cancellation are allowed and which are not. Instead of expanding to the cacophony of "a lot of arguing, a lot of writing, a lot of thinking," the public square would shrink (Bromwich 2018). By weakening social control over speech, withdrawn legal lines would become a key cornerstone for acceptability. This would undermine autonomy. But it would also call for a growing political and legal challenge to those lines, this time conducted by public rather than private power. Second, this cellular, draconian interference with freedom of speech would obviously violate human rights law. Indeed, our tradition casts doubt on the argument that the state can protect speech by suppressing speech: despite Bailey's quote above, case law holds that freedom of speech collides with other values than itself. Finally, it is unlikely to succeed. The sting of the boycott is their collective nature and the reactions of the institutions to them, and the targeting of individual speech does not speak either. The Irish provision mentioned above was ineffective. Today, it is still less likely that the state could identify and punish any call on social media and private messages for "cancellation" (Bromwich 2018).

THE CULTURE OF "CANCELLATION" AND ITS CONSEQUENCES

The emergence and spread of a culture of cancellation have been some of the most significant trend events on global social media. Although vaguely defined as "the popular practice of canceling support for public figures and companies after they have done or said something deemed inappropriate or offensive", in many sources the culture of cancellation has authoritative power over modern society. The original goal of the public to get involved in the movement to act according to what they think is right, is certainly commendable. However, unlike its intention to form public opinion and take action in favor of the fair side of the argument, the practice of a culture of cancellation has also brought a number of problems. Issues arising from the excessive "cancellation" of certain public figures and companies due to a less offensive statement,

Economic consequences

The magnitude of the damage received by the victims of cancellation is not statistically measurable. The economic damage from boycotts is the most common, but they vary widely: for example, at the brand or corporation level, when the entire Chinese market "canceled" BTS in October, their company's stock prices fell from 258,000 Korean won to 142,000 Korean won. within two weeks. Damage to individuals is exacerbated because dismissal would result in job loss and reputational degradation. For example, American Amy Cooper was fired in May 2020 after a video showing her submitting a fake police report on a black observer went viral online and she did not regain her job after five months. Cancellation on social media is a companion to internet harassment. Intimidating messages and posts on social networks are posted and sent in huge quantities aimed at insulting the victims. Katy Perry or Gwyneth Paltrow are just a few examples of suffering from depression caused by "cancellations" and malicious comments.

Restriction of freedom of speech

Another problem with the culture of "cancellation" is that it restricts public figures from freely expressing their opinions. The criterion for assessing whether an opinion is inappropriate or not is unclear. It is generally accepted that racist or sexist comments can be considered offensive, some figures are annulled for absurd reasons. For example, the K-pop band BTS was canceled in China after paying tribute to the victims of the Korean War. Article 19 of the Universal Declaration of Human Rights (UDHR) states that “Everyone has the right to freedom of opinion and expression; This right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. ”Guaranteeing such a right to public figures is as important as guaranteeing such a result to those who challenge them.

Unjustified accusations

Another major problem with the cancellation culture is that some of the allegations are factually wrong. The most prominent examples are Johnny Depp and Amber Heard. In 2016, Amber accused her husband Johnny Depp of domestic violence and filed for divorce. After the trial, Johnny Depje was directly "canceled" and asked to give up his role in the film "Fantastic Beasts and Where to Find Them". However, in 2019, Depp sued Amber for defamation. The public "canceled" Amber and launched the hashtag "#Justice For Johnny Depp". Amber, in November 2020, is asking to leave the role in the Hollywood movie "Aquaman". Whether Depp or Hrd really committed violence remains a question. However, it is vital to understand that the public was preparing to mutually influence their "cancellation", without any basis on factual evidence.

Sociological context of the culture of "cancellation"

The culture of cancellation is a very interesting sociological phenomenon in its infancy. It led to the division of society primarily in America, and now this trend has begun to develop in our country as well. The debate on the "culture of cancellation" is at the forefront of the American cultural wars - which is becoming a key theme of the presidential campaign. " A culture of denunciation refers to the public condemnation and punishment of people whose words or deeds are considered immoral or inappropriate. " Viewed through a sociological lens, controversy is an example of social exclusion - a process that limits full participation in society and access to its opportunities, rights and resources - in the service of social inclusion. However, this paradox can only be resolved in a final analysis of deliberately inclusive practices that abolish long-standing institutions of exclusion. The culture of cancellation divides society and creates a gap between nations. "A Politico / Morning Consult poll recently reported that 46 percent of Americans believe the culture of cancellation has gone too far," with 49 percent who believe it has a negative impact on society. More than half of Americans believe that social consequences should be expected due to the expression of unpopular opinions. "(Silver, 2020)

Cancellation is generally a process of social exclusion that takes many known forms. Take gossip, for example. Its actual content is not relevant to its social function of ensuring compliance with group norms. Ostracism, excommunication and avoidance are literally biblical forms of social control. From Hester Prinne's Scarlet Letter to the President's Twitter feed, marking opponents unworthy of community membership has been a centuries-old method of imposing compliance. It is necessary for social life, regardless of one's ideology. Ultimately, social exclusion is forced, ending in imprisonment, exile, and even extermination (Silver 2020). The fact that the exemption procedure is so generic and multidimensional helps to explain the rhetorical connection of the culture of cancellation with many practices like this one. Social exclusion is more effective in changing behavior in certain circumstances. It is difficult to get away from gross violations of principles that are often shared, not disputed. Similarly, gossip and shame have little effect on those who do not want to belong to the community at all. Cancellation campaigns have more repercussions if they cause significant embarrassment. Even if ordinary people can quit, celebrities, whose position in society largely depends on their reputation, are at greater risk. Efforts on social control such as cancellation become strenuous at a time when the norms they want to enforce are under stress. When social movements demand that our institutions fulfill the promised ideals of equality and social inclusion, there is less forgiveness of intolerant objections. To resolve the paradoxical relationship between the use of exclusive methods to demand inclusive recognition, the change of powerful insiders and the system that benefits them must be allowed. Instead of following a "double closure" - in which opposing communities turn their backs on each other - we need more "invitations" (Silver 2020). practice with ideals. There is reconciliation for criminal behavior, but resolving shame, an essentially social emotion, calls for the re-establishment of social ties. There must be a way back. Abolishing social exclusion does not in itself achieve social inclusion, although these terms sound like logical antonyms. Although the system still has to overcome institutions that exclude social inclusion, it requires the active acceptance of foreigners and positive efforts to close gaps in outcomes.

THE CULTURE OF "CANCELLATION" - TWO WORDS THAT MEAN A LOT

Noam Chomsky, along with dozens of other artists, writers and academics from various fields, recently signed an open letter to Harper's Magazine in the United States, strongly condemning the "culture of cancellation". What is the definition of a cancellation culture? Modern society has established the practice of excluding certain people from public life by a planned boycott, based on a certain series of their biographies, certain unacceptable behavior or other (often incorrect) attitudes. This culture of "cancellation" began with the "#MeToo" movement, which rightly caused a decline in the credibility of some popular individuals. The preservation of the rights of other minority groups continued, and recently there was a discussion about changing the words of the American anthem because they were written by a slave owner in the 18th century. Kevin Hart, Kevin Spacey, Erika Badu, Taylor Swift, Bill Gates, Ryan Adams, Michael Jackson, Woody Allen and others are among the "victims" of the culture of cancellation (May 2020).

Many artists, writers and professors sent that open letter out of concern over the suffocating conversations and public debate, and Chomsky adds that his biggest concern is that the left has taken over the mechanisms of the right and started removing individuals from public life. "The culture of resignation is, in a broader sense, a traditional method, almost a mechanism of the mainstream establishment, which, until the last few years, was barely noticed and which, until the last few years, successfully defended the left to participate in public debates and public life." and why that method was invisible. "It simply came to our notice then. I will add, unfortunately simple. Because in the dominant, main ideology of the center-right, it was considered legitimate to impose boundaries on left-wing ideas and initiatives. " As a result, he argues, even if the method is successful, it will not be useful (Oloko 2019).

The origin of the "culture of cancellation" cannot be dated to a certain period, but the term that is coming to the collective consciousness is a very new phenomenon that dates back to 2017. How recent the phenomenon is will be shown through the following examples (Oloko 2019).

1. In June 2020, Hollywood actor Hartley Savier was fired from the cast of the TV show "The Flash: Season 7" for his insulting tweets from 2013.

2. In October 2020, the K-POP band BTS was canceled in China for paying tribute to Korean war victims, which the Chinese public perceived as an insulting opinion.

3. In July 2020, museum curator Gary Garels of the Museum of Modern Art in San Francisco resigned as a result of a petition accusing him of being racist, claiming that he collected art from white male painters.

4. In 2017, Hollywood star Matt Damon - known for his appearance in the "Jason Borne Series" - was accused of giving "rough" opinions about the Hollywood epidemic of sexual behavior.

5. President of the United States Donald Trump has been banned from using social networks. After repeating the racial curse, the longtime national scientific reporter shamefully resigned.

6. School districts in America are erasing the names of great Americans from school buildings. The congresswoman was reprimanded for propagating conspiracy theories. The buildings, named after historical heroes, including Abraham Lincoln, George Washington and Paul Revere, as well as modern individuals such as California Senator Diana Feinstein, are intended for remodeling.

7. Gina Carano, who plays the beloved character in the series "Star Wars" "Mandalorian", broke up with Disney. The decision was made in response to allegedly provocative statements on social networks about the use of masks and elections.

8. Stream provider HBO Max extracted the movie classic "Gone with the Wind" from its lineup. According to the statement, the 1939 painting reflects the time and shows ethnic and racial biases that were "wrong then, as they are now." The film's premise was set during the American Civil War and received a lot of reactions to how it portrays slavery. HBO issued a comment. Max claims that continuing to show the film without "explanation and isolation" from "racist descriptions" would be "irresponsible".

9. Similar variations can be found in some episodes of the cartoon Tom and Jerry. In addition to the description of the 1941 Dambo animation at the Disney Plus site, there is a disclaimer that certain segments include outdated cultural descriptors (May 2020).

Each of these incidents was presented as evidence of a "culture of failure" - the belief that fiery actors, mostly leftists, aim to suppress the valuation of free expression by permanently embarrassing and removing those suspected of violating them. Both sides of the argument of a culture of denial seem to have endless reserves of new sources of real anger in the national media. Loss of friends and social relationships, termination of work or commercial opportunities and denial of access to a platform from which offensive attitudes could be expressed are all effects of "cancellation" (Oloko 2019). Anger can sometimes be directed against public figures. An occasional individual whose works are broadcast on social networks is occasionally a target. In both circumstances, retaliation can be severe. The "culture of annulment" often has no effect. That word is loosely attributed to a wide range of actions, both online and offline, from vengeful justice to hostile debate, lurking, intimidation and harassment. Those who accept the concept of annulment demand more than apologies and withdrawals, although it is not always obvious whether the purpose is to correct a certain mistake or to eliminate the power imbalance (May 2020).

Examples of the "culture of cancellation" are also present in our country and are increasingly represented in our public life, especially on social media. Danijela Steinfeld, an actress, revealed the identity of the perpetrator of the case, claiming that it was her colleague Branislav Lecic. Such information provoked a public boycott, and Lecic was accused, not directly, but indirectly, by many colleagues who refused to perform with him on the same stage, a phenomenon known as the "culture of cancellation". Daniel was supported by numerous colleagues through social networks, which speaks volumes about their opinion, ie trust in colleagues, which is a great support to every victim.

According to many sociologists, this is the reaction of the actors in the Lecic-Steinfeld case, which is important for the development of a "culture of cancellation" and raising awareness of this topic in Serbia. YouTuber Bogdan Ilic, better known as Baka Prase, recently published a video in which he explained that he is withdrawing from YouTube for a while, because, as he said, he cannot quarrel with people he does not know. This announcement for his fans comes only a few weeks after accusations of pedophilia due to sex with minors appeared on the account of the popular YouTuber.

CONCLUSION

This paper focuses on the conceptualization of the phenomenon of "culture of cancellation", the values of this culture, the consequences of social acceptance and application, as well as its limitations. The "culture of cancellation" is a very complicated social movement. On the one hand, it is one of the highest indicators of democratization of society and public discourse. In contrast, it is a force for censorship and intolerance of ideas that are contrary to the dominant acceptable social norms. Some people think that there is a better way to draw attention to inappropriate behavior. In this paper, only the case of J.K. Rowling as a celebrity who was "canceled" on social networks due to inappropriate remarks addressed to the public.

"Cancel culture" is moving fast, it is not waiting for anyone and it rarely wants any explanation. The range of things that can be erased varies. At school, a student can say something and insult someone, so a whole group of children decides to "delete" it. In pop culture, it is enough for Taylor Swift to say an ugly thing about Kendall Jenner that another girl adores, and that girl is currently "erasing" that star. A very small thing is enough for someone to be deleted on social networks and in the virtual world, and then in reality. Once a person is erased, it is difficult to return to normal life.

The culture of cancellation is mostly talked about on social networks, where it takes the form of group humiliation of a person or company in focus. In addition, public humiliation is not new and has existed for centuries. History has shown that humanity has devised many creative, and at the same time horrible ways of humiliating an individual due to alleged social and legal violations. The concept of denying someone is similar to the one mentioned, but it is specially designed for the digital age in the midst of hypersociality. As such, the prevalence of a culture of cancellation discourages open debate; it is a form of criticism that is destructive. Perhaps it will further develop into a more constructive form of criticism, focused on action instead of person. As they say, everyone has skeletons in their closets; therefore, everyone can be subjected to a "culture of cancellation".

REFERENCES

Alperstein, Neil M. "Introduction: Mediated Social Connections: Place, Imagination and Togetherness." In *Celebrity and Mediated Social Connections*, pp. 1-29. Palgrave Macmillan, Cham, 2019.

Beiner, Alexander. "Sleeping woke: Cancel culture and simulated religion." *Prieiga per internetą: https://medium. com/rebel-wisdom/sleeping-woke-cancel-culture-andsimulated-religion-5f96af2cc107* (2020).

Yar, Sanam, and Jonah Engel Bromwich. "Tales From the teenage cancel culture." *The New York Times* (2019).

Cashmore, Ellis. *Celebrity culture*. Routledge, 2006.

Castells, Manuel, and Gustavo Cardoso. *The network society: From knowledge to policy*. Washington, DC: Center for Transatlantic Relations, Paul H. Nitze School of Advanced International Studies, Johns Hopkins University, 2005.

Blaff, Ari. "The Conflict Over the Conflict: The Israel/Palestine Campus Debate by Kenneth S. Stern." *Canadian Ethnic Studies* 52, no. 3 (2020): 151-154.

Hearn, Alison, and Stephanie Schoenhoff. "From celebrity to influencer." *A companion to celebrity* (2016): 194-212..

Lim, Kimberly. "Cancel culture: How Asia's 'woke brigade'became a political force." *South China Morning Post* 19 (2020).

Luu, Christopher. "The Harry Potter fandom officially cancelled JK Rowling." (2020)

Cho, Katherine Soojin. *Responding to campus racism: Analyzing student activism and institutional responses*. University of California, Los Angeles, 2020.

Nayar, Pramod K. *Seeing stars: Spectacle, society and celebrity culture*. SAGE Publications India, 2009.

Velasco, Joseph Ching. "Millennials as digital natives: examining the social media activities of the Philippine Y-generation." *Pertanika Journal of Social Sciences and Humanities* 28, no. 3 (2020): 1939-1957.

Oloko, Mariam, The Cancel Culture: Why It Can't Be Canceled. Solutions. Medium, 2019. Available at:medium.com/@adepejumariam/the-cancel-culture-why-it-cant-becancelled-solutions-7e190d9bf6d.

Silver, Hilary, Cancel culture as social exclusion, 2020. Available at: https://thehill.com/opinion/campaign/514231-cancel-culture-as-social-exclusion.

NOTES ON THE AUTHOR

Marijana VUKCEVIC MA,is an English language teacher at the Faculty of Applied Management,Economics and Finance,University Business Academy in Novi Sad,Serbia. E-mail:marijana.vukcevic@mef.edu.rs

GLOBAL FLOWS OF GOODS AND SERVICES AMONG THE MOST ECONOMICALLY DEVELOPED COUNTRIES IN THE WORLD

Gordana PETROVIĆ
Darjan KARABAŠEVIĆ
Svetlana VUKOTIĆ
Vuk MIRČETIĆ

***Abstract**: The faster growth of international trade partly stimulates the growth of the world economy. The growth of international trade results from both technological development and joint efforts to reduce trade barriers. Many countries have opened their economies to take full advantage of economic development opportunities through trade. National and global economies have become integrated through a global commodity trade network. China, the United States and Germany are the three most prominent global players in international trade. Countries that promote free trade, open borders and international cooperation drive economic globalization. In this way, access to cheaper raw materials and products is enabled, and the result of such global flows is lower costs and access to more extensive and growing markets around the world where goods and services can be sold.*
***Keywords**: Global economy, international trade, China, USA, Germany, goods and services*

INTRODUCTION

The world economy is characterised by a continuous increase in international trade flows and international investment flows, primarily foreign direct investment (Stojadinović Jovanović, 2016: 50). International trade is the exchange or trade of goods and services between different countries. This type of trade contributes to and positively affects the growth of the world economy. Therefore, for example, the European Union is one of the most successful economies in the world, and it represents the largest single market in the world (Petrović et al., 2021: 161). As part of international business, international trade enables the exchange of goods and services between companies and customers worldwide. "International trade arose from the need for countries to specialise and produce certain goods in larger quantities (Bijelić et al., 2010: 10). Its economic, social and political significance is always relevant because it represents a significant share of the gross domestic product in countries participating in international trade. No economy can base its growth on the self-sufficiency of real and financial resources, so it is directed to international trade, whose final balance is reflected in the degree of growth and macroeconomic variables of a particular economy (Balšić, 2014: 53).

International trade is of great importance because it leads to the integration of international economic markets. In that context, the importance of e-commerce is evident on an international scale, so it has continued to grow very noticeably since the beginning of the pandemic and is growing faster (Arandjelović et al., 2021: 185). Moreover, producers and consumers increasingly realise that economic and political activities on the macro level affect their lives, not only what is happening in their environment and country. Goods from all over the world are becoming more and more available to consumers. The process of globalisation leads to where products and services are available to everyone globally, "nations are getting closer, and economic ties between various economic entities multiply based on the principles of competition (Radojević, 2022: 9).

External trade is one of the most important activities of the national economy that provides actual transactions and changes in ownership of products and therefore emphasises real goods (Săvoiu, 2012: 25). Moreover, external trade is one of the primary sources of economic growth, as revealed by external trade theories of classical economists, because trade openness tends to be beneficial for growth, especially openness to foreign investment that supports the rate of innovation (Sujová et al., 2021).

The importance of exchanges between countries is reflected in many aspects. Exports affect the quality of products, because when exporting, products have to be made under the standards of other countries, making them more sustainable and competitive in both national and international markets.

1. EXPORT AND IMPORT OF GOODS IN THE WORLD

The process of globalisation, primarily because of the achievements of means of transport and communications, has turned our planet into a global village. As a result, enormous opportunities have been created that provide division of labour and comparative countries' advantages (Vesić, 2010: 137).

The global economy refers to interconnected economic activities worldwide between several countries. National and global economies have become integrated through a global commodity trade network. China, the United States of America, and Germany are the three most significant global players in international trade (Table 1), which sets them apart from others and ranks them among the most powerful countries in the world.

Table 1. The world's largest exporters and importers of goods (2015-2020)

Year	Export	World share in %	Import	World share in %
2020	1. China	15,2	1. USA	14,0
	2. USA	8,4	2. China	12,0
	3. Germany	8,1	3. Germany	6,8
	4. Japan	3,7	4. Japan	3,7
	5. Hong Kong	3,2	5. UK	3,7
2019	1. China	13,8	1.USA	14,0
	2. USA	9,0	2. China	11,3
	3. Germany	8,2	3. Germany	6,7
	4. Netherlands	3,9	4. Japan	3,9
	5. France	3,2	5. UK	3,8
2018	1. China	13,0	1.USA	13,5
	2. USA	8,7	2. China	11,0
	3. Germany	8,2	3. Germany	6,7
	4. Japan	3,9	4. Japan	3,9
	5. Korea	3,2	5. UK	3,5
2017	1. China	13,0	1.USA	13,7
	2. USA	8,9	2. China	10,5
	3. Germany	8,3	3. Germany	6,7
	4. Japan	4,0	4. Japan	3,8
	5. Korea	3,3	5. UK	3,7
2016	1. China	13,3	1.USA	14,2
	2. USA	9,2	2. China	10,0
	3. Germany	8,5	3. Germany	6,7
	4. Japan	4,0	4. UK	4,0
	5. Hong Kong	3,3	5. Japan	3,8
2015	1. China	14,1	1.USA	14,2
	2. USA	9,3	2. China	10,4
	3. Germany	8,2	3. Germany	6,5
	4. Japan	3,9	4. UK	3,9
	5. Korea	3,3	5. Japan	3,8

Source: https://trendeconomy.com/data/commodity_h2/TOTAL (18.3.2022.)

Exports of goods have always been one of the most significant indicators of a country's strength. The volume of exports of goods shows the financial and technological power of one country compared to others and the possibility of developing an extensive number of branches of business in those countries. China has been in the first place regarding the amount of exported goods since 2009, pushing the United States and Germany, which were leaders in previous years. Many dominant industries producing various types of goods have developed in China, such as the electrical products industry, the data processing industry, the clothing and textile industry, and the medical industry. "Chinese industry is launching technological innovations in emerging areas such as new and renewable energy, advanced nuclear energy, the next generation of telecommunications technology, big data and supercomputers, artificial intelligence, robotics, space technology and e-commerce (Nikolic, Petrovic, 2020: 123). Since the launch of economic reforms and the adoption of an open-door policy, international trade and the Chinese economy have experienced dramatic growth. China's integration into the global economy has contributed significantly to its sustainable economic growth (Sun, Heshmati, 2010: 2).

The United States of America has undoubtedly been one of the largest and most significant economies for many past years. The export of the USA is most influenced by the wealth of natural resources, excellent infrastructure and high technology of production. However, the cost of living, which is many times higher than that in China, significantly affects the reduction of American exports.

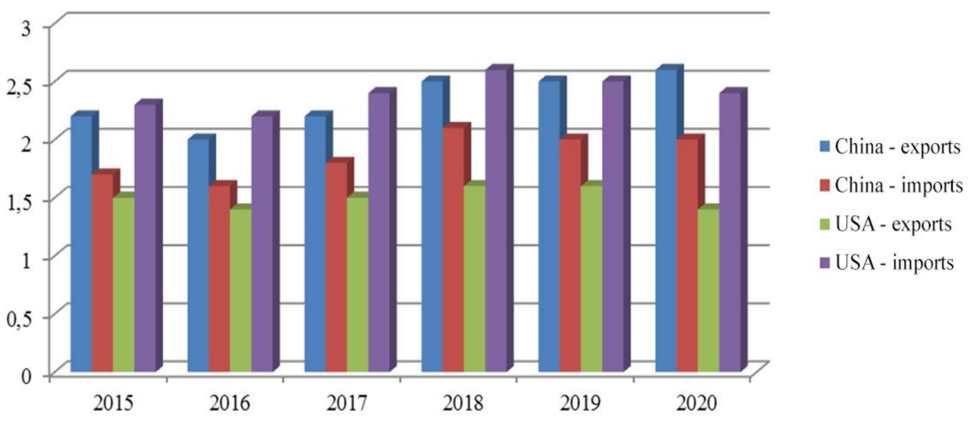
Germany ranks third in the world in exports of goods thanks to the highly developed production of cars, machines, electronics and pharmaceutical products. As a result, Germany is one of the most important economies in Europe and the world, and products from this country are exported globally.

According to international trade statistics, the world's five largest exporters and importers of goods (Table 1) during the observation period (2015-2020) amounted to about 39.0%, while other countries account for 61% of all other flows of goods. According to international trade statistics, the world's major economies (China, the United States of America, and Germany) account for 1/3 of total global export and import of products, which essentially separates them from others and places them among the world's most powerful countries.

2. COMPARISON OF THE WORLD'S LARGEST EXPORTERS AND IMPORTERS

According to statistics, the largest exporters and importers of "all goods" are China and the United States (Table 1). Exports of goods from China to the world in 2020 increased compared to 2019, while imports of goods decreased by 0.7% compared to 2019. In 2020, China exported the most goods to the United States (17.4%) and Hong Kong (10.5%). China imported goods mainly from Japan (8.5%), Korea (8.4%) and the USA (6.6%). When it comes to US exports and imports, there was a decrease compared to 2019. Exports of the USA decreased by 13.0%, while imports decreased by 6.3%. Most goods were exported to Canada (17.8%), Mexico (14.8%) and China (8.7%). On the other hand, the United States imported the most goods from China (19.0%), Mexico (13.6%) and Canada (11.4%). In the exchange of goods between the United States and China during 2020, the United States recorded an increase in exports to China by 16.9% compared to 2019, while imports from China decreased by 3.2%. From the aspect of the Chinese economy, there was an increase in the exports of goods from China to the United States by 8.1%, compared to 2019, and an increase in imports of goods from the United States by 10.3%.

Chart 1. International export and import flows of China and the USA in trillions US $ (2015-2020)



Source: https://trendeconomy.com/data/commodity_h2 (20.3.2022.)

The international flows of exports and imports of goods for the period 2015-2020, presented in the previous chart, show that China is recording growth in exports and imports, while the United States has uniform flows of exports and imports with minor oscillations.

The share of trade in the gross domestic product (GDP) will be higher if the country is more involved in global supply networks, i.e. if the products that are the subject of its exchange go through more stages of processing and in that chain are closer to the final product (Pelević, Vucković, 2011: 447). For example, according to the OECD (https://data.oecd.org/trade/trade-in-goods-and-services.htm), in 2020, China's exports of goods and services accounted for 18.0% of GDP, and imports of goods and services were 16%. In the US, the share of exports of goods and services in GDP was 10.0%, while imports of goods and services were 13.0% of GDP.

The global system of the world economy is a well-established mechanism that works according to its own rules. To achieve this, it is necessary to create an innovation-oriented national economy whose level of openness should promote the attraction of new industrial and information technologies, development of the country's export potential and provide staff trained in international standards (Gussenov et al., 2018: 1).

The growing role of trade flows and foreign direct investment in the global economy has produced growing interest among policymakers, media and the general public in their impact on employment and income worldwide (World Trade Organization, 2007: 13). International trade flows are an excellent way for countries to exchange goods and services. It also provides an opportunity for countries to specialise in producing those goods in which they have a comparative advantage. Furthermore, because trade can transfer different technologies, knowledge and skills to the exporting country, it can provide the basis for future economic growth. The positive side is reflected in creating a labour force, which is useful for the recipient country and the employees, especially in countries with high unemployment levels. On the other hand, several scholars have mentioned the negative effects of the integration in international trade; for example, simple jobs shift to developing countries and workers will lose their jobs or have to accept lower wages.

Some countries have specialised in producing certain goods, which has led to positive economic effects such as lower average costs and lower prices for customers. In addition, due to the presence of the global economy, it has become easier for countries to attract short-term and long-term investments. Therefore, it is critical to invest in developing countries because it has a significant impact on the growth of their economies. International trade creates positive externalities concerning technology, knowledge, and managerial skills. In addition, developing countries can achieve gains from trade through the exchange of capital, labour and technology.

According to the United Nations (UN, 2020: 1), a modest acceleration of the global economy is expected in the future. The increase in global activity is expected to be driven by relatively faster growth in developing regions and the recovery of several large economies from negative shocks. Risks in the international economy include escalating trade disputes, a sharp drop in investors' appetite for risk and rising geopolitical tensions. In addition to the above, we can conclude that the increase in global activity is expected to be driven by relatively faster growth in developing regions and some countries recovering from negative shocks. Simultaneously, the risks associated with the climate crisis are becoming an increasing challenge for many countries and pose a significant threat to achieving sustainable development goals by 2030.

CONCLUSION

The process of globalisation has changed the way companies and people communicate. There is a change in economic activity between countries; trade is developing, opening global supply chains and enabling broader access to goods and the labour market. International trade has enabled companies in one country to access the resources of another country. A more intensive trade process promotes international competition, encouraging innovation and exchanging ideas and knowledge. National and global economies have become integrated through a global commodity trade network. China, the United States of America and Germany are the three most significant global players in international trade. China has been in the first place regarding the amount of exported goods since 2009, pushing the United States of America and Germany, leaders in previous years. With the launch of economic reforms and the adoption of an open-door policy, international trade and the Chinese economy have experienced dramatic growth. The United States of America has undoubtedly been one of the largest and most important economies for many years. Germany is one of the most important economies in Europe and the world, and products from this country are exported worldwide. According to the international trade statistics, the total world export and import of goods from the world's leading economies (China, the United States of America, Germany) participates with 1/3, which primarily distinguishes them from others and ranks them among the most powerful countries in the world.

Globalisation makes it possible to connect different regions of the world. In economics, globalisation can be defined as the process by which companies, organisations, and countries begin to conduct international business. While some analysts fear that globalisation will harm local or emerging economies, the positive effects of globalisation have shown that it is raising living standards, particularly in developing countries.

REFERENCES

Aranđelović, J., Karabašević, D., Popović, G., Vukotić, S., Brzaković, M., Stanujkić, D., & Novaković, S. (2021). Managing e-commerce during the Covid-19 pandemic crisis. *Quaestus 19,* 185-192.

Balšić, S. (2014). Makroekonomski aspekti međunarodne trgovine. *Ekonomija-teorija i praksa.* (Macroeconomic aspects of international trade. *Economics-theory and practice*.) Vol. 7(1): 53-68.

Bjelić, P., Jelisavac Tošić, S., & Popović, Petrović, I. (2010). *Savremena međunarodna trgovina.* Institut za međunarodnu politiku i privredu. (*Contemporary international trade.* Institute of International Politics and Economics.) Beograd.

Gussenov, B., Korabaeva, N. B., Zhunusova, G. A., Tolamisova, A.G., & Aitkulova, S. N.(2018). The development of foreign trade in the era of globalization. *Revista ESPACIOS.* Vol. 39 (Nº 47), p. 1.

https://data.oecd.org/trade/trade-in-goods-and-services.htm

https://trendeconomy.com/data/commodity_h2

Nikolić, G., Petrović, G. (2020). Ekonomski i tehnološki uspon Kine kao vesnik nove globalne geopolitičke konstelacije. *Nacionalni interes.* (China's economic and technological rise as a journal of a new global geopolitical constellation. *National interest.)* Vol. 38 (2): 121-144.

Pelević, B., Vučković, V. (2011). Globalna trgovinska neravnoteža i ekonomska kriza. *Zbornik radova Matice srpske za društvene nauke.* (Global trade imbalance and economic crisis. *Proceedings of the Matica Srpska for Social Sciences*.) No.137: 443-454.

Petrović, G., Karabašević, D., Popović, G., Brzaković, T., Vukotić, S., Radosavac, A., & Mirčetić, V. (2021). Review on international trade in the European Union. *Quaestus 19,* 161-169.

Săvoiu, Gh., Ţaicu., M., & Čudanov, M. (2012). Spoljna trgovina Rumunije i Srbije pod uticajem recesije i novih procesa restrukturiranja u periodu pre i posle pristupanja EU. *Management Časopis za teoriju i praksu menadžmenta.* XIII Internacionalni Simpozijum SymOrg Zlatibor, Srbija. (Romania's and Serbia's foreign trade affected by the recession and new restructuring processes before and after EU accession. *Journal of Management Theory and Practice.* XIII International Symposium SymOrg Zlatibor, Serbia) No. 65: 25-32.

Sujová, A., Simanová, L., Kupˇcák, V., Schmidtová, J., & Lukáˇciková, A. (2021). Effects of Foreign Trade on the Economic Performance of Industries—Evidence from Wood Processing Industry of Czechia and Slovakia. *Economies.* Vol. 9(4).180. p.1

Stojadinović Jovanović, S. (2016). Interdependence of International Trade and Investment Flows in the Post-Crisis Period. *Ekonomika,* Vol. 62(2): 49-59.

Sun., P., & Heshmati, A. (2010). International Trade and its Effects on Economic Growth in China. *IZA Discussion Paper* No. 5151.

Radojević, T. (2022). *Međunarodna ekonomija.* Univerzitet Singidunum, (*International economics.* University Singidunum), Beograd.

United Nations (2020). World Economic Situation and Prospects. New York.

Vesić, D. (2010). Uticaj globalizacije poslovanja na privredni sistem Srbije. *Međunarodni problem.* (The impact of business globalization on the economic system of Serbia. *An international problem*.) Vol. LXII, (1): 136-156.

World Trade Organization (2007). Trade and employment-Challenges for policy research.

NOTES ON THE AUTHORS

Gordana PETROVIĆ, Ph.D., is an Assistant Professor at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail: milicakg98@yahoo.com.

Darjan KARABAŠEVIĆ, Ph.D., is a Vice-dean for Scientific Research and an Associate Professor of Management and Informatics at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail. darjan.karabasevic@mef.edu.rs.

Svetlana VUKOTIĆ, Ph.D., is a Professor at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad. E-mail. svetlana.vukotic@mef.edu.rs.

Vuk MIRČETIĆ, M.Sc., is a Teaching Assistant at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia, a Ph.D. candidate at the Faculty of Organizational Sciences, University of Belgrade, Serbia, and a Ph.D. candidate at Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail: vuk.mircetic@mef.edu.rs; info@vukmircetic.rs.

INFLUENCE OF GLOBALISATION AND MULTINATIONAL CORPORATION ON GREEN ECONOMY IN AFRICA

Zekeri MOMOH

Abstract: *Contemporary trading activities have changed due to the internationalization of production and distribution of goods and services and increasing flows of capital and investment which strengthen trade across the world. Today, less attention has been on the influence of globalisation on the activities of Multinational Corporations on the human environment in Africa. This study seeks to examine the influence of globalisation and Multinational Corporations on green economy in Africa. Besides, data for this study were obtained from secondary sources such as textbooks, journals and internet sources while content analysis was employed to analyse the data collected. This study argues that globalisation of production in contemporary International Economic Relations is promoted by Multinational Corporations whose activities have further led to the increasing levels of environmental pollution in Africa. Also, this study argues that the unregulated trade activities in Africa by MNCs is having damaging consequences on the environment as most African countries will have to reduce their environmental laws to lure Multinational Corporations (MNCs) to invest in their country which has further affected Africa's quest for Green economy. Lastly, African Union should develop new policy frameworks that will ensure that Multinational Corporations activities are environmentally friendly and are in compliance to global best practices as existing environmental laws in most African countries are ineffective to cope with contemporary environmental realities.*

Keywords: *Globalisation, Multinational Corporations, Green Economy, Trade, Africa*

INTRODUCTION

The aftermath of the Second World War especially around the 1950s and 1960s set the pace modern development as developing countries were faced with the issue of decolonization and the need to adopt western societies path to development, though less emphasis was placed on environmental policies. This is because policy makers then, in most western societies would rather sacrifice short-term development for hazy goals of long-term environmental stability. On the part of the developing countries, their focus was improving the living condition of their citizens through development.

It is pertinent to note that the preceding years before 1960s, there were little or nearly absence of the international community efforts at promoting global action that are geared towards protecting the environment. However, at the individual level the 1960s saw an early effort and then more extensive and robust awareness of the interconnections between human life and nature, which was extensively discussed in the work of Rachel Carson's book titled Silent Spring which recognized the dangers of pesticides accruing and drifting in environmental systems (Steans et al 2010).

Besides, the 1970s was a period that there is increase state involvement in environmental issues when compared to individual statements on environmental matters as policy makers are hitherto examining the relationships between environment, development, resources and human population. For instance, in 1972, delegates from 114 countries met in Stockholm for the United Nations Conference on the Human Environment (UNCHE). Also, the 1970s was a period that mark the emergence of a strong debate between the nexus between environment and development (Steans et al 2010). It was against this background, that the thinking that if humans save the environment from various forms of pollution, the world will experience less development and if human society pollute the environment the world will witness more development, the implication is that the environment will be negatively affected. This debate is still on-going that humanity has lost sight of its relationship with environment in recent years.

Today, there is a common consensus among scholars and researchers in environmental studies that environment and development are mutually exclusive but politically not compatible. But the thinking amongst environmental experts is that there should be limits to growth, if growth is conceived in quantitative terms

The 1980s equally mark a watershed in global efforts at promoting sustainable environment by world leaders in which the concept of 'sustainable development'. Today, the concept of sustainable development' is one of the popular concepts in environmental literature today, though its usage has been contestable among scholars and researchers. Today, environmental related issues are gaining international attention especially among scholars and researchers in international political economy and environmental studies on the growing awareness of problems of resource scarcity, acid rain, ozone depletion and global warming that is having damaging consequences on human society.

On the whole, countries across the world, especially in Africa, are not left out as they are beginning to show commitment towards transiting to a Green Economy which has formed part of their national policy by adopting “green growth” or “low carbon” economic plans. Some countries that are making progress in this regard include Namibia, South Africa, Ghana, China, Burkina Faso, Ghana, Kenya, Mauritius, South Africa, Nigeria and Uganda. Hence, this study seeks to examine the relationship between globalisation, Multinational Corporations and the green economy in Africa.

CONCEPTUAL REVIEW: GLOBALIZATION, MULTINATIONAL CORPORATION AND GREEN ECONOMY

The concept of globalization has been variously defined in the social science literature by scholars and researchers alike. The term "globalisation" has been variously defined in the literature by scholars. Mansbach et al (2008) assert that globalization involves those processes that join people universally together, thereby producing worldwide interdependence and featuring the rapid and large-scale movement of persons, things, and ideas across sovereign borders. Again, Mansbach et al (2008) identified seven key features of globalization to include: (1) the spread of global communication, (2) the growing competence of ordinary people and their participation in global politics, (3) the emergence of a global market, (4) the worldwide diffusion of secular and consumerist culture, (5) the emergence of English as the language of globalization, (6) the widening demand for democratic institutions and norms, and (7) the networking of groups to form a nascent global civil society (Mansbach et al 2008:744).

According to Field, and Field (2009:7) the term globalization is to refer to the “perceived changes that are taking place in the world economy, including the rapid growth of trade among nations, privatization of economic institutions, massive international flows of financial capital, and growth in the number and size of Multinational Corporations”.

However, the term “Multinational Corporations" has been a contestable concept in the International Political Economy, when it first gained prominence among scholars in the 1970s. The term “Multinational Corporation (MNCs)” (Spero & Hart 2007) is often used interchangeably with Transnational corporations (TNCs), Transnational Enterprises (TNEs) (O'Brien & Williams, 2007), Multinational Enterprises (MNEs) (Dunning 1998), International Firms and Global Corporations (Barnett & Muller, 1975)**.** O'Brien & Williams (2007) in their submission assert that most scholars have not made a clear distinction between these terms and have settled for one terminology without any reflecting on the implications of these terms. Multinational Corporation (MNCs) is also used interchangeably with Global Corporations which is refers to large scale firms. Richard Barnett was the first scholar to have popularized the concept of "Global Corporations" in the 1970s (Barnett & Muller, 1975)**.** Barnett and Muller (1975) emphasis were on the global outlook of large firms in terms of the impact of their activities.

O'Brien & Williams (2007:178) have argued that the term Transnational corporations (TNCs) reflected the United Nations usage and that scholars who supported the usage of this term "Multinational" give an erroneous impression that they consist of the merger of capital from more than one country, with a few exceptional cases. They further argued that the term Transnational corporations (TNCs) or Transnational Enterprises (TNEs) reflect more precisely that these firms are usually owned and controlled by citizens of more than one country in a bid to engage in direct production activities oversea. Heywood (2007:149) sees TNC as a company that controls economic activity in two or more countries, the parent company usually being incorporated in one state (the 'home'), with subsidiaries in others ('host'). Although, subsidiaries may be separately incorporated affiliates.

Mansbach and Rafferty (2008:744) see Transnational corporations (TNCs) as economic enterprises with operations in two or more countries. To O'Brien & Williams (2007) TNCs are firms that own and control production (value-added) facilities in two or more countries. This definition implies that TNCs must not be necessarily large in size, resources, organizational structure and influence. Similarly, Dunning (1992:3) sees MNCs as "an enterprise that engages in foreign direct investment (FDI) and that owns or controls value-added activities in more than one country". Again, in the submission of Dunning (1998) MNEs activity has widened and deepened (market-seeking and natural-seeking FDI to efficiency and strategic-asset-seeking FDI) firms that have to reappraise their locational strategies. Similarly, Goldstein and Pevehouse (2008:16) sees MNCs "as companies that span multiple countries with greater resources, and operate internationally with greater efficiency, than many small states". Notwithstanding, the term, Multinational Corporation (MNCs) is the commonly used terms in many International Political Economy literature today. For instance, Heywood (2007) buttressed this assertion that TNC is generally preferred as MNC because it reflects the extent to which corporate strategies and processes transcend national frontiers rather than merely crossing them.

On the whole, the concepts ‘Green Economy’ and ‘Green Growth’ is still vague in the African milieu as a significant population of Africans are living without access to modern energy which is fundamental in lifting millions of African living in poverty in relative terms. Today the concepts of ‘Green Economy’ and ‘Green Growth’ are deliberated and defined in by different institutions. The United Nations Environment Programme (UNEP) sees Green Economy as one which is "low carbon, resource-efficient and socially inclusive" (UNEP, 2011:16). Bapna and Talberth (2011) define a green economy as "an alternative vision for growth and development; one that can generate growth and improvements in people's lives in ways consistent with sustainable development." They added that “a Green Economy promotes a triple bottom line: sustaining and advancing economic, environmental and social well-being”.

LITERATURE REVIEW

There is growing research on Globalization Multinational Corporation and Green Economy in the International Political Economy in recent years. Death (2014) in his study of the green economy in South Africa identified four alternatives to the green economy such as Green revolution, Green growth, Green transformation and Green resilience in politics of the green economy in South Africa. Death study is significant to this study, because of its significant contributions to the existing literature on South African green economy. However, there is a gap in the literature that examines the relationship between globalisation, Multinational Corporations and the green economy in Africa.

Narayan et al (2010) examined the existence of the environmental Kuznets curve (EKC) in 43 developing countries between 1980-2004 in which they adopted the short-run and long-run income elasticity. The study revealed that long-run income elasticity is smaller when compared to the short-run income elasticity and there is the presence of EKC or inverted U relationship between carbon emission and economic growth. However, Perman et al (2003) used the panel cointegration to examine the existence of in 74 countries. The study did not support the presence of the (EKC). Nevertheless, these studies do not examine the relationship between globalisation, Multinational Corporations and the green economy in Africa.

Dijkgraaf et al (2001) examined the relationship between carbon emissions and per capita GDP for OECD counties from 1960-1990. The study did not discover the presence of EKC. Azomahou, et al (2006) used a nonparametric approach to examine the existence of the EKC hypothesis in 100 countries between 1960-1996. The study revealed that there are EKC in some of the countries studied. However, these studies do not examine the relationship between globalisation, Multinational Corporations and the green economy in Africa.

Charfeddine et al (2017) used Pedroni panel cointegration test and Granger causality in panel VECM framework to estimate the EKC hypothesis for 15 Middle East and North African countries between 1975–2007. The study revealed that real GDP per capita shows an inverted U-shaped relationship with EF in oil-exporting countries. Charfeddine et al (2017) study valid the EKC hypothesis. For the non-oil-exporting countries, the relationship between EF and economic growth is U-shaped, hence EKC is not supported. However, Charfeddine et al (2017) study does not examine the relationship between globalisation, Multinational Corporations and the green economy in Africa.

Olubusoye et al (2018) in their study investigated the presence of an inverted U relationship often referred to as the environmental Kuznets curve (EKC) in 20 Countries in Africa. The study revealed that in the short run Benin, Burkina-Faso, Burundi, Ethiopia and Mali, GDP has a positive effect on carbon emission but only Benin, Burkina Faso are statistically significant while Liberia Malawi, Zimbabwe, and Senegal have negative consequences on carbon emissions in the short run.

Today, countries in the world are beginning to recognise that improving the human environment is central to human welfare. Besides, the scaling up of the negative impact on globalisation on Green Economy in recent years has become a source of concern to policymakers. Some studies have demonstrated the relationship between international trade and environmental degradation (O'Brien et al 2007:357). but there nearly absence of research on the relationship between globalisation, MNCs and Green Economy in Africa. This has further necessitated our interest in this research on ways of improving the human environment. Hence, this study seeks to examine the relationship between globalisation, Multinational Corporations and the green economy in Africa.

THEORETICAL FRAMEWORK

There are various theories and models developed by Scholars from International Political Economy, Environmental Economics and Environmental Sciences to the study of globalisation, Multinational Corporation and Green Economy. For instance, Momoh (2015) used the Business Conflict theory to study globalisation and Corruption in Africa. Again, Momoh (2016) identified liberal theories such as Product cycle theory developed by Raymond Vernon (1966) in his work "International Investment and International Trade in the Product Cycle", OLI model developed by John Dunning, Oligopoly theory of Foreign Investment and a radical/Marxist theory developed by Stephen Hymer (1979) in his work titled: “The Multinational Corporation: A Radical Approach” used by scholars and researchers to study the activities of Multinational Corporations and Foreign Direct Investment.

Thomas and Callan (2007:13-15) used the circular flow model that shows the monetary flows of economic activity through the factor market and the output market. They also used the Materials Balance Model that positions the circular flow within a larger schematic to show the relationships between economic decision making and the environment in their study of the role of economics in environmental management.

This study uses the Environmental Impact Analysis (EIA). Field et al (2002) define "Impact" as the effects of any proposed policy (Field et al 2002:113). Environmental Impact Analysis (EIA) entails the study of the totality of the environmental repercussion emanating from a course of action or policy on the environment. Economic Impact Analysis focuses on how environmental actions (a new law, technological advancement/ innovation, e.t.c.) affect an economic system in whole or parts. Besides, cost-effectiveness analysis involves the estimation of various alternatives option to compare the costs of the available options.

Field et al (2002:115) assert that cost-effectiveness analysis entails taking a given objective and costs out various alternative ways of attaining the objective. Moreover, damage assessment entails the act of public ownership of natural resources in which the citizens can be sued when they are responsible for releasing harmful substances that injurious to the environment. The goal of embarking on damage assessment is to estimate the value or extent of damages done to the environment by the citizens to know the amount can be recovered from the citizens who are liable for this act by the courts. Lastly, benefit-cost Analysis focuses on estimating the revenue using market analysis. It compares expected revenue from the environment with anticipated costs (Field et al 2002:114-118).

GLOBALISATION, MULTINATIONAL CORPORATIONS AND GREEN ECONOMY IN AFRICA

Trading activities in recent years has changed by the internationalization of production and distribution of goods and services and increasing flows of capital and investment which strengthen trade across the world. Between 1945 and 1985 bulk of the trading activities occurred among developed countries of the world. By the 1980s trading arrangement around the world have changed significantly as some developing countries in a debt crisis. Thus, these developing countries, especially from Africa, Asia and Latin America, began to liberalise their economies by removing all forms of trade restrictions and promote import substitution to increase the volume of their trade (Tussie et al nd).

Besides, there is a growing concern among state actors that there is no conflicting interest between international trade and environmental regulation. Today, some states are in the dilemma of whether to assess environmental degradation from the perspective of the production process or finished point. According to the environmentalists, the production process is fundamental in deciding the impact on the environment due to increasing trading activities. Thus, environmentalists have been advocating for the inclusion of Production Process Managements (PPMs) into trade agreements. On the contrary, scholars who have argued that discrimination based on the production process would lead to discriminatory tendencies in the international market (Williams, 2001:5).

All over the world policymakers are faced with two interrelated challenges that focus on how to achieve structural change in a bid to promote higher productivity that is socially all-encompassing and that will link their economic development strategies with the environment. Thus, identifying the need to incorporate both the national objectives and to make industrial policy that is environmentally friendly is considered for engagement. This effort by states set the pace for the 2030 Agenda for Sustainable Development (UN 2015; Altenburg et al 2017:8).

What is known as Green Economy emerged in the middle of the global financial crisis when the United Nations Environment Programme (UNEP) called for a global Green New Deal, that will encourage countries to support the economic transformation to a greener economy. After the Rio+20 conference in 2012 Green Economy has become a concept of discussion in various conferences, seminars and workshops across the world. Today, the idea of a green economy promoted by donors and governments.

Moreover, studies have shown that Africa contribution to global emission stood at 2-3 per cent of the world's carbon dioxide emissions from energy and industrial sources when compared to the countries from the global north. But the African continent remains the most vulnerable continent in the world to the impacts of climate change such as the decrease in food production, flooding, drought, loss of biodiversity and changes in natural ecosystems. Today, Africa is experiencing increasing temperature of about 0.7°C with the tendency of the future rise in temperatures (United Nations Climate Change Conference 2006).

The foremost factors that trigger Green Economy in Africa are the availability of high diversity of natural resources such as agriculture, tourism and bio trade, the immense need for new energy sources and an abundance of natural capital especially from donor financing for Green Economy. Today, a green economy is regarded by states across the globe as a desideratum in addressing the increasing challenges of climate change, poverty, pollution, health and any number of goals towards improving the human standard of living and the environment.

Furthermore, questions such as should African countries achieve economic growth and development by first polluting or degrading the environment and later on clean up? Or should African countries leap the Pollution and environmental degradation stage in their economic growth and development? Or is it likely for Africa countries to change the direction of economic growth and development as well as degradation relationship in the continent? (Olusanya et al 2018).

Today, there is a debate between Liberal Political economists and environmentalists on the benefits from and the cost of international trade. On one hand, the Liberal Political economists, have argued that any attempt by the state or non-state actors at ensuring that trade is used to promote environmental standards will distort the existing market system. On the other hand, the environmentalists have argued that the use of trade to promote environmental standards will assist in correcting all the problems associated with market failures due to the inability of the market system to compensate for the damages its has caused the environment due to excessive mineral exploration and exploitation especially by MNCs in the chemical industries (Kegley et al 2011:584-585).

Many African countries such as Nigeria, South Africa, Ethiopia, Namibia and Rwanda have considered Green economy investment in recent years as one of the channels through which they can achieve economic growth and development that is sustainable, inclusive, and transformative (Klein, et al 2013). Over the years, African countries namely Burkina Faso, Ghana, Kenya, Benin, Mauritius, South Africa and Uganda have developed their national Sustainable Consumption and Production programmes and national green economy strategies with key priority areas of engagement. For instance, Ghana has developed policies on Sustainable Development and Green Economy for Ghana to transition to a green economy through the advancement of sustainable consumption and production practices known as “Ghana Goes Green” and Ethiopia has developed a Climate Resilient Green Economy (CRGE) strategy, based on its Growth and Transformation Plan (2011 – 2015) (AfDB, 2012; (https://www.unenvironment.org/news-and-stories/news/six-african-countries-switch-green-business-development-sustainable-growth).

Studies have shown that globalisation of production led by Multinational Corporations have led to the increasing levels of environmental pollution globally as global assessment report shows that nearly 60 per cent of the world's ecosystem services were degraded or used unsustainably. Level of income inequality between citizens in the global north and global south have increased between 1990 and 2005 in more than two-thirds of countries across the world. While it is a truism that Africa continent contributes 2-3 per cent of global emission suffer more than the global north countries that produce more Carbon dioxide (Co2) emission to the global environment (Bapna et al 2011).

Also, global statistics have shown that global material extraction has doubled in the last 30 years, from around 36 billion tonnes in 1980 to almost 85 billion tonnes in 2013, with an overall growth of 132 per cent (Vienna University of Economics and Business 2016). Subsequently, environmental degradation has equally increased. Intergovernmental Panel on Climate Change (IPCC) report 2014 has further shown that global annual CO2 emissions will need to be reduced 42 to 57 per cent by 2050, relative to 2010, and 73 to 107 per cent by 2100 (IPCC 2014; Altenburg et al 2017:5-6).

It is pertinent to note that the increasing level of poverty and environmental degradation in recent years has been traced to the failure of succession market and institutional that has made the economic model unable to promote sustainable development goals. Though, there far less framework that would ensure that polluters (in this context Multinational Corporations) to pay the full cost of their pollution in Africa. Bapna et al (2011) in their study shows that there are “missing markets” which implies that *“markets do not systematically account for the inherent value of services provided by nature, like water filtration or coastal protection*”.

Besides, “market economy” based on a prevailing international economy that is characterized by various degrees of uncertainty is considered ineffective in providing essential public goods and services that will enhance the human standard of living (Bapna et al 2011). This is because in many economies today economic policies are usually designed by political actors, who are driven by certain interests and in most cases will not represent the interest of the citizens living in poverty. It is against this background that the concept of the green economy is designed to provide therapy to the challenges created by market and institutional failures through various of institutional reforms and protocols, tax reforms, and expenditure-based economic strategies.

Moreover, the pursuit of trade liberalization by state actors has rather enhanced than lead to environmental degradation while others have argued that the quest for trade liberalization by state actors have promoted unsustainable pattern of production and consumption (O'Brien et al 2007:357) which is detrimental to the environment. Today, there is a rising concern, especially among radical scholars that the use of trade to promote green economy has arguably been seen as a mechanism or strategy by the global north to hinder Africa's growth and development by obstructing African countries from gaining access to the global north market and keep the African continent perpetually underdeveloped. Besides, Ecologists have also argued that trading activities especially by MNCs in Africa over the years have further worsened the state of environmental degradation in the continent. Besides, it can be said that the continues unregulated and blatant disregard for environmental standards and regulations in many African countries such as Nigeria, Algeria, Gabon, Libya, Algeria and Egypt just to mention few by MNCs is having damaging consequences on the ecosystem of Africa. This is because, as MNCs expand their production beyond national frontiers. The home countries to these MNCs (usually the global north countries) whose resources base have depleted or have passed strict environmental laws to protect their environment will have to relocate to places like Africa for their production process, in ways shift the environmental burden from their home countries to their host countries in Africa.

The implication of this is that when these MNCs violate environmental rules and regulations, at the end African natural environment will deplete to the point that it will lead to various health hazards, land, water and air pollution. As it stands today, the activities of MNCs in the chemical industry in Africa is having damaging effects on the environment while home countries of these MNCs natural environment will be conserved while Africa's environment will be suffering from environmental degradation.

Also, unregulated production processes in Africa by MNCs have had affected African natural environment in recent years. This is encouraged by the massive relocation of MNCs from the global north with high environmental standard to the global south especially Africa with low environmental standards. Over the years, many global south countries especially in Africa such as Nigeria, Angola, Gabon, Algeria and Libya just to mention a few have lowered their environmental standards to lure Multinational Corporations (MNCs) to invest in their country. For instance, in Nigeria oil-rich Niger Delta region where there is the high level of oil exploitation and exploration, environmental regulations are often not respected by Multinational Corporations (MNCs) leading to environmental degradation in the region. These violations of environmental rules and regulations by Multinational Corporations (MNCs) which engages in oil exploration and exploitation across African countries which have further added to global environmental challenges.

Another implication of this is that African countries such Nigeria, Angola, Libya and Ghana becomes the major recipient of pollution while the home country of these Oil Multinational Corporations (MNCs) and other countries enjoy the production benefits at the detriment of the immediate environment of African countries and the global environment at large without suffering any loss emanating from environmental degradation especially on the immediate environment. This study argues that there is a need to develop and amend contemporary policy frameworks by state actors to regulate international trade.

Field et al (2009:7) in their submission assert that "*the global issues that are thrusting itself into the world`s consciousness is the greenhouse effect, the build-up of heat-trapping gases in the earth`s atmosphere that is producing long-run changes in global climate.”* From the above submission, it can be deduced that there is the urgent need of the international community to address the growing environmental problem facing the world which is a pointer that there are the environmental implications of globalization.

Today, many citizens around the world have pointed out the potential downside of globalization, one part of which may be the degradation of natural environments in developing countries. Globalization has become a dynamic concept, such that sometimes it is hard to cut through the rhetoric and identify the substantive issues that are involved. One aspect of globalization is the substantive increase that has occurred in the volume of trade among nations. Today, there is a consensus among scholars on the implications of the increases volume of trade on environmental from developed and developing countries. International trade in goods and services has been regarded as an engine of growth for the countries involved. Some people take the view that the long-run environmental implication of this is positive. Many others feed that unrestricted trade will have severe environmental consequences.

Another aspect of globalization is the growth of MNCs forms and the relocation of industrial firms from developed to developing countries. Environmental regulations are often less stringent in the letter than in the former. The fear is that some developing countries could become pollution havens, places to which forms move to have to spend less on pollution control measures. For instance, South Africa is the home to the highest number of Multinational Corporations in the African continent (Momoh, 2015).

Consequently, in 2010 South Africa recorded the highest amount of emissions put at 9.2 tons of Co2 emissions (tCo2e) per capita when compared to countries such as India with 1.7 tons of Co2 emissions (tCo2e), Brazil with 2.2 tons of Co2 emissions (tCo2e), China with tons of Co2 emissions (tCo2e) and the UK with 7.9 tons of Co2 emissions (tCo2e). Similarly, South Africa National Development Planning admitted that South Africa has since the 19th century engaged in mineral exploration and exploitation without taking cognisance of the environment (Death 2014:2). The implication of this is that South Africa contributed in a no small measure to the total amount of global Co2 emissions (tCo2e). Therefore, this call for policy redirection that is geared towards promoting a green economy.

Today, South Africa is rated as one of the leading green economies in the African continent (Dual Citizen, 2012:5). Also, South Africa is regarded as one of the prominent countries in the world that are committed to achieving sustainable development and adopt environmental diplomacy (Death, 2011). Similarly, Namibia a country in the Southern African sub-region has developed a policy framework that will transit its economy into green by managing its natural resources to produce economic, social, and environmental reimbursements. The Namibian government one it part has granted Namibians the rights to use wildlife and other natural resources in a way that will not be detrimental to the entire ecosystem. To sustain this effort the Namibian government is showing commitment by ensuring that Namibians in rural areas especially vulnerable groups such as women are provided with food, and are employed as well as provided with other necessities of life in a bid to reduce the pressure of Namibians on wildlife and other natural resources. One of the benefits of these efforts at promoting a green economy is that it promoting the conservation of the environment as there is an increase in the population of wildlife (Altenburg et al 2017).

CONCLUSION

This study examined the relationship between globalisation, Multinational Corporations and the green economy in Africa. This study argued that many African countries are looking forward to Green economy investment as one of the ways through which they can implement a number programs that are geared towards transiting to the green economy but this effort has been impeded by the unregulated production process in Africa by MNCs which is affecting African ecosystem. Besides, Africa's quest for the green economy is further impeded by African states by lowing their environmental standards in a bid to encourage FDI by MNCs in their respective countries which have further affected Africa's quest for Green economy. On the whole, this has further resulted in absence of no general rule to achieve a transition to a Green Economy and the weakening of green economy policies that are in most cases not included within the national developmental framework in many African countries.

RECOMMENDATIONS

Firstly, the African Union should develop new policy frameworks that will ensure that Multinational Corporations operating in Africa production processes as well as finished products are environmentally friendly and are in compliance with global best practices.

Secondly, the African Union should pass a resolution that will be adopted and ratified by its members' states that will provide for similar environmental standard and regulations among African states.

Thirdly, African countries should individually make a strong commitment towards reducing their GHG emission by getting an increase in fuel conservation and efficiency, switching to low-carbon fuel, and reducing the use and emission of chemicals with high greenhouse impact.

Also, the government at all levels of governance in African states need political commitment for sustainable development, climate change mitigation and adaption as it remains key to achieving a green economy.

Furthermore, for African countries to promote the transition within the framework of sustainable economic development to Green Economy. They should bring the various government ministries concerned with economic growth and development as well as private sector actors on board.

Lastly, there is a need for African countries to change in both technological by switching to move fuel-efficient equipment and low-carbon fuels and change in driving habits and the adoption of less energy-intensive lifestyles.

REFERENCES

Altenburg, T. & Rodrik, D. (2017). Green industrial policy: Accelerating structural change towards wealthy green economies in Altenburg, T., & Assmann, C. (Eds.). (2017). Green industrial policy. concept, policies, country experiences. Geneva, Bonn: UN Environment; German Development Institute / Deutsches Institut für Entwicklungs Politik (DIE).

Azomahou, T., Laisney, F., & Van, P.N., (2006). Economic development and CO2 emissions: A nonparametric panel approach. Journal of Public Economics 90, 1347–1363.

Bapna, M. & Talberth, J. (2011). What is a "green economy? Washington, D.C: World Resource Institute Available at https://www.wri.org/blog/2011/04/qa-what-green-economy.

Charfeddine, L., & Mrabet, Z. (2017). The impact of economic development and social-political factors on ecological footprint: A panel data analysis for 15 MENA countries. Renewable and Sustainable Energy Reviews, 76, 138–154.

Death, C. (2014). The green economy in South Africa: Global discourse and local politics *Politikon Vol. 41 (1),1-22.*

Dijkgraaf, E., & Vollebergh, H.R.J. (2001). A note on testing for environmental Kuznets curves, environmental policy, economic reform and endogenous technology (OCFEB Working Paper Series 7). Netherlands: OCFEB.

Dual Citizen, (2012). National development plan 2030: Our future-make it work. Pretoria: National Planning Commission

Dunning, H.J. (1992) Multinational enterprises and the global economy Reading, Mass: Addison-Wesley.

Dunning, H.J. (1998) Globalisation and the new geography of foreign direct investment *Oxford Development Studies Vol. 26 (1), 47-69.*

Field, C.D & Field, K.M (2002). Environmental economics: An introduction Third edition New York: McGraw-Hill Higher Education.

Field, C. D and Field, K.M (2009). Environmental Economics: An introduction New York Mc Graw Hill Education.

Goldstein, S.J. & Pevehouse, C.J. (2008). International relations Eighth edition New York: Pearson Longman.

Heywood, A. (2007). Politics Third edition New York: Palgrave Macmillan.

Intergovernmental Panel on Climate Change (IPCC). (2015). Climate change 2014: mitigation of climate change (Vol. 3). Cambridge University Press.

Kegley, W.C. & Blanton, L.S. (2011). World politics: Trend and transformation 2010-2011 edition International edition Boston: Wadsworth.

Klein, J., Jochaud, P., Richter, H., Bechmann, R., & Hartmann, S. (2013). Green Economy in Sub-Saharan Africa lessons from Benin, Ethiopia, Ghana, Namibia and Nigeria *Bonn:* Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Mansbach, W.R. & Rafferty, L.K. (2008). Introduction to global politics New York: Routledge.

Momoh, Z. (2015). Globalisation and corruption in Africa. *Fountain Journal of Management and social sciences 4(2), 145-158.*

Momoh, Z. (2016). Multinational corporation and corruption in Africa *Journal of Management and Social Sciences, Vol. 5 (1), 81-96.*

Narayan, P. K, & Narayan, S. (2010). Carbon dioxide and economic growth: panel data evidence from developing countries. Energy Policy, 38, 661-666.25(2), 191-198.

O'Brien, R. and Williams M. (2007). Global political economy: Evolution and Dynamics Second edition New York: Palgrave Macmillan Pp: 357.

Olubusoye O. E & Dasauki M.C. (2018). Carbon emissions, and economic growth in Africa MPRA Paper No.96159 6 February 2018 P:1-15.

Steans, J., Pettiford, L., Diez, T., El-Anis, I. (2010). An introduction to international relations theory England*:Third Pearson Education Limited*.

Spero, E.J. & Hart, A.J. (2007). The politics of international economic relations New York: Thomson Wardsworth.

Thomas, M.J. & Callan, J.S. (2007). Environmental economics: Applications, policy, and theory International Student Edition Mason: Thomson South-Western P:13-15.

Tussie, D. & Woods, N. (n.d). Trade, regionalism and the threat to multilateralism in Woods, N. (nd). The political economy of globalization.

United Nations Climate Change Conference (2006). United Nations fact sheet on climate change: Africa is particularly vulnerable to the expected impacts of global warming Nairobi: United Nations for UN Climate Change Conference.

UNEP, (2011). Towards green economy: Pathways to sustainable development and poverty eradication, Green Economy Report, Nairobi: UNEP.

United Nations (UN). (2015). Transforming our world: The 2030 Agenda for Sustainable Development. New York.

Vienna University of Economics and Business (2016). Global material extraction by material category, 1980–2013. Retrieved from www.materialflows.net/materialflowsnet/trends/analyses-1980-2013/global-material-extraction-by-material-category-1980-2013/.

www.unenvironment.org/news-and-stories/news/six-african-countries-switch-green-business-development-sustainable-growth accessed 04/04/2022 04:30pm.

ABOUT THE AUTHOR

Zekeri MOMOH is a Lecturer at the Department of Political Science and Diplomacy, Veritas University, Abuja-Nigeria. He is a Political Scientist with special interest in Political Economy. He has widely published in local and international outlets with over 60 Journals publications, Six (6) Books, Two (2) Book Chapters and Fifteen (16) Conference Proceedings to his credit. momohz@veritas.edu.ng

AUTHENTICITY AND INAUTHENTICITY IN ROMANIAN CULTURAL TOURISM

Loredana VĂDUVA
Cornelia PETROMAN
Diana MARIN
Cosmina TOADER
Adrian FIRU NEGOESCU
Ionuț Mircea PETROMAN

***Abstract**: Authenticity is a phenomenon with multiple local cultural, traditional resonances due to the ethnic multiculturalism of different areas of the Earth, for these reasons authentic tourism becomes a modern form of tourism through the specificity of local destinations with vocation. For these reasons, authenticity is at the heart of scientific research, the explanation being that this concept responds to the needs of tourists in the sense that it makes possible the contrast with local daily life, satisfies the need for novelty by authorizing daily escape and is a guarantee of multicultural difference between tourism destinations.*
***Keywords**: tourism, concepts, authenticity, inauthenticity*

INTRODUCTION

The notion of authenticity was promoted in connection with tourism in the Preamble from the Venice Charter of 1964, which emphasized that historical monuments must be preserved with all their richness of authenticity, and temporal structures must be respected. The Nara Authenticity Document [1, 2, 4,15] highlights historical progress and authenticity from several perspectives, with cultural differences being considered the starting point in defining authenticity and the criteria for selecting monuments as U.N.E.S.C.O. have been extended to protect anthropogenic resources from different cultures and their authenticity [12, 18, 19].

At present, the concepts regarding the authenticity or inauthenticity in tourism are still unclear so that some researchers in the field have launched the question "inauthentic authenticity or authentic inauthenticity?" [7, 10, 17, 24] however, the meaning and significance of the concept of authenticity continue to fascinate philosophers and tourism scientists [5,6). However, social authenticity is a negotiable concept, rather than an absolute concept [3, 5, 6, 8] "tourism, turning culture into a product, has replaced the real with directed authenticity", but recent work indicates concern about construction and the social intervention of tradition and authenticity [9, 11, 13].

This shows that authenticity is seen as a socially constructed concept, with variable appreciation criteria for tourism consumers, which is why we believe that experts in the field are no longer concerned about the impact of tourism on unaltered culture but on the issue of tradition and the link between tourism impact and cultural policies at the level of local communities. Taking into account these considerations, the authenticity for local areas with a tourist vocation and for tourism consumers is likely to change because expectations change and the traditions of communities are invented or even reinvented [16, 21, 22].

Authenticity is considered to referring to a wealth of general information regarding tourist destinations but in the case of tourism it also includes the following defining elements, value-added travel, discovering new places, quality experiences, lifestyles, habits and area-specific traditions.

- traditional lifestyles;
- the desire to experience a new way of life;
- manifestation of the identity of a group of people;
- customs and traditions specific to an area;
- the opposite of globalization [23, 25].
- countries change and the traditions of communities are invented or even reinvented [14, 20].

MATERIAL AND METHOD

In this scientific approach, the notions of authenticity and inauthenticity in tourism practice were analyzed by studying the specialized literature in the field in order to distinguish between authentic and inauthentic, because only certain objectives can be evaluated in objective scientific and historical terms, from where it follows that these notions are imaginary constructions attributed to objects, people, or practices as attributes. Tourism with its modern forms, practiced in vocation areas is suspected to induce inauthenticity because it causes changes in the natural environment of the area of historical sites and transforms certain areas into something completely different making a tourist product considered inauthentic to be recognized as authentic, even by experts.

RESULTS AND DISCUSSIONS

In tourism practice, for example, the authentic nature landscape specific to an area can be highlighted by highlighting activities such as:

- contemplation of colors:
- meals with regional ingredients;
- authentic nature hikes;
- observation of migratory or migratory birds;
- participation in local holidays;
- traditional evenings, wool spinning hood, hemp;
- buying souvenirs created by local craftsmen;
- participation in craft fairs - practical demonstrations;
- tourism in small ethnic communities: Slovaks, Hungarian Hungarians;
- local gastronomy;
- tours organized in nature according to the season.

Although it is difficult to distinguish between the two notions with which tourism operates, authenticity and inauthenticity, because only certain objects can be evaluated in objective scientific or historical terms, it turns out that these are imaginary constructions attributed to objects, people or practices as properties. For these reasons we consider that

- what is authentic is postulated to be true, valuable and legitimate from an ethical, moral and material point of view;
- what is inauthentic is postulated as lacking in ethical, moral or material value being false.

Taking these reasons into account, researchers are proposing strategies in defining authenticity and each strategy can lead to:

a. to a different number of ways of defining the concept:

b. involves a number of alternative implementation tactics that consist of:

- focusing on the originality of the entity and which can be implemented with the help of the following focusing strategies on:
  - the intrinsic properties of the information entity;
  - the process by which the entity was maintained;
- focusing on the intrinsic properties of the entity;
- focusing on the degree of adequacy with the adequacy testing.

Because it is difficult to define authenticity in an abstract way, it is proposed to develop principles of authenticity in fields or disciplines of study and to respect the intention to preserve the authentic from an ethical and historical perspective and to preserve the authentic from a clearly stated perspective. In the Romanian cultural space, authenticity is defined:

- authority or reality that cannot be questioned;
- object proper to a historical epoch;
- original construction in accordance with the truth;
- truthful object, not counterfeit.

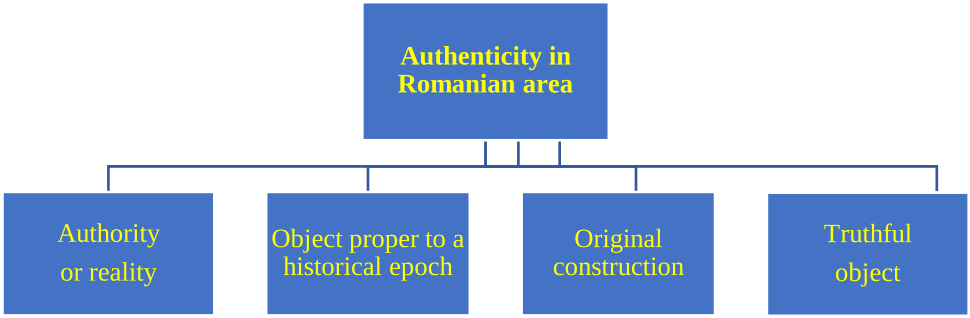


Figure 1. Defining authenticity in Romanian cultural area

These definitions have in common the correction of authenticity which represents the inherent quality of an object but in the English-speaking world authenticity is considered "indisputable credibility" but for each field of activity there may be its own definition of authenticity:

- in business it is the characteristic of some documents;
- in art there is something real, true;
- in music, it refers to the intentions of the creator and the evaluation of the results;
- in psychology, it refers to the attempt to live according to the needs of consumption.

For a more accurate definition of authenticity in tourism, we believe that the following types of approaches can be used:

- authenticity based on a static original and is associated with culture and historical contexts focusing on the notion of original;
- authenticity based on a social process:
  - what is susceptible to subjective interpretations;
  - the meaning of objects and rituals is in continuous flow;
  - by the discrepancy between what is expected and what is actually seen by tourists.
- postmodernism considers that authenticity in itself is irrelevant because reality is represented by simulation.
- existentialism considers authenticity in itself and not as a cultural object.

Regarding the authenticity in tourism, we distinguish in the researched area two categories of definitions from the perspective of the two poles of the development of the tourist phenomenon:

- of the suppliers of tourist products, the authenticity:
  - describes the relative integrity of an area in relation to the originality of the objective;
  - the aesthetic value of historical sites;
  - the historical uniqueness of the place;
- of tourists, the authenticity is:
  - an original life experience;
  - a special aesthetic value;
  - a special place compared to other places.

In the literature, some researchers distinguish between physical authenticity and intangible authenticity because in the general sense of the specialists it is synonymous with truth and in tourism it is synonymous with well-managed authentic tourism.

We consider that the notion of authenticity can also be classified from an existential perspective, analyzing the frequency of repeatability of returning to a certain monument, site, place with an authentic vocation, identifying intrapersonal and interpersonal authenticity.

- intra-personal authenticity includes:
  - bodily feelings when non-rational factors are controlled by rational factors;
  - self-determination when different social rules limit perception and constrain actions in social contexts.
- interpersonal authenticity when interaction in institutionalized social contexts is subject to normative constraints.

However, from the point of view of tourism, the authenticity can be: the one perceived by tourists according to their cultural level, that directed by tour operators in tourism and that of hosts especially in rural tourism on the farm or agrotourism. However, it is necessary to make a clarification: authentic tourism does not necessarily mean exotic tourism. The authentic can be discovered living the vibrant life of a tourist destination located in the Romanian cultural space: being distinguished different forms of experiential tourism such as the ones from Figure 2.

- ✓ family tourism - finding relatives, visiting friends;
- ✓ recreational tourism - experiencing the feelings triggered by the nature of the landscapes, events of the society;
- ✓ summer tourism - experiencing feelings of spontaneity;
- ✓ ecumenical pilgrimage tourism - living the community experience;

- ✓ adventure tourism - the discovery of special, unique natural places;
- ✓ local tourism - knowledge of natural monuments and historical sites
- ✓ cultural development of one's own region;
- ✓ niche tourism - practicing tourism according to specific activities;
- ✓ rural tourism, in the village, farm, agrotourism for rediscovering gastronomic habits, crafts and traditions;
- ✓ ecotourism - in parks and nature reserves, unique natural landscapes, waterfalls, karst forms.

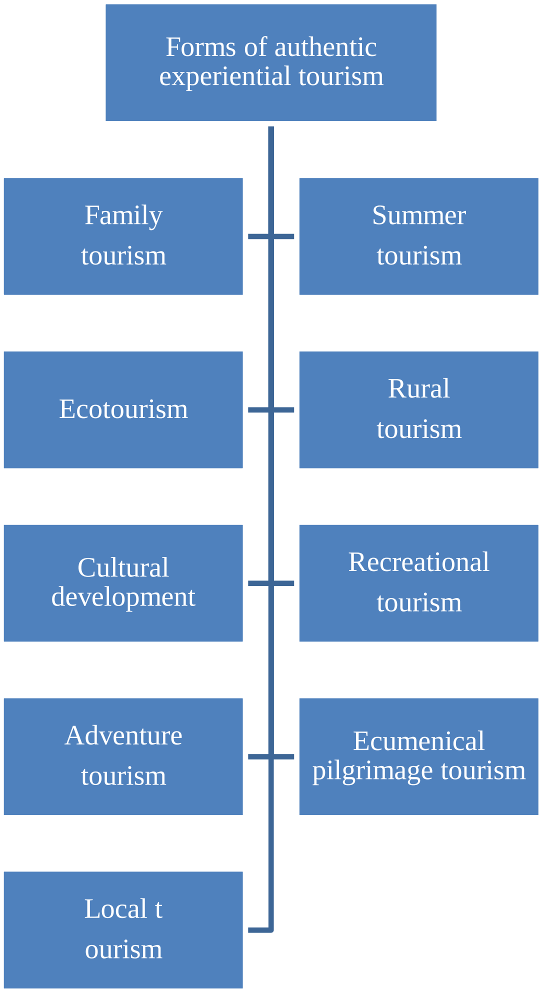


Figure 2. Forms of authentic experiential tourism

CONCLUSIONS

Authenticity includes general historical, social and cultural information with reference to unique, aesthetic destinations and in the case of the tourist phenomenon may include specific defining elements related to travel, discovery of unique places, quality experiences, lifestyles, customs, crafts and traditions. Because it is difficult to define authenticity in the abstract, it is necessary to elaborate principles of authenticity on fields of activity with respect for the authentic from a social, ethical and historical perspective. In the Romanian cultural area, the authenticity in the specialized literature is defined to be a reality that cannot be questioned, an object proper to an epoch, original construction, vernacular architectural objective, truthful object, not counterfeit. From a tourist point of view, authenticity must be based on the static original being associated with culture and economic and social contexts focusing on the notion of authentic original and not on directed authenticity or inauthenticity because the authentic can only be discovered by living the vibrant life of destinations by consumers of experiential forms of tourism.

REFERENCES

Conway D., Timms, B. F. (2010). *Re-Branding Alternative Tourism in The Caribbean: The Case for 'Slow Tourism'*. Tourism and Hospitality Research, 10(4), 329-344.

Fullagar Simone. (2012). *Gendered Cultures of Slow Travel: Women's Cycle Touring as an Alternative Hedonism*. In S. Fullagar, K. Markwell & E. Wilson (Eds.), Slow Tourism: Experiences and Mobilities (99-112). Bristol: Channel View Publications.

Fusté-Forné, F. & Jamal, T. (2020). S*low Food Tourism an Ethical Microtrend for the Anthropocene*. Journal of Tourism Futures, 6(3), 227-236.

Germann Molz, Jennie. (2009). *Representing Pace in Tourism Mobilities: Staycations, Slow Travel and The Amazing Race.* Journal of Tourism and Cultural Change, 7(4), 270-278.

Gunesch, K. (2017). *Slowness Saving the Day of Worldwide Travel and Tourism? Environmental and Sustainability Aspirations of Airline and Business Voyagers, Shared by International and Student Travelers as well as Religious Tourists. Marketing and Branding Tourism*, 4(4), 292-302.

Gronau, W. & Kagermeier, A. (2013). Authentic Offers for Active Tourism as An Option to Re-Position and Re-Brand A Traditional Sun & Sea Destination: The case of Cyprus. Conference Active Countryside Tourism, International Centre for Research in Events, Tourism and Hospitality (ICRETH) Leeds Metropolitan University, 1-13. DOI: 10.13140/2.1.4153.4406.

Khan, Sonia. (2015). *How Slow Is 'Slow'? Dilemmas of Slow Tourism*. TEAM Journal of Hospitality and Tourism, 11(1), 39-49.

Markwell K., Fullagar Simone, Wilson, Erica. (2012). *Reflecting Upon Slow Travel and Tourism Experiences. In S. Fullagar, K. Markwell & E. Wilson* (Eds.), Slow Tourism: Experiences and Mobilities (227-236). Bristol: Channel View Publications.

Nilsson, J. H., Svärd Ann-Charlotte, Widarsson Åsa, Wirell Theres. (2010). '*Cittáslow' Eco-Gastronomic Heritage as A Tool for Destination Development*. Current Issues in Tourism, 14(4), 373-386.

Noor F. A. M., Nair V., Mura, P. (2014). *Rail Travel Conceptualizing: A Study on Slow Tourism Approaches in Sustaining Rural Development*. SHS Web of Conferences, 12, 4th International Conference on Tourism Research, 1-9.

O'Regan, M. (2012). *Alternative Mobility Cultures and the Resurgence of Hitchhiking*. In S. Fullagar, K. Markwell & E. Wilson (Eds.), Slow Tourism: Experiences and Mobilities (128-142). Bristol: Channel View Publications.

Petroman Cornelia, Sava Cipriana, Văduva Loredana, Marin Diana, Petroman I.(2020). *Enotourism-instrument for promoting rural development*, Quaestus 82-90.

Petroman I., Petroman Cornelia (2014). *Destinații turistice internaționale*, Editura Eurostampa Timișoara.

Petroman I., Marin Diana, Petroman Cornelia (2015). *Bazele turismului*, Editura Eurostampa, Timișoara.

Petroman I.,Petroman Cornelia, Marin Diana (2015). *Transporturi turistice*, Editura Eurostampa, Timișoara.

Petroman.I.M., Csosz I.,Petroman Cornelia (2010) *Notes on the lexical definitions of autenticity*. International Scientific Symposium Management of Durable Rural Development, Faculty of Agricultural Management, Seria I. 12(3), 273-276;).

Petroman I.M. Csosz I., Holliefield S., Petroman Cornelia, Marin Diana, Dumitrescu A.,, Souca Lavinia, Stan Andreea (2012) – *Notes on the role of farm agritourism in a vegetable and animal farm economics*, Agricultural Management/ Lucrări Științifice Seria I. Management Agricol 14(4).

Petroman I.M, Sărăndan H.,Csosz I,Trișcău I.,Lala V.,Amzulescu O., (2010) *Defining tourism authenticity, Agricultural Management*/ Lucrări Științifice Seria I. Management Agricol 12(3).

Petroman I.M.,Petroman I., (2013). Conservarea autenticității prin activități agroturistice, Editura Eurostampa, Timișoara.

Smith, Mair. (2012). *The Emerging Consumption of, and Demand for Slow Travel: Just Another Niche Travel Adjective? MSc Dissertation*. Exeter: University of Exeter.

Tudorache D.cord. (2009). Strategia națională de dezvoltare a ecoturismului în Romania-Faza I. Ministerul Turismului, București.

Văduva Loredana, Panduru Elisabeta Bianca, Petroman Cornelia, Adamov Tabita, Marin Diana, Petroman I., (2020). *Tourism forms practicable in protected areas*, Agricultural Management/Lucrări Științifice, Seria I. Management Agricol 22(1).

Văduva Loredana, Petroman I.M. (2021), Forme alternative de turism, Editura Eurostampa.

Văduva Loredana, Petroman Cornelia, Petroman I. (2018), Genealogical tourism, a modern form of alternative tourism in Banat, Agricultural Management – Lucrări științifice Management Agricol, Seria I, 20(1).

Yozukmaz Nisan, Topaloğlu Cafer. (2016). Senses in Hospitality: How Do Hotels Appeal to Them? Journal of Tourism an Hospitality Management, 4(2).

NOTES ON THE AUTORS

Loredana VĂDUVA – Lecturer at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: loredana_heber@yahoo.com.

Cornelia PETROMAN, Professor at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: c_petroman@yahoo.com.

Diana MARIN – Lecturer at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: diana_rachiciu@yahoo.com.

Cosmina TOADER – Lecturer at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: cosminatoader@usab-tm.ro.

Adrian FIRU-NEGOESCU – Assistant at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: firu-negoescu@yahoo.com.

Ionuț Mircea PETROMAN - S.C. MERPANO SRL, Săcălaz, Timis, Romania, e-mail address: petromanionut@yahoo.com.

DOFTANA VALLEY - TOURIST ALTERNATIVE FOR PRAHOVA VALLEY

Alin BUTOI
Vasile POP
Andrei DUCMAN
Nicoleta BIRA
Elena BECHERU

***Abstract**: The tourist activities in the area of Valea Doftana commune took place before the 90's, being closely related to the appearance in the landscape of the Paltinu reservoir lake, with the construction of the homonym dam on the Doftana river, completed in 1971. An important contribution to the development of these activities also had the subsequent modernization of the county road that connected, on a distance of over 30 km, the town of Campina and the village of Traisteni, the latter being located 5 km north of Tesila, the residence of Valea Doftanei commune. The beauty of the Doftana Valley landscapes, its wild nature, the pure air of the area and the possibilities of leisure and hiking on the paths of Baiului and Grohotiș mountains, along with the leisure and relaxation options (fishing, water sports, sunbathing) that Paltinu Lake may offer, have favored the appearance of the tourist reception structures in this area, which have become more and more attractive for tourists as time has passed by. The objective of the study is to promote the main objectives of Valea Doftanei Commune. This one comes to support the point of view of the tourism consumers who believe that Valea Prahovei has already reached considerable values in terms of capitalizing on existing potential. There are also those who prefer family tourism, where nature and anthropic goals intermingle themselves. All these are offered by the Doftana Valley, which is a tourist area in full development process.*
***Keywords**: Rural tourism, tourist, pensions, development alternative, local potential*

INTRODUCTION

Each geographical area, through relief or anthropic arrangement offers a tourist attraction (Dinca et al., 2015; Cojocaru, 1978). The Doftana Valley perfectly fits this context of human facilities and arrangements in the welcoming natural environment of the area. (Arsene et al., 1998, Rădoi et al., 2020).

On the vast meadows on the eastern shore of Paltinu Lake, there were built, in the early '80s, a tourist stop and several camping houses for the accommodation of tourists who use to come here especially on weekends for relaxation and rest, in the area of Campina, Ploiesti or right from Bucharest city.

After 1990, these tourist facilities deteriorated and gradually disappeared from the landscape, but later several villas and tourist pensions were built in the lake area at the end of the '90s and especially after the year 2000 (the peak period between 2007 -2009), when the range of tourist reception structures has diversified, so that, nowadays, in Tesila and Traisteni, there are also several agritourism pensions, chalets or holiday homes.

This process of expanding the tourist reception units has continued in recent years; there has been built a small campsite with several houses entitled "La Boboc", a mansion called "Conacul Dascalu" - built on the ruins of the old boyar house of the steward Dascalu; the last edifice has been documented since 1717 and is a tourist complex with three villas called "Cabanele Trei Ursuleti", a chic cottage ("Cabana Haiducului") and several tourist pensions known as "Pens. Iordache", "Perla Muntilor", all being located in the north of Traisteni town, in the area of Valea Neagra-Vadul Lui Zeghe, on the upper course of the Doftana River.

As well, in the south of Tesila locality, near Paltinu lake and Doftana gorge, several tourist guesthouses with modern facilities named "Atra Doftana", or built in rustic style (known as "Craita") have been built; there has also been erased a villa of the inn- type, where anyone can stop for a pleasant break, known as "Villa" Popas Viaduct" and which is located near the grandiose viaduct of the road that crosses the eastern sector of the lake.

To all these there is added the presence of marked or unmarked tourist routes that cross the beautiful mountainous areas in the surroundings, which include natural tourist attractions such as the Upper Doftana Valley, Craitele Lake, Prisciu Mountain, protected areas like Rezervatia Naturala Padurea Glodeasa (Glodeasa Forest Natural Reservation), comprehensive viewpoints locations such as the peak called Vf. Secariei- 1153m; the peak named as Vf. Unghia Mare-1847m, routes near the villages of Traisteni and Tesila.

Along with the beauties of the natural setting of the Doftana Valley, a series of anthropic tourist objectives with architectural, artistic, historical, ethno-folkloric or tourist-economic potential (churches, museums, monuments, traditional houses, stone quarries, accumulation dams), as well as local cultural-traditional events such as “Caşcavelei Festival”, “Paltinu

Lake's Day", have been contemplated every year; they have boosted in recent years the tourist circulation in the area, so that tourists could come here, in any season, from the country and even from abroad (Teodorescu et al., 2019).

The anthropic tourist potential – the artistic and architectural potential, the historical, the ethno-folkloric, the tourist-economic potential as well.

Anthropic attractions such as museums, churches, historical relics, monuments, authentic Doftana's area houses, local holidays, traditional customs and occupations, costumes and folk art objects in the area, as well as the buildings and constructions or arrangements with economic role, are just some of the elements that have contributed to the significance of the anthropic tourist potential of Valea Doftanei village.

The anthropic tourist attractions in the village of Tesila

The accumulation dam and Paltinu Lake - represent the most famous and imposing anthropic tourist attraction of the area, due to the important contribution to the economic development of the entire Doftana valley, in the modern period, after 1971, when it was put into use on the purpose of public providing with drinking water, as well as industrial water of Campina city and Ploiesti city, irrigation water supply in Prahova Meadow, for sanitation of Dambul River in Ploiesti, for electricity production in Paltinu-Voila hydropower plants, but also for water supply of downstream localities on Doftana River.

Paltinu Lake has resulted from the construction of the homonym dam on the middle course of the Doftana and has become over the years, due to its very clean waters which are so rich in fish, a real tourist pole of the Doftana valley; by the enchanting mountain scenery with a relatively gentle climate, the area attracts numerous tourists who are eager for recreation, rest and relaxation, who are passionate about water sports, as well as passionate fishermen, who come here from all over the country, in any season (fig 1).

The "Museum of Fine Arts" – which has also been open within the Tesila Cultural Center, brings together over 300 works of art, many of them by established artists; it comprises the fruit of the 18 editions of the "International Camp of Art" in the Black Valley, which has addressed professional artists in the field of sculpture, graphics or painting. Held until recently, at the beginning of August, the camp gathered about 15 famous artists, from whose hands there resulted valuable works of art, of real artistic, ethnographic and popular interest, recognized in the country and even abroad. All these exhibits are appreciated by the visiting tourists who love fine arts, beauty and traditions. (Teodorescu, 2009).

"The museum in my own house" - is located in the house of Constantin Clinci, none other than the father of the librarian Ramona Tintea, a thrifty and art-loving man who has arranged in one of the rooms, a real museum with beautiful objects, memories inherited from his father and grandfather, who had fought in World War II and World War I, respectively. Here visitors can admire objects such as pistols found in the mountains around the Doftana valley, perhaps a hundred years old, roots or pieces of yakca almost inanimate, lamps, irons and other household objects of considerable age. Also on display here there is a collection of old coins and banknotes, including typewriters, typewriters, deer horns and skulls, wild boar fangs and fox or goat furs hanging on the walls. Each object has its own story, this small museum having the potential to be the basis of a future museum of the region, the passion and tradition of the family being taken over by the younger generations.

Fig. 1. Paltinu Lake - Doftana Valley

In Tesila there is also a village museum belonging to Tutuiatu Ion Benone, "Nea Benone" - as the owner is known in the village, who is an original folk craftsman and also an art lover from Valea Doftanei commune. He has recently decided to open a museum in his own home, including a series of old objects exhibited, such as furniture, looms, a spinning wheel, a spindle, wooden and clay pots, as well as objects handmade by him, both of wood and stone. In this museum there are exhibited several different specimens of wild animals from the area: squirrel, goat, hedgehog, turtle. This appreciated folk craftsman has also made various sculptures depicting Dacian deities, but also the Dacian flag. "Nea Benone", besides being a keeper of popular traditions, is also known in the area as a skilled craftsman because he sews his own hats and hats made of leather or sheepskin (Teodorescu et al., 2017; Susu, 1998).

"Paltinu Lake Day" - is an event that takes place every year in August, being celebrated for many years on the plateau in the "Plateau" area on the eastern shore of the lake, near the county access road, southwards of Tesila (fig. 2).

The cultural-traditional event is meant to promote the picturesque tourist area of Lake Paltinu and always enjoys a large audience (tourists and locals) who attend various musical performances held on a stage especially built by local organizers; among the artists there are soloists and popular bands from the area, but also well-known singers and well-known bands from all over the country. The stands with various local food products, "seasoned" with traditional drinks, those with bee products or natural fruit juices picked from the area, but also those with handicrafts and crafts arranged here on the occasion of this country celebration, are attended by the crowd of tourists arriving here in order to spend the weekend in the fresh air on the lake shore or in the surroundings; thus, the vast meadow is annually being "invaded" by tents and caravans.

Fig. 2. Paltinu Lake Day

Anthropic tourist attractions in the village of Traisteni

"Museum of Ethnography and Folklore" - was opened in the building of the "Traisteni Cultural Center"; it has been built since 1936 and is an edifice that attracts by its massive architecture, made of white stone, with one floor and tin roof metal, with many "pairs" of tall windows, framed by vaulted and straight ornaments "worked" in stone, but also with white facades that complete its appearance, leading us to the "culele" of te boyars in Oltenia’s and even in the Brancoveanu’s epoch style.

In this building, since 1950, there is also a "Public Library" opened through the efforts of the villagers; this edifice is taken care of, just as the museum as well, by the kind librarian Carmen Enache. The multitude of books of prose and Romanian and universal poetry fully contributes to the "dowry" of 12,000 volumes contained in the libraries of Valea Doftanei commune.

On the first floor of the building, "above" the library, the "Museum of Ethnography and Folklore" has been operating for several years, a real collection of traditional folk objects and costumes from the area, reunited and displayed in an artistic way, in two bright and welcoming rooms. The museum depicts aspects of the traditional peasant dwelling in the Doftana valley, preserving objects of testimony of the crafts and folk traditions of this area: clay pottery dishes, embroidered towels, wood engraved ornaments, perforated, embossed, a loom, old icons painted on wood or glass, wooden objects used in sheepfolds for the preparation of various dairy products, old local photos, an "old" violin eager to delight us with her chords, as well as traditional “fote” (skirt aprons) and Romanian traditional blouses with selected embroideries, authentic elements of the Romanian folk costume (fig. 3).

Fig. 3. Folk art in Valea Doftanei Commune

Some of these exhibits are more than a hundred years old, being collected "from all over the villages" and being kept here with great care. In this environment, on the walls that accompany the access stairs to the ground floor, there are also several other handicrafts delighting the eyes of visitors, and in the entrance hall there are presented a series of interesting drawings painted by students from the commune and some funny dolls, handmade by the librarian Carmen Enache herself, whom I thanked anyway for the time dedicated to my visit, on a sunny December morning, encouraging her with all conviction and confidence with respect to her approach which is worthy of appreciation.

"Sfintii Voievozi" Church - is located in the center of Traisteni village and is one of the largest Orthodox places of worship in Prahova County and also one of the largest village churches in Romania. The church is dedicated to the "Holy Archangels Michael and Gabriel" and was built between 1924-1932, during the pastorate of the first patriarch of Romania - Miron Cristea, being a true "cathedral" of shepherds and foresters in the area. It is the second church in the country, after the "Metropolitan Cathedral" in Iasi, where there is a painted fresco depicting the face of the young King Michael I of Romania, located in the narthex (fig. 4).

Fig. 4. The "Sfintii Voievozi" Church in Traisteni

The church was built by the locals and is entirely made of stone and brick, on an area of 255 square meters, in the shape of a cross, in the Byzantine style and has a height of 36m, including the Holy Cross on the big tower. Inside, there are 4 arches, a large vault, 2 small vaults and 2 domes. The eight holes in the vault of the Holy Altar enhance the acoustics of the shrine. The iconostasis, the dividing wall between the altar and the rest of the church, as well as the pews are made of oak, they are beautifully carved with various floral ornaments. The sanctuary was painted between 1935-1940, in the Byzantine style, in oil, by the historical painter Dimitrie D. Stoica from Bucharest (Szemkovics et al., 2020). In 1970, a new bell tower was built, being equipped with 2 bells and a chancellery; the place was in time subject to various restoration and modernization works, meant to further beautify its appearance.

At the " Sfintii Voievozi" Church in Traisteni, one of the oldest local customs has been preserved, which has greatly strengthened the Orthodox faith of the people; it is usually called "Church Weddings", where sons-in-law, brides and godparents of the year get married and go to church together. On this occasion, everyone gathers at these symbolic weddings, eats, drinks, plays folk dances, displays the dress, after which all the gifts remain in the church treasury, for the needs of the parish. Tourists arriving in Traisteni are fascinated by the imposing architecture of the " Sfintii Voievozi" church, by its exterior and interior painting and the bright white of the side facades, aspects that give the religious building a distinctive and picturesque note.

"The ruins of the old church" - are found in the northern part of the town, on the left of the county road 102 I which runs through the village upstream, advancing towards the upper valley of Doftana River. The old church was built between 1830 and 1832, but due to numerous weather and earthquakes it was almost completely demolished, around 1940; today only some ruins are still preserved and they have the potential to become an important tourist attraction in the north of the commune (fig. 5). Doftanei Valley (Szemkovics et al., 2020). Near the ruins there are several stone and iron crosses, which bear witness to the fact that there was also the first cemetery in Traisteni (Szemkovics et al., 2020; Teodorescu et al., 2016).

Fig. 5. The ruins of the old church from Traisteni

"The sheepfolds around Traisteni village" - about 25 in number, are located on the slopes of Baiului and Grohotis mountains and are true treasures of the old local pastoral traditions, inherited from the first inhabitants of the village, the shepherds from Tara Barsei and from Marginimea Sibiului more than 300 years ago. At some of these sheepfolds' places, tourists can see how traditional products are prepared; we exemplify by mutton pastrami, grilled meatballs, mutton stew, smoked cheese or cheese dressed in fir bark, cottage cheese, "urda" (a kind of cheese, with soft, crumbly texture; it is defined as a dairy product obtained by boiling the remaining whey after preparing the curd; it is similar to "ricotta" cheese and it is rich in protein and low in fat); tourists can also participate in sheep-milking activities together with the local shepherds, who are well-known as hardworking people, welcoming and eager to story-tell with the passers-by, the teachings-filled stories of the mountain life-style (fig. 6).

Fig. 6. "Stana Glodeasa" from Traisteni

The traditional peasant houses of Doftana" - slightly better preserved than in Tesila, delight tourists' sight with their rustic architecture, in which wood predominates, but also by their sobriety, given by the chromaticity of the walls or by the river stone used at the preponderantly high foundation of houses. Beautifully shaped clay, leveled and whitewashed in white or warm colours, illuminates the walls of houses, while the wood carved by carving and piercing in various popular floral motifs, such as rosettes, crosses, adorn both sides of it; the porch is connected by supporting pillars (also made of wood) from the roof built "in four waters" (as they say to the four plans of inclination of the roof, with shingle covering the roofs, placed in the so- called "beak and shell" technique (fig. 7).

Fig. 7. The traditional architecture of Trăisteni

The roof is in turn supported by thick beams of lacquered beech wood, closed at the corners in the type known as "staneste", which support the walls and ceiling of the house, which is as well made of the same wood essence, above which there can be seen a thick layer of pressed earth, known as "beaten" earth, and which is leveled neatly, corresponding to the attic of the house. In the two rooms on either side of the porch, the elegant silhouette of the brick stoves stands out: a stove with a hob for cooking, in the living room and a stove with a cot and a niche in the guest room. According to the tradition, in the "big house" (the house for guests and ceremonies, particularly) there generally used to be kept the folk costumes - photos with the chosen embroideries, but also the so-called "dolls", meaning patterns for artistic models of cheese. In the same room, during the Easter holidays, decorated eggs were displayed in a vase, many models being specific to this area and representing different floral motifs, "the lost way/ path" or even work tools.

The Doftana – style houses, not very big, still have, as before, the window sills full of flowers, and in front of them, the enchanting presence of the kindergarten with multicolored flowers brings an extra beauty to the houses. In the peasant households from Traisteni, wood is predominant, being used in the construction of the annexes, such as “sura” (a serie of annexes where animals and agricultural tools used to be sheltered) or the stable; wood used to be used as well in the manufacture of certain household objects (“ciubar”- a big wooden barrel used as a bathing pool; barrels, scythe, fork, spindle, weaving loom), knowing that the exploitation and wood processing in the surrounding mountains has long been the main occupation of locals, along with animal growth (Teodorescu et al., 2016; sava et al., 2020).

"Cascavela Festival" – has taken place every year in September in Traisteni, since 2002, being a real country celebration, organized by the City Hall and the Local Council of Valea Doftanei, on the lawn of the local football field. This event gathers thousands of people from the area and from the country, who are happy to participate in the "celebration of the bell", the product that has become the "brand" of the commune (Ducman et al., 2019). This traditional festival brings together hundreds of producers and traders, along with the tasty cheese being presented to the public and other cheese specialties (smoked cheese, cheese dressed in fir bark, cottage cheese, "urda", "bellows cheese"), pastrami and other peasant dishes of mutton, pork or beef (fig. 8).

Fig. 8. Stands with traditional products at the Cascavela Festival in Traisteni

Also one may see here products as the traditional drinks produced in the Prahova area or even in the locality, such as blueberries, raspberries, cherries, plum brandy, pear and apple brandy, red currant wine, but also white, pink and red wines from the sub-Carpathian vineyards. Tohani-Dealu Mare-Urlati wines, or natural berry syrups harvested from the surrounding mountains. All these "goodies" are joined by the famous braided rolls, gingerbread, various homemade cakes, but also the indispensable and appreciated natural honey of bees accompanied by the whole range of bee derivatives.

CONCLUSIONS

The sustainable tourism development program at Doftanei Valley will involve drawing new tourist markings and restoring the old ones in the surrounding mountains, as well as reopening the "Tourist Information Point" located in Traisteni village, an office that will be equipped with new guides, brochures, local maps, views and souvenirs, or with promotional documentation about these picturesque lands; they are printed on digital support, constituting materials so necessary for the visitors of the commune. Thus, the rich tourist potential of this area will be capitalized at an optimal level that will allow more and more guests to arrive here; detailed knowledge of the attractions of the area will lead to a substantial increase in revenues from tourism activities in the prosperous commune of Valea Doftanei.

Considering the tourist development projects already underway, but also the fact that the Valea Doftanei area has become known in recent years for rural and ecological tourism, we can say that in the near future this region will be a tourist destination for within the southern part of the Oriental Carpathians, close to the notoriety of the resorts on Valea Prahovei.

REFERENCES

Arsene O., Al. Militaru, *Prahova 3 vai turistice - brosura-harta*, Asociatia de turism montan Prahova, DN1 km 100, Prahova, 1998.

Dincă Iulian, Camelia Teodorescu, *The Romanian rural space and its landscapes: attraction and motivation for relocating townspeople*, GEOGRAPHIA NAPOCENSIS, vol. 1, pp 21-36, 2015.

Ducman Andrei, Mariana Banuta, Camelia Teodorescu, Mihaela Gadoiu, Radu Daniel Pintilii, *Perception of organizational malfunctions reflected by social media for Untold and Neversea festivals in Romania*, 6th SWS International Scientific Conferences on social sciences, Albena Bulgaria, 2019, pp. 167-174.

Cojocaru Ion V.T., *Monografia comunei Valea Doftanei*, Editura Sport – Turism, Bucuresti, 1978.

Susu Petre, *Folclor coregrafic din zona Valea Doftanei-Traisteni*, Editura Tribuna, Sibiu, 1998.

Rădoi Irina-Valentina, Andrei Ducman, Camelia Teodorescu, Marian Marin, Alexandru Gogioiu, *The impact of the development of the local economy on the natural environment of the Danube Delta, Romania*, Proceedings, Public recreation and landscape protection, Krtiny, Czech Republic, pp. 489-496, 2020.

Sava Cipriana, *Data on international tourism in Romania*, QUAESTUS MULTIDISCIPLINARY RESEARCH JOURNAL, 2020.

Szemkovics Laurențiu-Ștefan & Teodorescu Camelia, *Heraldic representations from the "Stavropoleos Monastery" in Bucharest*, Quaestus Multidisciplinary Research Journal, Romania, IX, no. 16, pp. 118-127, 2020.

Szemkovics Laurențiu-Ștefan, Teodorescu Camelia, Pop Vasile, Ducman Andrei & Bira Nicoleta, *Analysis of the heraldic elements in the building and the documents regarding the Hurezi monastery, Valcea county, Romania (1691-1714)*, International Scientific Conference GEOBALCANICA, Ohrid, North Macedonia, 12-14 May 2020, pp. 703-711.

Szemkovics Laurențiu-Ștefan, Teodorescu Camelia, Pop Vasile, Ducman Andrei & Gadoiu Mihaela, *Analysis of the heraldic elements in the building and in the document dated 1715 that was issued for the Antim monastery in Bucharest, Romania*, International Scientific Conference GEOBALCANICA, Ohrid, North Macedonia, 12-14 May 2020, p. 627-635.

Teodorescu C., *Turism cultural*, Ed. Transversal, Bucuresti, Romania, pp 5-32, 2009.
Teodorescu Camelia & Szemkovics Laurentiu-Stefan, *The Ethno-creativity in the Pilot Centers in Romania and their Role in the Development of Cultural Tourism and the Educational Process*, FORUM GEOGRAFIC GEOGRAPHICAL STUDIES AND ENVIRONMENT PROTECTION RESEARCH, Craiova, Romania, vol. 16, issue.1, pp. 88-97, 2017.
Teodorescu Camelia, Daniel Diaconu, Roxana Radu, *Disfunctionalities in the organization and development of spa tourism developed on salt resources in Maramures, Romania*, Proceedings, Public recreation and landscape protection, Krtiny, Czech Republic, pp. 101-105, 2019.
Teodorescu Camelia, Octavian Teodorescu, Nicoleta Bira, Badea Alin & Badea Livia Florina, *Religious and cultural tourism and the socio-economic and educational implications*, Quaestus multidisciplinary research journal, Romania, vol. 8, pp 227-285, 2016.
Teodorescu Camelia, Radu-Daniel Pintilii, Peptenatu Daniel, Teodorescu Octavian, Toma Sorin George, *Popularizing Cultural Identity Through Religious Tourism-Socio-Economic and Educational Implications*, International Multidisciplinary Scientific GeoConference: SGEM, Bulgaria, Vol. 3, pp. 947-954, 2016.

NOTES ON THE AUTHORS

Prof. Pr. Alin Florian BUTOI - “Tudor Vladimirescu” Middle School, Călărași City, e-mail: butoiflorianalin@gmail.com

Pr. Ph.D. Vasile POP - Priest St. Elefterie Church, Bucharest, Romania, e-mail: isalev5@yahoo.com

Master Andrei DUCMAN – University of Bucharest, Faculty of Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: ducmanandrei@gmail.com

Prof. gr. I. Nicoleta BIRA, Teacher, Middle School “Spiru Haret” Oltenita City, Calarasi, e-mail: nicoletabita@yahoo.com

Prof. gr. I. Elena BECHERU, Teacher, Middle School “Dimitrie Ion Ghica” Middle School, Radovanu, Calarasi, e-mail: becheru.elena@yahoo.com

EXPLORING THE TOURIST RESOURCES OF BANAT REGION AND IDENTIFYING TYPES OF TOURISM IN ORDER TO DEVELOP NEW TOURIST PRODUCTS

Cosmina-Simona TOADER
Loredana VĂDUVA
Ionuț Mircea PETROMAN

***Abstract**: Banat is the place where people of different ethnicities, denominations and cultures have coexisted over time, and this has left a strong mark on the organization of space and the socio-economic development of the region, of people who are welcoming, gentle, open mind, diligent, gastronomy and even vocabulary.*
From tourist point of view, Banat has an invaluable natural and anthropic heritage. The practiced tourism is concentrated mainly around the urban communities, being practiced mainly business tourism, cultural tourism, leisure and recreation tourism, spa tourism, but also rural tourism, itinerant tourism, ecumenical tourism, event tourism, hunting tourism, and even cycling tourism.
In the present article authors explore the touristic resources in order to identify suitable types of tourism for Banat Region, which can be starting points for development of new tourist products.
***Keywords**: Banat Region, potential, resources, tourism*

INTRODUCTION

A historical province located between the Danube, the Tisza, Mureş and the Carpathians, Banat is a territory that has been subjected to many trials over time. Inhabited in ancient times by the Dacians, in the Middle Ages there was a Romanian-Slavic state formation, then passed into the Kingdom of Hungary (10th-11th centuries), the Ottoman Empire (mid-16th century - early 18th century) and the Austro-Hungarian Empire until 1918, Banat is currently divided between 3 countries: Romania (18,966 km^2), Serbia (9,276 km^2) and Hungary (284 km^2). The Romanian part of Banat includes the counties of Timiş and Caraş-Severin, Arad (territory south of the river Mureş), Mehedinţi (Orşova area) and Hunedoara (several communes). (Feneșan 2014, Feneșan 2017)

Although since 1919, with the entry of Romanian troops and the establishment of the Romanian administration, Banat no longer exists as a separate political entity, it continues to be considered a historical and cultural region. Banat is considered one of the most diverse regions in Romania. A simple look at Banat highlights what makes it stand out from other regions, namely multiculturalism.

TOURISM POTENTIAL	**Natural component**	landscapes
		relief
		favorable climatic conditions
		vegetation
		fauna
		protected areas
		the therapeutic value of some natural factors
		microclimate
	Anthropogenic component	archeological sites and art monuments
		technical and economic objectives
		socio-demographic objectives
		ecumenical objectives
		ethnography and folklore
		cultural and artistic institutions and events

Figure 1. The components of tourism potential

The tourist potential is represented by the set of natural and anthropic components that enjoy both scientific and practical recognition, and can be seen as possibilities for tourism capitalization as it has tourist functionality. The tourist potential plays a key role in the development and diversification of tourism activities. The tourist resources, together with the tourist infrastructure make up the tourist potential, this being an important component of the tourist offer. It is necessary that the tourist potential be approached through the prism of the two components of the tourist resources: the natural component and the anthropic component.

The purpose of the article is to reveal the tourist resources and suitable types of tourism for Banat Region in order to develop future tourist products.

MATERIALS AND METHODS

To study the tourism potential of Banat Region through its touristic resources and identifying the suitable types of tourism, the following steps have been made:

- studying the bibliographic sources regarding the concepts of tourist potential, natural and anthropic tourist resources, forms of tourism;
- delimitation of the study area;
- access to various bibliographic resources in order to identify the natural and anthropic tourist resources in the area under study;
- processing and interpreting information obtained by accessing bibliographic resources;
- drawing the conclusions.

The authors used observation as a research method.

RESULTS AND DISCUSSIONS

The Banat region has a significant tourist potential which is marked by the diversity of tourist resources. The existence of the tourist heritage on the entire territory of Banat is closely linked to the natural environment and the anthropic heritage.

In terms of relief, as an element of tourist potential, Banat has various landforms (mountains 65.4%, depressions 16.5%, hills 10.8% and plains 7.3%). There is a succession in steps, from the low plain (river meadows), the high plain (Vingăi Plain, Buziaș Plain, Gătăii and Fizeș Plain, Hodoni Plains, Duboz, Tormac, Jamu Mare, Arad and Sânnicolau Mare), to Deal Lugojului, Lăpugiului, Făgetului Depression, Lipovei Hills, Pogăniș Hills, Dognecei, Oraviței and Carașului Depression) and mountains (Țarcu Mountains, Cerna Mountains, Poiana Ruscă Mountains and Banat Mountains with Semenic, Anina, Dognecei divisions, Almăj and Locvei).[1]

The importance of the relief is supported by its landscape value and by the multiple possibilities of practicing tourism.

[1] Discover Timis. https://discovertimis.com/

The caves are also points of tourist interest, most of them being close to the marked tourist routes, roads or some localities (Româneşti, Pietroasa (Blue Cave), Nelu Balaş, Gaura Turcului, Poiana Gropii, Comarnic, Cârşa, Liliecilor, Water Cave, Buhui, Ponor Uscată Cave, Miloi II, Gaura Porcariului, Gaura cu Musca, Ponicova, Hoţilor). As for their arrangement for tourist purposes, only some have minimal tourist facilities (Comarnic Cave, Hoţilor Cave).

Also worth mentioning are the two extinct volcanoes in Lucareţ and Gătaia.

The relief can be constituted both in the form of an independent tourist attraction and as a support for other elements of tourist potential. The relief favors the practice of hiking, mountaineering, rest, recreation, cycling and speotourism.

Hydrography has a considerable contribution to increasing the tourist attractiveness by the presence of rivers (Bega, Timiş, Mureş, Cerna, Bârzava, Bistra, Nera, Gârlişte etc.), lakes (Surduc, Ochiul Beiului, Lacul Dracului, Buhui, Prisaca, Poiana Mărului, Gozna, Trei Ape, Secu, Vârtoape, Dănilă, Lacul cu Nuferi), swamps (Satchinez, Murani), Danube river and mineral waters (Buziaş, Lipova, Calina Springs, Ursoanea Spring, Ivanda) and thermal waters (Timişoara, Călacea, Sînmihaiu German, Sânnicolau Mare, Lovrin, Jimbolia, Giarmata).

The waterfalls have a special contribution to increase the tourist attractiveness, and from this point of view Banat, especially Caraş-Severin County, is exemplary. The most famous waterfalls in Caraş-Severin County are: Bigăr Waterfall, Beuşnita Waterfall, La Văioaga Waterfall, Moceriş Waterfall, Şuşara Waterfall, Cârşa Waterfall, Vânturătoarea Waterfall, Piatra Moale Waterfall, Şucu Waterfall, Roset Waterfall, Valea Mare Waterfall, Prigor Waterfall.[2] In Timiş County there are Cornet and Şopot waterfalls, which even if they are not well known for the waterfalls in Caraş-Severin County, are extremely beautiful.[3] Although it takes some physical effort to reach some waterfalls, all the waterfalls prove to be delightful, managing to fully reward the eyes of tourists tired of the road.

Hydrography stimulates the practice of hiking, adventure tourism, weekend tourism, fishing, heliomarine, water sports or spa.

Vegetation, represented by forestry, meadows, trees, is a tourist attraction in itself. In this sense, we can mention the dendrological parks (Bazoş Dendrological Park, Buziaş Dendrological Park, Zăvoi

---

[2] Peşteri şi avene turistice în Caraş-Severin. http://turism.cjcs.ro/ro/pesteri-si-avene-turistice-in-caras-severin.php

[3] Discover Timis. https://discovertimis.com/

Dendrological Park, Sacu Dendrological Park, Oravița Dendrological Park, Soceni Ezeriș Dendrological Park, etc.) and protected areas, which may be of common interest. Natura 2000 and international interest.

Natura 2000 sites are represented by the special avifauna protection areas (SPAs) and the sites of community importance (SCI) which are included in the ecological Natura 2000 network in Romania.[4,5] The following areas are included in the Banat Region: Hunedoara Timișană, Lunca Mureșului Inferior, Satchinez Swamp (Arad County), Pojoga Forest (Hunedoara County), Ţarcu Mountains, Rusca Montană-Ţarcu-Retezat Corridor, Lipovei-Poiana Ruscă Plateau, Caraș River, Nera River between Bozovici and Moceriş, Timiş River between Rusca and Prisaca, Teregovei Gorges and Bozovici Depression (Caraş-Severin County), The meadow of the Lower Mureș, Timișului Meadow, Satchinez Marshes, Becicherecu Mic, Comloșu Mare, Pădurea Dumbrava, Paniova Forest, Cenad Sward, Ciacova Sward, Jebel Sward, Pesac Sward, the salts from Foieni-Grăniceri, the salts from Diniaș, Valley from Sânandrei, Lovrin, Şemiţa Forest (Timis County).[6]

Protected areas of national interest in Banat include:

- *scientific reserves, national parks* (Domogled-Cernei Valley, Semenic-Carașului Keys, Nerei Keys-Beușnița);
- *natural monuments* (Petrolea Hill Cuptoare, Fossil site of Apadia, Fossil site of in Delinești, Fossil site in Ezeriș, Fossil site in Globu Craiovei, Fossil site in Petroșnița, Fossil site in Soceni, Fossil site in Târnova, Fossil site in Tyrol, Fossil site in Valeapai, Zorlențu Mare, Râpa Neagră, Comarnic Cave, Popovăț Cave, Banat Sphinx, Greațca Valley);
- *natural reservations* (Arad County: Prundu Mare, Sinesie Cave, Șoimuș Lake, Caraș-Severin County: Divici-Pojejena, Dăncioanea, Cărăula Hill, Wetland Ostrov-Moldova Veche, Wetland Calinovăț Island wetland, Zervești daffodil meadow, Ezerișel forest, Domogled reservation, Banat Sphinx, Greațca Valley, Groposu, Nera Pond - Danube, Bârzavița, Buhui - Mărghitaș, Carașului Keys, Globului Keys, Gârliștei Keys, Rudăriei Keys, Nerei Keys - Beușnița, Șușarei Keys, Coronini - Bedina, Cuptor - Brădișoru de Jos, Petrolea Hill Cuptoare, Ducin, Iardașița, Iauna - Craiova, Bigăr Spring, Carașului Springs, Nerei Springs, Lisovacea, Ogașul Slătinic, Râpa

---

[4] Lista rezervațiilor naturale din România.
https://ro.wikipedia.org/wiki/Lista_rezerva%C8%9Biilor_naturale_din_Rom%C3%A2nia
[5] Tabel situri natura 2000 Caras-Severin.
http://apmcs-old.anpm.ro/tabel_situri_natura_2000_caras_severin-7966
[6] Lista ariilor protejate din România declarate monumente ale naturii.
https://ro.wikipedia.org/wiki/Lista_ariilor_protejate_din_Rom%C3%A2nia_declarate_monumente_ale_naturii

cu lăstuni from Divici Valley, Râpa Neagră, Ravena Crouri, Ciclovei Valley Ilidia, Natural Reserve Baziaș, Natural Reserve Valea Mare, Rusca Montană, The fossiliferous place from Apadia, The fossiliferous place from Delinești, from Ezeriș, Globu Craiovei Fossil Site, Petroșnița Fossil Site, Târnova Fossil Site, Tirol Fossil Site, Valeapai Fossil Site, Zorlențu Mare Fossil Site, Soceni Fossil Site, Pleșu Forest, Bârzoni Cave, Buhui Cave, Comarnic Cave, Exploratorii '85 Cave, Water Cave from Polevii Valley, Popovăț Cave, Răsuflătoarei Cave, Belareca, Timiș County: Pogănișului Meadow, The daffodil meadow Bătești, Movila Sisitak, Bazoș Arboretum, Bistra Forest, Cenad Forest, Igriș Island, Cenad Big Island, Surduc Lake, Beba Veche Ornithological Reserve, Murani Swamps, Satchinez Swamps, Fossiliferous site Rădmănești, the salts from Diniaș, Mehedinți County: Cazanele Mari, Cazanele Mici, Svinița Fossil Site);

- *natural parks* (Porțile de Fier, Mureș Meadow).[7,8]

The protected areas are of interest both from a scientific and aesthetic point of view, these being another element of tourist attractiveness.[9]

Vegetation is important for science tourism, itinerant tourism, leisure, recreation or leisure tourism.

Fauna, from tourist point of view, it has hunting, aesthetic and scientific value. The multitude of species can be observed (wild boar - *Sus scrofa*, wolf - *Canis lupus*, lynx - *Lynx*, Carpathian deer - *Cervus elaphus*, bear - *Ursus arctos*, black goat - *Rupicapra rupicapra*, otter - *Lutrinae*, peregrine falcon - *Falco peregrinus*, owl - *Strix uralensis*, woodpecker - *Dendrocopos major*, Carpathian scorpion - *Euscorpius carpathicus*, small eagle - *Clanga pomarina*, avat - *Aspius aspius*, wild cat - *Felis silvestris*, the white-tailed eagle - *Haliaeetus albicilla*, black stork - *Ciconia nigra*, turtle of Banat - *Testudo hermanni*, the horned viper - *Vipera ammodytes ammodytes*, Aesculapian snake - *Zamenis longissimus*), but also the existence of rare species (bison - *Bison bonasus*) and endangered species (bustard - *Otis tarda*).

Flora is another motivation for tourism, and in this sense it is worth mentioning some of the many species that are found mainly in protected areas: Turkish hazel - *Corylus colurna*, Mahaleb cherry - *Prunus mahaleb*, liliac - *Syringa vulgaris*, smoke tree - *Cotinus coggygria*, yew - *Taxus*

[7] Hartă Parcurile Nationale și Naturale din Caraș-Severin. http://turism.cjcs.ro/ro/harta-parcurile-nationale-si-naturale-din-caras-severin.php

[8] Parcuri naționale și naturale administrate de regia națională a pădurilor ROMSILVA. http://www.rosilva.ro/files/content/bucuresti/Arii-Protejate-28feb.pdf

[9] Arii naturale protejate – prezentare generală. http://www.rosilva.ro/articole/prezentare_generala__p_184.htm

baccata, fritillary - *Fritillaria meleagris*, over 30 species of orchids (Nerei Keys-Beușnița), the black pine of Banat - *Pinus nigra,* bear ear - *Primula auricula ssp. serratifolia,* the Turkish hazel - *Corylus colurna* (Domogled National Park – Cernei Valley), spring pheasant's eye - *Adonis vernalis* (Mureșului Meadow), the Cazane tulip - *Tulipa hungarica,* the Cazane bells - *Campanula crassipes,* the rock iris - *Iris sintenisii*, the Banat peony – *Paeonia officinalis ssp. Banatica,* thick-haired mountain pasqueflower - *Pulsatilla Montana* (Natural Park Porțile de Fier).

Both flora and fauna contribute to the practice of science tourism and ecotourism. (Rusu et al 2020)

Microclimate, as an element of tourist potential, determines the tourist attractiveness to a high extent. On the territory of Banat there are small areas that have particular atmospheric conditions, these places having a therapeutic effect on physical and mental health. For example, at Poiana Mărului in Caraș-Severin County, there is a special air quality due to ozone, negative ionization, natural aerosols and atmospheric purity. Also, Buziaș Spa Resort has a specific and extremely favorable microclimate, in this place registering high concentrations of negative aeroons (between 800-1270 / cm^3 air). Băile Herculane resort also enjoys the action of negative aerionization (between 2000-2500 negative ions / cm^3 / s). (Zaharia 2019)

The microclimate supports the practice of spa tourism, recreational tourism, cycling tourism, and hiking.

The anthropic component of the tourist potential brings together elements created by man over time that currently have a recreational function. Due to their characteristics, anthropogenic resources have gradually become of tourist interest, as people have shown a desire to know themselves better, but also to know the achievements of humanity from ancient times to the present. (Akhmedenov and Sdykov 2021, Chandel and Sharma 2020, Teodorescu et al 2018, Vegheș 2018)

The anthropic tourist potential of Banat is marked by elements of culture and history, art and civilization, technical-economic elements and socio-demographic elements.

- *Archaeological sights and art monuments* found on the territory of Banat are important mainly for the history, culture and civilization of the Romanian people. Archaeological sites and art monuments in Banat are of great variety, they belongs to different historical periods and support the practice of cultural-scientific tourism. (Moț and Petroman 2014, Grecea 2015) According to the list of historical monuments in Romania, in Timiș County there are 337 monuments, and in Caraș-Severin County 824 monuments.[10] The category of monuments includes archeological monuments, architectural monuments, public monuments, memorials and funerary monuments, historical monuments, architectural ensembles and archeological sites. Only a few of these will be mentioned below. (Baiski 2015a, Toader et al 2013)

Dave, fortresses and fortifications: The prehistoric fortification from Cornești-Iarcuri, Iarcuri Opatița, Divici, Drencova, The fortifications of the Timisoara Fortress (Vauban style), Carașova, Sf. Ladislau Stronghold Coronini, Buza Turcului Stronghold Bocșa, Jdioara Stronghold, Făget Stronghold, Mehadia Stronghold, Morisena Stronghold,The fortified settlement of Herneacova, Ciacova Manor etc.[11]

Castles, palaces, historic buildings: Huniade Castle Timișoara, Baroque Palace Timișoara, Dechan Palace Timișoara, Dicasterial Palace, Mercy Palace Timișoara, Banloc Castle, Count Mercy's House, Prince Eugene of Savoy's House, Guild Tree House, Atlantis House, Fire Stationand from Iosefin District.[12,13]

Mansions: Antonia Mansion (Folea), Laszlo Gorove Mansion (Gătaia), Ambrozy de Seden Mansion (Herneacova), Manaszy Mansion (Hodoni), Ottilik Mansion (Izvin), Gyertynaffy Mansion (Giera), Liptay Mansion (Lovrin), Wimpffen Mansion), Csekonics Mansion (Jimbolia), Herrglotz Mansion (Herendești), Andrașiu Mansion (Pișchia), Globusitzky Mansion (Sculia), Vârghici Mansion (Sinersig), Nikolici Mansion (Rudna), Ambroszy Mansion (Remetea Mare), Nako Mansion (Sânnicolau Mare), Satchinez Mansion, Damaszkin Mansion (Beregsău Mic), Bogda Mansion, Manase Mansion (Clopodia), Count of Mercy Mansion (Carani), Uzbasic Mansion (Dinner), Petala Mansion (Clopodia), Mocioni Mansion (Foeni), San Marco Mansion (Comloșu Mare), Duka Mansion (Cadăr), Mocsony Bulci Mansion.[14]

Memorials and funerals: Holy Trinity Monument Timișoara, Wolf Statue Timișoara, St. Mary and St. John Nepomuk Monument Timișoara, The Austrian military monument, dedicated to the events of 1848-1849, the Mausoleum of the Mocioni Foeni Family, the Statue of St. Florian from

---

[10] Lista monumentelor istorice din România. www.monumente-istorice.ro

[11] Obiective turistice din Timișoara și Banat (broșură), Primăria Municipiului Timișoara, Infocentru turistic Timișoara

[12] Conace și castele din Banat și județul Timiș (broșură), Asociația pentru Promovarea și Dezvoltarea Turismului Timiș

[13] Heritage of Timisoara. https://heritageoftimisoara.ro/

[14] Conace și castele din Banat și județul Timiș (broșură), Asociația pentru Promovarea și Dezvoltarea Turismului Timiș

Jimbolia, the Tomb of Joachim Miloaia, Commemorative Cross for the first religious service of German settlers, arrived in 1773 in Anina etc.[15]

- The ecumenical objectives that are found in Banat are numerous, there are almost no settlements within the radius of which there is no religious building or monument. The religious objectives on the territory of Banat allow the practice of ecumenical tourism and cultural tourism. Their architectural styles are those specific to religious architecture (Byzantine style, Baroque style and Gothic style).

Cathedrals and churches: Metropolitan Orthodox Cathedral Timișoara, Catholic Dome, Serbian Orthodox Church, Piarist Church Timișoara, Evangelical Church Timișoara, St. Catherine of Timișoara Roman Catholic Church, St. Joseph's Greek Catholic Church, Cathedral of the Resurrection of the Lord in Caransebeș, Orthodox Cathedral of the Assumption of the Blessed Virgin in Resita.

Synagogues: Timișoara Cetate Synagogue (1865), Timișoara Fabric Synagogue (1889), Timișoara Iosefin Synagogue (1895), Lugoj Synagogue (1843), Buziaș Synagogue, Caransebeș Synagogue (1894), Reșița Synagogue (1907).[16] (Sas 2012)

Churches historical monuments: Carani Roman Catholic Church (1788), Ciacova Serbian Orthodox Church (1768), Dudeștii Noi Roman Catholic Church (1750), Dudeștii Vechi Roman Catholic Church (1804), Giarmata Roman Catholic Church (1773), Romanian Orthodox Church Giroc (1759), Lipova Romanian Orthodox Church (1797), Orțișoara Roman Catholic Church (1786), Periam Roman Catholic Church (1750), Sânnicolau Mare Orthodox Church (1787), Serbian Orthodox Church in Gelu village (1746), Roman Church -Vinga Catholic Church (1892), Caransebeș Roman Catholic Church (1725), Oravița Orthodox Church (1784), Oravița Roman Catholic Church (1777), Orșova Roman Catholic Church (1972), Teremia Mare Roman Catholic Church (1871).[17]

Orthodox monasteries: Piatra Scrisă Hermitage (Armeniș), Călugăra Monastery, Cebza Monastery, Fârdea Monastery, Săraca Monastery, Șag Monastery, Morisena Monastery, Partoș Monastery, Hodoș-Bodrog Monastery, St.Ana Orșova, Almăj Putna Monastery, Poiana Mărului

[15] Lista monumentelor istorice din România. www.monumente-istorice.ro
[16] Timișoara. Harta și atracțiile turistice, Primăria Municipiului Timișoara, Centrul de Informare Turistică
[17] Obiective turistice din Timișoara și Banat (broșură), Primăria Municipiului Timișoara, Infocentru turistic Timișoara

Hermitage, Bezdin Monastery, Cusici Monastery, Biled Sf. Gheorghe Monastery, Sf. Sava Baziaș Monastery, Zlatica Monastery.[18]

Wooden churches: Topla - 1750 (Banat Village Museum Timișoara), St. Dimitrie - 1774 (Timișoara), Bătești - sec. XVIII, Bulza - 1820, Căpăt - sec. XVIII, Cebza - 1758, Coșevița - 1776, Crivina de Sus - 1676, Crivobara - 1780, Curtea - 1794, Dobrești - 1832, Dubești - sec. XVII, Dragomirești - 1754, Groși - 1741, Ezeriș - sec. XVIII, Homojdia - 1782-1804, Jupânești - sec. XVIII, Margina - 1734, Nemeșești - 1798, Pietroasa - 1779, Poieni - 1791, Povergina - 1782-1783, Românești - sec. XVIII, Zolt - sec. XVIII.[19]

- *Ethnography and folklore of* Banat Region are characterized by originality, richness and variety and represent an important component of the anthropic tourist heritage. Thus, folk architecture, folk technique, artistic creations, folk costumes, customs, traditions, fairs and festivals and villages with folk traditions favor the practice of cultural tourism, event tourism, itinerant tourism and gastronomic tourism.

Regarding the handicraft production and handicrafts, the craft of pottery in the village of Jupânești stands out. The village of Jupânești is known for its clay vessels necessary for household use, but also for the beautification of households. The practice of pottery in this area of Banat is due to the existence of raw materials, unfavourable conditions for large-scale agriculture, but also to the existence of a market. The dishes have some peculiarities: the paste is fine and has a reddish hue being rich in iron oxides, the geometric decoration is made only with the colour red. The chromatic of the glazed vessels is characterized by warm shades (yellow, brown, green, grey-beige).

Along with pottery, it is necessary to mention other crafts known as the bearers of Banat traditions: the creation of folk costumes, the processing of animal skins, the fur, the weaving, the torso, the wood carving, the painting on glass.

Visited by several thousand tourists every year, the water mills of Eftimie Murgu impress with the way they were built, they fit perfectly into the landscape of the area. If in the past there were about 300 mills in the whole Almaj Depression, now there are only 22. Water mills with a sieve on the Rudăriei Valley seem to be part of a huge and old museum of technology. The Eftimie Murgu Mill Complex is unique in Europe and is a

---

[18] Mănăstiri. https://mitropolia-banatului.ro/manastiri/
[19] Obiective turistice din Timișoara și Banat (broșură), Primăria Municipiului Timișoara, Infocentru turistic Timișoara

UNESCO World Heritage Site. In Caraș-Severin County you can also visit the set of mills from Gârliște Village.

Within the Banat Village Museum it can be admire authentic wooden, stone and earth constructions from all over Banat (peasants' houses, craftsmen's houses, mills, school, town hall, and church), heritage pieces, furniture pieces, objects of use housewife etc. All the constructions found at the Banat Village Museum represent a testimony of the traditional Romanian popular civilization and of the ethnic groups from the province that have lived in harmony over time.[20]

It is also worth mentioning the 19 ethnic minorities due to which Banat is recognized as a multi-ethnic and multicultural space: Germans, Hungarians, Serbs, Czechs, Slovaks, Croats (Crasovans), Ukraine, Bulgarians, Jews, Roma, Italians, Greeks , Russian-Lipovans, Turks, Tatars, Poles, Chinese, Armenians, Csangos, and likened to a small Europe. Minorities established in different places in Banat have formed communities in localities such as Altringen, Charlottenburg, Sandra, Gottlob, Sânnicolau Mare, Jimbolia, Lenauheim, Reșita, Carașova, Lupac, Eibenthal, Ravensca, Gârnic, Remetea Mare, Gărâna, etc.

As for the traditional port of Banat, it is diverse and represents a way of displaying creative abilities, wealth, social status and status in the community. At present, there is no map of the ethnographic delimitation for the popular port of Banat, but several ethnographic subzones are identified (exp. Timișoara, Lugoj, Buziaș, Făget, Ciacova-Deta, Sânnicolau Mare, Lipova, Almăjului Valley, Bistrei Valley, Caransebeș, Reșița). The differences between the ethnographic subareas are given by chromatics, ornaments, and garments and represent identity landmarks of some communities. Usually, the women's suit consisted of spăcel (blouse), poale (skirt), cotrânță (clothing item), opreg (clothing item), brâu (belt), pieptar (chest), obiele (pieces of cloth for wrapping the legs), opinci (traditional shoes), head ornaments (ceapsa, conci), ornaments worn around the neck (salbe), and the men's suit consisted of a shirt, trousers, belt, chest, clăbăț (fur hat), opinci (traditional shoes).[21] (Pinter et al 2006)

The folk costume from Banat can be admired in the museums that have ethnography and folklore sections, but also in the exhibitions where the collections of folk art of the houses of culture or of the collectors of the peasant costume are exhibited.

[20] Muzeul Satului Bănățean. https://muzeulsatuluibanatean.ro/

[21] Relaţii ale designului cu orizontul etnografic. Elemente din Banat. http://www.orizonturiculturale.ro/ro_studii_Iosif-Mihailo-1.html

Customs, folk traditions, fairs, festivals: Hearts Festival, Timișoara, Prayer, Timișoara, Folk Crafts Fair, Jupânești Pottery Fair, “Nedeea Românilor” from Valea lui Liman, Festival of Păturatei pe Crumpi Ciacova, Paprikas Festival from Buziaș, Lada cu zester (Dowry chest), Hercules International Folklore Festival from Băile Herculane. The customs, traditions, folklore and folk costume of Banat or of the minorities from Banat are cultivated and promoted through vocal groups and folk ensembles (”Banatul” Folk Ensemble from Timișoara, “Doina Timișului” Folklore Ensemble from Timișoara, Sânziene Bănățene Folklore Ensemble, ”Ghiocelul” Ensemble from Giroc, ”Izvorașul” Ensemble from Buziaș, ”Lugojana” Folk Ensemble, ”Reșițeana” Ensemble, Bocșana Folk Ensemble, "Cununa Timișului" Ensemble from Ghiroda,”Dubaşii” from Brăneşti, Banater Rosmarein, St. Sava Ensamble, “Balgarče” Ensamble from Vinga etc.).

- *Cultural-artistic institutions and events* are those that reflect the cultural-artistic life, spirituality, art and culture of the inhabitants of Banat. In this sense, it is necessary to mention the most important objectives of this type that complete the cultural network of Banat (cultural institutions, museums, memorial houses, cultural events, organizations and foundations), objectives that determine the practice of cultural tourism and event tourism.

Buildings of cultural institutions: Timișoara Romanian Opera, Timișoara National Theatre, German State Theatre, Csiki Gergely Hungarian Theatre, Merlin Timișoara Children's and Youth Theatre, Banatul Philharmonic, Mihai Eminescu Oravița Theatre, ”George Suru” Caransebeș House of Culture.

Museums: Banat Museum from Timișoara, Art Museum from Timișoara, Memorial of the 1989 Revolution, Museum of Public Transport, Museum of Banat Village, Reșița Museum of Outdoor Steam Locomotives, Băile Herculane City Museum, Buziaș Spa Museum, Caransebeș County Museum of Ethnography, Caransebeș Border Regiment Museum, Deta City Museum, Fire Museum from Jimbolia, Sever Bocu Press Museum from Jimbolia, Railway Museum from Jimbolia, History Museum from Lipova, Museum of History, Ethnography and Art from Lugoj, Constantin Gruescu Museum of Mineralogy from Ocna de Fier, Montanist Pharmacy History Museum from Oravița, Museum of Ethnography from Oravița, Oravița Imperial Mint Museum, Museum of the School of Arts and Crafts from Prigor, Banat Mountain Museum from Reșița, City Museum from Sânnicolau Mare, Timișoara Metropolitan Cathedral Museum, Sintești Village Museum, Bănia Village Museum, Communist Consumer Museum.

Memorial houses: Nikolaus Lenau Memorial House from Lenauheim, Adam Muller Gutenbrunn Memorial House, Karl Diel Memorial House from Jimbolia, Petre Stoica Memorial House from Jimbolia, Stefan Jager Memorial House from Jimbolia.

Art galleries: Helios Art Gallery Timișoara, Calpe Gallery Timișoara, Pygmalion Gallery Timișoara, Jecza Gallery Timișoara, Popa's Gallery Timișoara, Mansarda Gallery, Pro Arte Gallery Lugoj, ”Corneliu Baba” Art Gallery Caransebeș, etc.

Organizations and foundations: Romanian Writers' Union - Timișoara Branch, Romanian Artists Union - Timișoara Branch, Timișoara Intercultural Institute, Interart Triade Timişoara Foundation, Orizont Magazine Timișoara, Artmedia Foundation, Timișoara, Romanian-German Cultural Foundation ”Petre Stoica” Jimbolia.

Cultural and artistic events: “Ceau Cinema!” Festival, Sacred Music Days, Timisoara Opera and Operetta Festival, Timisoara International Music Festival, Timişoara Euroregional Theatre Festival, organized by the Hungarian Theatre ”Csiky Gergely”, Jazz TM Festival, EUFONIA Festival, Plai Festival, Hungarian Culture Days, Enescu-Bartok Music Days, EUROTHALIA, Serbian Culture Days, Bega Bulevard Timișoara Festival, Buziaș Fanfare Festival, Românești Cave Concert.

- *Socio-demographic objectives* are considered attractions due to their specific architecture or due to the values of art, culture and civilization that they have, and from this point of view Banat proves to be extremely rich. The socio-demographic objectives in Banat support the practice of cultural tourism, itinerant tourism and recreational tourism.

In Timișoara it can mention the 3 historical districts of Timișoara (Cetate, Fabric, Iosefin-Elisabetin), recognized due to the architectural ensembles and historical monuments, Unirii Square, Serbian Episcopate, Liberty Square, Victory Square, Theresia Bastion, The fortress dam, Military Casino, The Old Town Hall, Neptun Palace, Szekely Widow's Palace, Stefania Palace, the Peacock House, the Owl House, the Reformed Church, the Catholic Church from Bălcescu Square are just a few of them.[22] (Vighi and Marineasa 2010)

The city of Lugoj attracts the attention of tourists with many tourist attractions that reflect the rich history of the city: Muschong Palace, Lugoj Prefecture, Great Union Monument, Bejan Palace, Parvy-Haberehrn Palace, People's Palace, Reformed Church, Reformed Episcopate Palace, Old Theatre, Greek Catholic Church, Roman Catholic Church (former Minority Church), Slaughterhouse and Post Office Inn.[23] (Baiski 2015b)

---

[22] Timișoara, Primăria Municipiului Timișoara, Centrul de Informare Turistică

[23] Lugoj.https://lugoj.webnode.ro/

The city of Caransebeș is also part of the list of cities with architectural monuments, with a series of tourist attractions (Revolution Square Ensemble, Urban Ensemble "General Ioan Dragalina Square", Old City Hall, Korongy Palace, Caransebeş Court, Diocesan House, Urban Ensembles " Mihai Viteazul Street I and II ", City House, Hydroelectric plant etc.).[24]

Also, the rural settlements also offer a specific architecture, but they are especially appreciated for the natural conditions they can offer to those interested in spending their holidays (vegetation, tranquillity, fresh air, landscapes). (Adamov et al 2017, Petroman and Petroman 2013)

- *Technical and economic objectives* is in the form of tourist attractions that determine the practice of various forms of tourism (adventure tourism, itinerant tourism, leisure tourism, recreational tourism, cycling, hiking, etc.).

Hydropower facilities: Hydraulic power plant (1907 - 1910) on the Bega canal from Timișoara, Surduc accumulation Lake, Gozna Lake, Dognecea Lake, Buhui Lake, Văliug Lake, Secu Lake, Trei Ape Lake, Poiana Mărului Lake, Lugoj Iron Bridge (1899), the Dam and the House Dam from Coşteiu, a hydropower node of major importance that marked the regularization works of the Bega and Timiş river, being built in 1759.

Bega Canal is the first navigable canal built on the Romanian territory. The canal is 114 km long and stretches across Romania and Serbia. Currently, the canal is open for passenger traffic and tourist leisure in Romania.

Timisoara enjoys an impressive "collection" of historic bridges that connect its existence to the Bega Canal (Mihai Viteazu Bridge, Dacian Bridge, Decebal Bridge, Michelangelo Bridge, Mitropolit Șaguna Bridge, Traian Bridge, Stefan cel Mare Bridge, Heroes Bridge, Labor Bridge). Along with the 9 bridges over the Bega canal, 3 more walkways are built, and crossing the Bega canal can be a good opportunity to admire them.[25]

Industrial constructions/monuments: Fabric and Iosefin Water Towers (1912 - 1914), Former Communal Slaughterhouse Timisoara (1905 - 1907), Oravița-Anina railway (1854, the first railway in Romania today), Timișoara Brewery, etc.

---

[24] Caransebeșul, unul dintre orașele cu cele mai multe monumente istorice din țară. https://arhiva.reper24.ro/caransebesul-unul-dintre-orasele-cu-cele-mai-multe-monumente-istorice-din-tara/

[25] Istoria podurilor peste Bega din Timișoara, de la podețele peste mlaștinile din jur până la actualele construcții modern. https://debanat.ro/2021/04/istoria-podurilor-peste-bega-din-timisoara-de-la-podetele-peste-mlastinile-din-jur-pana-la-actualele-constructii-moderne_329410.html

Transluncani is a 5.4 km long paved agricultural road that crosses a picturesque area in the Poiana Ruscăi Mountains. The road has recently become a tourist attraction and can be travelled by car or bicycle.

CONCLUSIONS

A region with a rich history, Banat must reveal its treasures to the tourist, make him return with pleasure and always discover something else.

Therefore, the anthropic tourist resources, as well as the natural tourist resources, give Banat a remarkable tourist potential for practicing different forms of tourism. A particularly important aspect to keep in mind is that each resource can lead to the practice of several forms of tourism, and this can ensure a sustainable development of tourism in Banat. The natural tourist resources found on the territory of Banat can support the practice of scientific tourism, itinerant tourism, leisure tourism, recreational tourism, spa tourism, hunting tourism, ecotourism, cycling tourism, speotourism and hiking. Anthropic tourism resources favors the practice of cultural tourism, event tourism, gastronomic tourism, ecumenical tourism, adventure tourism, itinerant tourism, leisure tourism, recreational tourism, cycling tourism, hiking, rural tourism, even dark tourism and Islamic tourism. (Cuculovic et al 2012, Petroman et al 2017, Sava 2013, Văduva et al 2018)

The multitude and variety of tourist resources and forms of tourism that can be practiced in the Banat Region can be starting points in the development of thematic tourism products and circuit tourism products. At present, many of the anthropic tourist resources are not included in the tourist circuit. In most cases, their absence from the tourist circuit is due to the advanced state of degradation and lack of involvement in order to support and develop forms of tourism suitable for these resources (e.g. recreational tourism, educational tourism).

REFERENCES

Adamov T.C., Iancu T., Pîrvulescu L., Brad I., Popescu G., Ciolac R. ”Development possibilities of rural tourism activities in the Almaj Valley Area, Caraș-Severin County”, *Review on Agriculture and Rural Development* vol. 6 (1-2) 2017: 118-124.

Akhmedenov, K., and Sdykov, M. ”Historical and cultural heritage of the Atyrau region as tourism development resource”. *IOP Conference Series: Earth and Environmental Science,* Vol. 817(2021). IOP Publishing Ltd. https://doi.org/10.1088/1755-1315/817/1/012001.

Baiski D. *Cenad. Studii monografice*, Artpress Publishing House, Timișoara, 2015a.

Baiski D. *Lugoj. Studii monografice*, Artpress Publishing House, Timișoara, 2015b.

Chandel, J. K., and Sharma, P.”Cultural Heritage and Tourism Development: A Case Study of Rajasthan” In *Examining a New Paradigm of Heritage With Philosophy, Economy, and Education.* Edited by Queirós, António dos Santos, 194-204. Hershey, PA: IGI Global, 2020, https://doi.org/10.4018/978-1-7998-3636-0.ch014.

Cuculovic, R., Mrksa, M., Djekic, T., Cuculovic, A.”Opportunities for development of ecotourism in central Banat”. *Glasnik Srpskog Geografskog Drustva, 92*(3) (2012): 109–130, https://doi.org/10.2298/gsgd1203109c.

Feneșan C. *Vilayetul Timișoara (1552-1716)*, Ariergarda Publishing House, Timișoara, 2014.

Feneșan C. *Banatul otoman. Studii istorice*, Ariergarda Publishing House, Timișoara, 2017.

Grecea, O., Herban, S., and Alionescu, A.”Architectural and touristic potential of Timisoara, Romania highlighted by webgis solutions”. *International Multidisciplinary Scientific GeoConference Surveying Geology and Mining Ecology Management, SGEM,* Vol. 1 (2015): 495–502, https://doi.org/10.5593/sgem2015/b21/s8.061.

Moț, T., and Petroman, I.”Rural and historic tourism potential of Seceani from Timis county, Banat region”. *Scientific Papers: Animal Science and Biotechnologies, 47*(1) (2014): 334–337.

Petroman I.M, Petroman I. *Conservarea autenticității prin activități agroturistice*, Eurostampa Publishing House, Timișoara, 2013.

Petroman I., Sava C., Petroman C., Marin D., Merce I., Firu A., ”Dark Tourism Sub Type of Urban and Cultural Tourism in Banat”, *Quaestus Multidisciplinary Research Journal* vol.10 (2017): 60-66.

Pinter Z.K., Dragotă A., Țiplic I.M. *Piese de podoabă și vestimentație la grupurile entice din Transilvania (sec. VII-XII),* Alba-Iulia, 2006.

Rusu, R., Dezsi, Șt., Dolean, B. E., Man, T., Moldovan, C. ”The Natural Potential as a Premise for the Development of Tourism in Sălaj County, Romania”. *Studia Universitatis Babeș-Bolyai Geographia*, *65*(1–2) (2020): 69–86. https://doi.org/10.24193/subbgeogr.2020.03.

Sas P. *Biserica Piariștilor din Timișoara închinată ”Înălțării Sfintei Cruci”*, Gloria Publishing House, Cluj-Napoca, 2012.

Sava, C. ”Possibilities to develop rural tourism in the plain area”. *Quality - Access to Success,* 14(SUPPL.2), (2013): 423–428.

Teodorescu, C., Gadoiu, M., Draghici, C. C., Pintilii, R. D., Marin, M., Optimization of resources cultural heritage material in development of tourism in Banat, Romania, *Proceedings of 5th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM*, Vol. 18, 2018: 701-708.

Toader C.S., Sâmbotin D., Gherman R. ”Aspects regarding cultural tourism development in Timis County through projects”. *Lucrări ştiinţifice Management agricol*, vol. XV(4) 2013.

Văduva L., Petroman C., Petroman I. ”Ways To Practice Islamic Tourism in Banat”, *Lucrari Stiintifice. Management Agricol* Vol. XX(1) 2018: 224-227.

Vegheș, C. ”Exploring connections between cultural heritage, tourism and sustainable development: The case of Romania”. *Proceedings of 4th International Conference – ERAZ 2018 – KNOWLEDGE BASED SUSTAINABLE ECONOMIC DEVELOPMENT,* Sofia- Bulgaria, June 7, 2018: 575–581, https://doi.org/10.31410/eraz.2018.575.

Vighi D. (coord.), Marineasa V. (coord.). *300 de ani de la cucerirea cetății Timișoara. Cronica străzii Eugeniu de Savoya*, Ariergarda Publishing House, Timișoara, 2010.

Zaharia, A.L. ”Sequential analysis of the tourist potential in Herculane resort”. *Journal of Environmental Management and Tourism*, *10*(8), 2019: 1886–1892. https://doi.org/10.14505/jemt.v10.8(40).18.

*** Caransebeșul, unul dintre orașele cu cele mai multe monumente istorice din țară. https://arhiva.reper24.ro/caransebesul-unul-dintre-orasele-cu-cele-mai-multe-monumente-istorice-din-tara/.
*** Conace și castele din Banat și județul Timiș (broșură), Asociația pentru Promovarea și Dezvoltarea Turismului Timiș.
*** Istoria podurilor peste Bega din Timișoara, de la podețele peste mlaștinile din jur până la actualele construcții modern. https://debanat.ro/2021/04/istoria-podurilor-peste-bega-din-timisoara-de-la-podetele-peste-mlastinile-din-jur-pana-la-actualele-constructii-moderne_329410.html.
*** Obiective turistice din Timişoara şi Banat (broşură), Primăria Municipiului Timişoara, Infocentru turistic Timișoara.
*** Timișoara. Harta și atracțiile turistice, Primăria Municipiului Timișoara, Centrul de Informare Turistică.
*** Timișoara, Primăria Municipiului Timișoara, Centrul de Informare Turistică.
Arii naturale protejate – prezentare generală. http://www.rosilva.ro/articole/prezentare_generala__p_184.htm
Discover Timis. https://discovertimis.com/
Hartă Parcurile Nationale și Naturale din Caraș-Severin. http://turism.cjcs.ro/ro/harta-parcurile-nationale-si-naturale-din-caras-severin.php
Heritage of Timisoara. https://heritageoftimisoara.ro/
Lista monumentelor istorice din România. www.monumente-istorice.ro
Lista rezervațiilor naturale din România. https://ro.wikipedia.org/wiki/Lista_rezerva%C8%9Biilor_naturale_din_Rom%C3%A2nia
Lista ariilor protejate din România declarate monumente ale naturii. https://ro.wikipedia.org/wiki/Lista_ariilor_protejate_din_Rom%C3%A2nia_declarate_monumente_ale_naturii
Lugoj.https://lugoj.webnode.ro/
Mănăstiri. https://mitropolia-banatului.ro/manastiri/
Muzeul Satului Bănățean. https://muzeulsatuluibanatean.ro/
Parcuri naționale și naturale administrate de regia națională a pădurilor ROMSILVA. http://www.rosilva.ro/files/content/bucuresti/Arii-Protejate-28feb.pdf
Peșteri și avene turistice în Caraș-Severin. http://turism.cjcs.ro/ro/pesteri-si-avene-turistice-in-caras-severin.php
Relaţii ale designului cu orizontul etnografic. Elemente din Banat. http://www.orizonturiculturale.ro/ro_studii_Iosif-Mihailo-1.html
Tabel situri natura 2000 Caras-Severin. http://apmcs-old.anpm.ro/tabel_situri_natura_2000_caras_severin-7966

NOTES ON THE AUTHORS

Cosmina-Simona TOADER – Lecturer at Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty of Management and Rural Tourism, author of 2 works guides (*Managementul proiectelor. Aplicații. Studii de caz. Teste, Planificarea proiectelor...de la idee la proiect*), 1 course for students (*Managementul proiectului*), author and co-author of over 125 articles published in the volumes of national and international scientific events in the field of management, project management,

agricultural business management and tourism. She currently teaches Engineering and Project Management, Agricultural Business Management, Tourism Products.

E-mail: cosminatoader@usab-tm.ro

Loredana VĂDUVA – Lecturer at Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty of Management and Rural Tourism, author and co-author of over 150 articles published in the volumes of national and international scientific events in the field of food sustainability, cultural tourism, rural tourism, religious tourism. She currently teaches Catering, Management of catering, Alternative forms of tourism.

E-mail: loredana_heber@yahoo.com

Ionuț Mircea PETROMAN – Associate lecturer at Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty of Management and Rural Tourism. He currently teaches Techniques and means of tourist leisure. His publishing activity sums 1 book (*Conservarea autenticităţii prin activităţi agroturistice*) and over 25 articles published in the volumes of national and international scientific events in the field of rural tourism, agritourism and cultural tourism.

E-mail: petromanionut@yahoo.com

ASSESSING TOURISM INDUSTRY DURING THE COVID-19 PANDEMIC

Roxana Elena POPȘA

***Abstract**: The COVID-19 pandemic has affected the economy of all countries, putting the tourism industry under unprecedented pressure. The measures imposed by the governments of the countries, such as lockdown, quarantine, but also the changes in tourists' behavior, as an effect of social distancing, have led to a significant decrease in tourism revenues, creating liquidity problems for companies operating in the tourism, hospitality, and leisure industries. In this context, the paper aims to analyze the effects of Covid-19 on tourism industry, as well as the perspectives of development of this economic sector on the short and medium term.*
***Keywords**: tourism industry; tourism receipts; tourism market; COVID-19 pandemic*

1. INTRODUCTION

Tourism is a distinct sector of the economy and for the good development of tourism activities it is necessary the help of other branches of the economy, such as: food industry, energy industry, car manufacturing industry, etc. In addition to the help of these industries for a good development of tourism activities, there must be a close link between tourism, transport, telecommunications, culture, and art (Sluariuc, 2015).

When it comes to the impact of tourism on the economy the effects lie in:

- creates favorable conditions for international trade and helps increase global revenues;
- contributes to the growth of GDP and Gross National Product;
- contributes to the diversification of the national economy;
- creates favorable conditions for improving the quality of life;
- helps to create jobs and generate employment opportunities for both qualified and unskilled staff;
- has a positive influence on the infrastructure, more precisely on its development;

- it is one of the activities easily compatible with almost any other social, economic, cultural activities available in the area;
- increases government revenue;
- broadens the educational and cultural horizons of each person;
- creates a favorable image for the tourist destination at local, regional, national and global level.

Thus, globally, the tourism industry is a key pillar in socio-economic development and job creation (McCabe and Qiao, 2020), however this sector of the economy has become the most vulnerable to the effects of the Covid -19 pandemic (Ma et al., 2020), namely the restrictions imposed and the reluctance of consumers to travel, to name jus a few.

In a very short time since the onset of the pandemic, the tourism industry has been facing major problems related to the worldwide activity, all indicators predict that we will experience a shift of paradigm, which we need to understand, accept and face (Santos Del Valle, 2020).

Countries whose GDP is largely based on the annual flow of tourists have suffered economically, as can be seen from Figure 1, the contribution of tourism to GDP in 2020 was 4.671 billion U.S. dollars, down by 49.1% compared to the previous year.

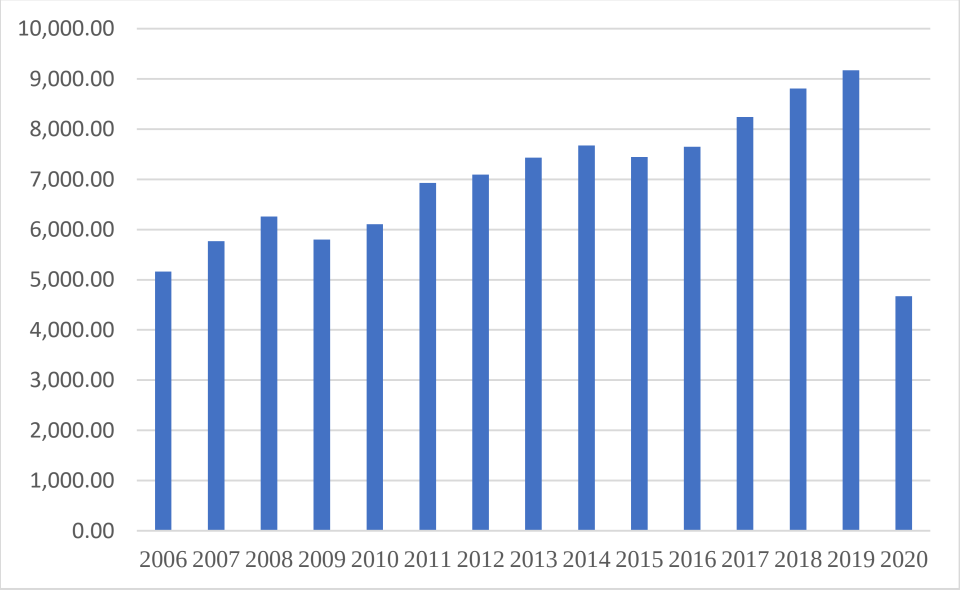


Figure 1. Total contribution of travel and tourism to gross domestic product (GDP) worldwide from 2006 to 2020 *(in billion U.S. dollars)*
Source: www.statista.com

Therefore, in 2019 the tourism industry contributed to 10.4% to the global GDP, and in 2020 this contribution decreased to 5.5%, due to the restrictions implemented with the global pandemic. As for the most affected country, Spain ranks first with a decrease in GDP contribution of 62.7%, followed by the United Kingdom with 62.3% and China with a decrease of 59.9%.

The effects of the COVID-19 pandemic are being felt globally, due to the interdependence between national economies, so tourism is facing one of the most devastating crises of all time. Thus, it becomes opportune assessing tourism industry during the coronavirus pandemic by presenting the major changes of the market size of the tourism sector worldwide, the number of international tourist arrivals, international tourism receipts, but also the forecasts made by specialists regarding the relaunch of this industry.

2. THE IMPACT OF COVID-19 PANDEMIC ON THE TOURISM INDUSTRY – AN UPDATE

The tourism industry is a very important component of a country's economy. It includes a wide range of services, from the promotion of tourist services to the accommodation itself and its complementary services. Therefore, the action of the tourism phenomenon is manifested on several levels, such as: economic plan, social plan or cultural plan, and the degree of intensity of these actions is different in each country.

The COVID-19 pandemic significantly disrupted all economic sectors. However, although some industries have managed to continue their activity, even to a lesser extent, for the tourism industry things have been completely different due to travel restrictions and measures imposed by governments to limit the spread of the virus, thus the negative effect on ecosystems built entirely around tourism did not hesitate to emerge.

Under these conditions the effect of the pandemic can be observed from the following figure which shows the market size of the tourism sector worldwide from 2011 to 2021 (see figure 2).

Analyzing the graph above, we can see that from 2011 to 2019, small changes occurred which reflect both the increase and decrease of the market size of global tourism. In 2020, the value of the market size reached $1,094.80 billion, registering a drastic decrease of approximately 40% compared to 2019, when the value reached the figure of $1,868.50 billion.

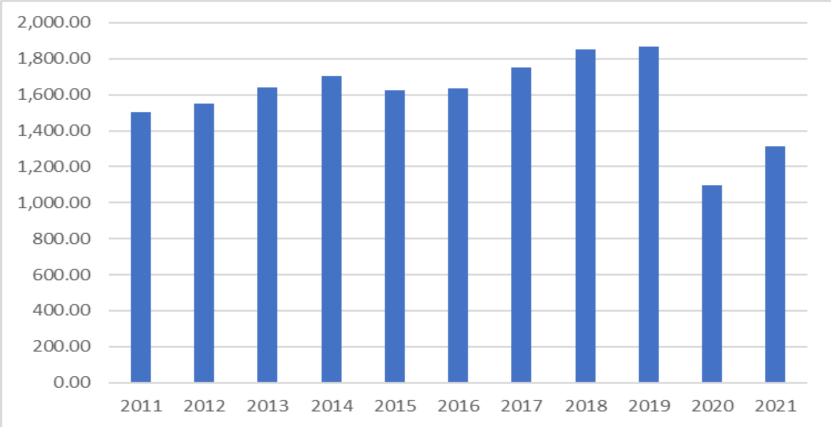


Figure 2. Market size of the tourism sector worldwide from 2011 to 2020, with a forecast for 2021 (in billion U.S. dollars)
Source: www.statista.com

For the year 2021, an increase of about 20% has been estimated, so the value of the market size of global tourism will reach $1,311.10 billion and 1.7 billion U.S. dollars in 2022. These increases were estimated because of the relaxation of travel restrictions and the termination of the states of emergencies that have been introduced in most states.

Looking at this context, it becomes opportune to analyze the flows of tourists arriving worldwide in the period 2005-2020 (see figure 3).

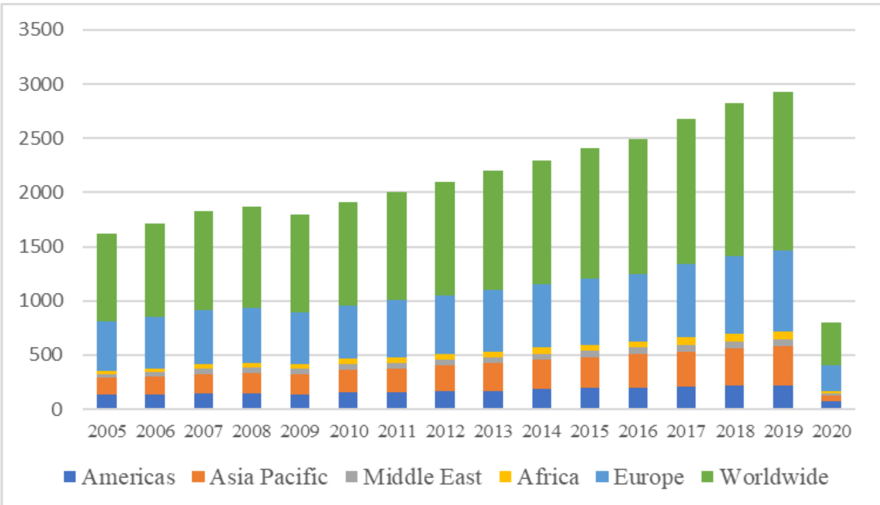


Figure 3. Number of international tourist arrivals worldwide from 2005 to 2020, by region (in millions)
Source: www.statista.com

Over time, the tourism industry has been affected by several events, the 2003 SARS epidemic has reduced the number of tourists by 2 million, and the financial crisis of 2009 has led to a decrease of 37 million tourists compared to previous year, but these events do not compare with the impact caused by the COVID-19 pandemic. The number of international tourist arrivals worldwide dropped from around 1466 million in 2019 to roughly 401 million in 2020, meaning a decrease of 72.64% – 1 billion fewer tourist arrivals – in 2020 compared to the previous year. According to the World Tourism Organization (UNWTO), international tourism arrivals have increased by only 4% in 2021 and is expected to recover to pre-pandemic level in 2024 or even later.

Furthermore, in 2020, Europe recorded the highest number of inbound arrivals 235 million – down by 68.5% – and starting from 2019 has provided the most international tourists in terms of region of origin.

Coronavirus epidemic has had a strong impact on the tourism industry, leading to a significant reduction of international tourism receipts in European countries in 2020, compared to the previous year, as can be seen from figure 4.

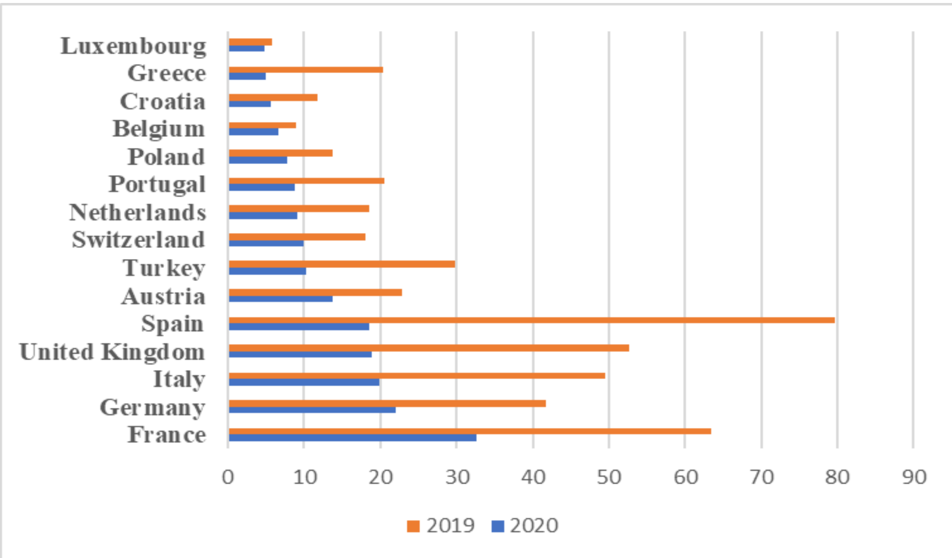


Figure 4. European countries with the highest international tourism receipts in 2019 and 2020 (in billion U.S. dollars)
Source: www.statista.com

Analyzing the data contained in the figure above, we note that Spain was the country that recorded the largest decrease in tourism revenues, respectively a decrease of 76.7% in 2020 compared to 2019. Similarly, Greece has reduced its tourism revenues by 76%, reaching $ 4.9 billion in 2020, down with $15.5 billion from the previous year.

Significant reductions of international tourism receipts were recorded by other European countries, including Turkey – a drop by 65.77% – United Kingdom – a decrease of 64.32% – Italy – a drop by 60.08% – and Portugal – a decrease of 57.07%.

From another point of view, during the restrictions imposed to limit the spread of the Sars-Cov-2 virus, the countries with the highest revenues from international tourism in 2020 were France ($32.6 billion), Germany ($22.1 billion), Italy ($19.8 billion), United Kingdom ($18.8 billion) and Spain ($18.5 billion).

In this context, according to World Travel and Tourism Council (WTTC) in terms of spending both those related to leisure activities and those related to business, there were considerable decreases, as follows: expenses for leisure activities decreased by 49.4%, from $ 4,692.4 billion in 2019 to $ 2,373.7 billion in 2020, and those representing business fell by 61% from $ 1,294.2 billion in 2019 to $ 504.3 billion in 2020.

The spending of domestic visitors, as well as those of international visitors, have also suffered as a result of the impact of the pandemic. Regarding the expenses of the internal visitors, it should be mentioned that in 2020, compared to the previous year the decrease of these expenses reached a percentage of 45 %. The second category of expenditures, those of international visitors, registered an even greater decrease, respectively 69.4%.

Thus, the European countries that recorded the higher decrease for the spending of domestic and international visitors, were:

- Spain a drop by 78.2% for the spending of international visitors and a decrease with 50.7% for domestic visitors.
- United Kingdom, a decrease of 71.6% for the spending of international visitors and a drop by 63.2% for domestic visitors.
- Turkey a drop by 65.2% for the spending of international visitors and a decrease with 41.8% for domestic visitors.
- Italy, a decrease of 62% for the spending of international visitors and a drop by 49.6% for domestic visitors.
- Germany a drop by 57.9% for the spending of international visitors and a decrease with 47.3% for domestic visitors.
- France a decrease of 52.9% for the spending of international visitors and a drop by 49.8% for domestic visitors.

The tourism industry is under the effects of the COVID-19 pandemic and thus must find solutions to overcome this impasse. The current crisis has revealed the ability to cope with the negative effects and find innovative solutions to continue the business, albeit at a different pace.

3. CONCLUSION

The effects of the COVID-19 pandemic are being felt in all economic sectors, with tourism being no exception due to the interconnection of global economies. The world's states have intervened to save national economies by adopting a series of fiscal measures to reduce the effects of the pandemic crisis. But measures taken to prevent the spread of the SARS-CoV-2 virus, such as social distancing, have led to the total or partial cessation of tourism worldwide.

The COVID-19 pandemic continues to be a significant threat to the tourism industry. As studies conducted by Statista and World Travel &Tourism Council have shown, the tourism market continues to be low compared to the pre-pandemic period, and the number of tourists arriving internationally, although slightly higher than in 2020, continues to be 72% below 2019.

The COVID-19 pandemic has significantly disrupted the tourism industry. These disruptions, although having a major negative impact, also accelerated the trends to which the industry should have adapted regardless. The most important of these trends are the digitization and change of consumer preferences. These accelerators create opportunities for a more sustainable recovery. However, tourism operators need to prepare for the major structural changes that will have an impact on the sector, including climate change and stricter environmental regulations. To some extent, the pandemic is a preamble to these changes.

Recovery in tourism is to be expected, starting with domestic tourism, and continuing with destinations that were usually the first choice. Thus, rural tourism, nature-based tourism, but also outdoor tourism activities, will continue shaping tourism in 2022.

REFERENCES

Ma, X., et al., Nouveautéor Cliché? Assessment on island ecological vulnerability to tourism: application to Zhoushan, China. *Ecological Indicators*, 113, 2020.

McCabe, S., Qiao, G., A review of research into social tourism: launching the annals of tourism research curated collection on social tourism. *Annals of Tourism Research*, 85, 2020.

Santos Del Valle, A. The tourism industry and the impact of COVID-19 scenarios and proposals. *Global Journey Consulting*, 2020.

Sluariuc, G. *Economia Turismului*. Petroșani: Editura UNIVERITAS, 2015.

Statistica.com, 2021. Travel, Tourism & Hospitality, Leisure Travel: European countries with the highest international tourism receipts in 2019 and 2020 **[online] Available at:** https://www.statista.com/statistics/261746/countries-in-europe-ranked-by-international-tourism-receipts/.

Statistica.com, 2021. Travel, Tourism & Hospitality: Market size of the tourism sector worldwide from 2011 to 2020, with a forecast for 2021 **[online] Available at: https://www.statista.com/statistics/1220218/tourism-industry-market-size-global/.**

Statistica.com, 2021. Travel, Tourism & Hospitality: Total contribution of travel and tourism to gross domestic product (GDP) worldwide from 2006 to 2020 **[online] Available at:** https://www.statista.com/statistics/233223/travel-and-tourism--total-economic-contribution-worldwide/.

Statistica.com, 2022. Travel, Tourism & Hospitality, Leisure Travel: Number of international tourist arrivals worldwide from 2010 to 2021, by region **[online] Available at: https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/.**

World Travel &Tourism Council, *Travel & Tourism: Economic Impact*, 2021.

NOTES ON THE AUTHOR

Roxana Elena POPȘA is an Lecturer Ph.D. at Faculty of Economic Sciences, “Lucian Blaga” University of Sibiu, Romania, roxana.popsa@ulbsibiu.ro. She is the author of a large number of articles, such as ”Evaluating the degree of understanding of the concept of tourist ecoguesthouse and green village” IECS 2011; “Analysis of how ecoturism in protected areas influence the development of local communites” Spiru Haret University International Symposium, 2012; “Need and opportunity for biodiversity protection and conservation” IPC 2013. An overview on quality certification of ecotourism services, Quaestus 2014; “Analysis of Romanian tourist preferences in choosing tourist destinations” Revista Economică, 2014; “Analysis the main coordinates of ecotourism activity in Romania”, Quaestus 2015; “Evaluating the Possibilities of Improving the Quality of Tourism Services of the “Eco- Guesthouses” from Mărginimea Sibiului”, International Journal of Sustainable Economies Management (IJSEM), 2015; “An overview on the main coordinates of tourism activity in Romania” Quaestus 2016; „The business case for sustainability in tourism – an overview in the current economic context”, Quaestus 2017; Developments on the International Hotel Chain Market”, Expert Journal of Business and Management, 2018; Involvement of Rural Tourism Operators in the Project “Sibiu European Gastronomic Region”, Amfiteatrul Economic, 2018; “Sharing Economy - a challenge for the hotel industry. Case study: AIRBNB”, Revista Economică, 2019; “Balnear tourism in Romania - trends and perspectives”, Quaestus 2019; “The impact of rural tourism on the socio-economic development of local communities”, Revista Economică, 2020; “Hotel industry - trends and perspective in the context of COVID-19 pandemic”, Quaestus 2020; “Conceptualizing business models of international hotel chains”, Revista Economică, 2021.

HERALDIC COMPOSITIONS ON SOME OBJECTS FROM BRÂNCOVEANU'S PALACE FROM POTLOGI, ROMANIA

Laurentiu Stefan SZEMKOVICS
Camelia TEODORESCU

Abstract*: The study aims to bring to light the heraldic coat of arms of Wallachia and the coat of arms of the Cantacuzino family printed on a panel, cast in metal, in the St. Catherine's Liturgy, stamped on a medal, painted on the frontispiece of a document, carved on tiles or patterns for them from Brâncoveanu's Palace from Potlogi, Dâmbovița County, Romania. As for the description of these coats of arms, we have complied with the rules of heraldic science. In developing this study, we took into account the interest that these coats of arms can present (sculptures, paintings, engravings, objects or prints) for teachers, students, but also for tourists who will cross the threshold of this building. We considered that in the instructive-educational process, the heraldic vestiges can help to better understand some historical phenomena, and, in this case, the coats of arms used during the time of Constantin Brâncoveanu, the ruler of Wallachia (1688-1714).*
Keywords*: heraldic science, palace, Potlogi, coats of arms, document, tourists*

INTRODUCTION

Today, cultural objectives are major tourist attractions, where tourists can enrich their knowledge and level of culture. Located in Dâmbovița County, Romania, the Potlogi Palace (fig. 1) was built for Constantin, the eldest son of the ruler Constantin Brâncoveanu, which results from the inscription placed above the main door, in 1698 (7206), when the beautiful building was fully constructed (Drăghiceanu, 1926; Drăguț et al., 1971; Șerbănescu, 1989; Drăguț, 2000; Theodorescu, 2006; Ion, 2014; Popescu, 2004; Șerbănescu, 2015; Tascovici, 2014). At this objective, tourists can discover the architecture, documents, painting, sculpture, coats of arms and, possibly, they can research other material traces that refer to the objective to be visited.

I have described and explained the heraldic coat of arms of Wallachia (Szemkovics, 2014) and the coat of arms of the Cantacuzino family (Szemkovics et al., 2020) which are preserved on various objects in this palace and which may help to highlight the artistic activity of stonemasons, engravers, weavers, heraldic painters and they can be, in particular, a rich source for painting, engraving and sculpture from the Middle Ages and the contemporary era.

The heraldic coat of arms of Wallachia is in the form of a bird, holding a cross in its beak, accompanied by the sun and the crescent. The bird has a hybrid appearance between two species, sometimes closer to the eagle, sometimes closer to the raven (Brătianu, 1931; Mănescu, 1983).

The coat of arms of the Cantacuzino family is in the form of a bicephalous eagle, with crowned heads and a crown above the heads (Szemkovics et al., 2020).

This presentation is part of the series of events meant to praise Constantin Brâncoveanu, the ruler of Wallachia (1688-1714), especially since it is 308 years since the martyrdom of Brâncoveni, in August 2022.

Fig. 1. Potlogi Palace (front view).

METHODOLOGY

Regarding the method used for this study, we went through the following steps:

1. Documentation to identify the Palace of Constantin Brâncoveanu from Potlogi, Dâmbovița County, where there are coats of arms related to the subject of the study;

2. Visiting this palace and analyzing heraldic compositions, whether they were reproduced on stone, metal, books, documents, paintings or any other material;

3. Examining the different variants of coats of arms of Wallachia and the Cantacuzino family in the palace, taking into account the heraldic norms;

4. Bringing these testimonies of the past to the attention of the interested public, through various events, works or specialized studies, as well as by promoting, for tourism purposes, the coats of arms and the palace that owns them.

RESULTS

A. In the lower right corner of a panel (fig. 3) in the lobby at the entrance to the building is the heraldic coat of arms of Wallachia executed by printing: round shield, with silver border, with black edge filled with red pearls, adorned, on the outside, with acanthus leaves, in whose field, sprinkled with stars, the eagle, rendered entirely in front, with the body contoured (Dicţionar, 1982), wings open and positioned, the right in the bar, the left in the pale, sitting with its feet on the upper petal of an acanthus flower (pinning, at the bottom, on the border), with its head turned to the right wing, holding in its beak a Latin cross flanked to the right by a sun with 16 rays and to the left by the crescent sun, all gold (fig. 2) (Szemkovics, 2014; Szemkovics, 2018).

Fig. 2-3. The heraldic coat of arms of Wallachia on the sign in the lobby at the entrance to the Potlogi Palace.

B. At the end of the hall, after entering the palace, sits the bust of the ruler Constantin Brâncoveanu (fig. 5), cast in bronze, with a mustache and beard, wearing a sable hat adorned with an overcoat beaten with precious stones. The heraldic coat of arms of Wallachia appears in the middle of the chest: the bird, rendered in its entirety and in front, with open wings, standing with its feet on a tree trunk, with its head turned towards the right wing and holding in its beak a Latin cross positioned vertically (fig. 4).

Fig. 4-5. The heraldic coat of arms of Wallachia on the bust of the ruler Constantin Brâncoveanu located in the Potlogi Palace.

C. On one of the pages of the St. Catherine Liturgy, written in Greek, printed in Targoviste, in 1710 (fig. 7) and displayed in a palace window, is the heraldic coat of arms of Wallachia: oval shield, with border adorned with baroque leaves and elements, loaded with black bird, holding the cross of the same color in its beak and standing with its feet on top of a tree coming out of a mountain, with three peaks, at the bottom; the bird is accompanied, above, to the right by the sun with sixteen rays and to the left by the crescent. The shield, stamped with an open crown, with three fleurons, flanked by sword and mace, placed obliquely and whose handles penetrate inside, has as supporters (objects and plants that support the shield) and as lieutenants (human characters that support the shield), at the top, near the sword and mace, two unrolled deeds, with the lower parts superimposed by two acanthus leaves, with the upper parts twisted inwards and on which stand, obliquely placed outwards, two cherubim (symbol of wisdom and intelligence) and on the flanks two attached characters (sitting back to back), represented with one hand leaning against the shield and each blowing in a trumpet, twisted in the middle, with the funnel up and held with the other hand; at the bottom of the shield is another cherub, which partially broaches on the border, flanked by two piles of fruits and vegetables (fig. 6). All around, the initial letters that make up the title of the ruler.

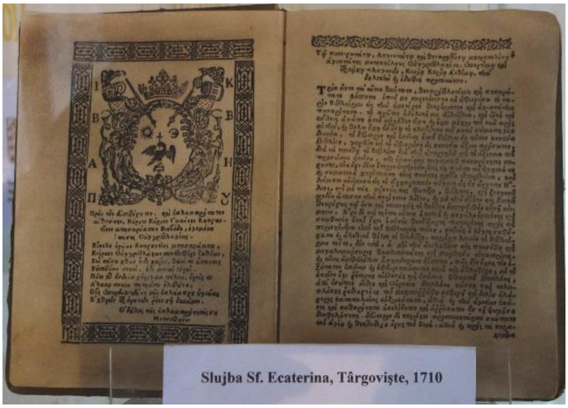


Fig. 6-7. The heraldic coat of arms of Wallachia on one of the pages of St. Catherine's Liturgy, printed in Targoviste, in 1710.

D. On the medal, exhibited in the form of photographs in the palace, struck in 1713, on the obverse of which is represented the bust in profile of the ruler Constantin Brâncoveanu (fig. 8), appears, on the reverse, the heraldic coat of arms of Wallachia: oval shield, loaded with the bird, rendered in its entirety and from the front, with its wings open and flying down, standing with its legs, flanked by 17-13, on top of a mountain protruding from the top, with its head turned to the right wing, holding a cross in its beak, flanked by the sun and the crescent. The shield, stamped with a princely crown, finished with a cruciferous globe, is surrounded by ribbons, floral ornaments and baroque motifs, from the upper extremities of which protrude two griffins attached, with their tongues out (fig. 9). In the exergue, bordered on the outside by a linear circle, the legend in Latin, rendered, in places, with abbreviations: **D: G: VOIVODA † ET † PRINCEPS VALACHIAE † TRANS † ALPINAE** † (Amédée, 1889).

Fig. 8-9. The medal won in 1713 by the ruler Constantin Brâncoveanu (obverse and reverse).

E. In the frontispiece of the document, displayed in a palace window, given on January 13, 1689, by Prince Constantin Brâncoveanu for the Bistrița Monastery (fig. 11), appears the coat of arms of Wallachia: round shield, consisting of a garland of tulip flowers, interrupted, in the four cardinal points, of four other flowers, sprinkled with red circles in places, loaded with the crucified bird, rendered in full and from the front, with open wings and flying upwards, standing with his feet (the left one flexed at a 90° angle on a terrace slightly sloping to the left, with its head turned to the right wing and flanked, at the top, by the two stars, the sun figured and the crescent, all painted with gold solution (fig. 10). Around it, on two scarves, one semicircular at the top and another wavy at the bottom and side, is written, in Slavonic, the title of the ruler.

Fig. 10-11. The heraldic coat of arms of Wallachia painted on the frontispiece of the document of January 13, 1689.

F. On a tile, used in the construction of stoves in the seventeenth century, is in a round shield, with pearl border, bicephalous eagle fully rendered and in front, with open wings, unfolded tail, with heads crowned with closed crowns, having between them another crown similar to the first, but of larger dimensions; at the top are the bunches of vines, on the sides two bunches of grapes, and next to them and below, supporting the bird's feet, two creeping lions, with their tails passed between their legs and their heads facing upwards, towards the wings (fig. 12).

Fig. 12. The heraldic coat of arms of Wallachia
on a 17th century tile.

G. The Cantacuzino family coat of arms appears on a seventeenth-century tile pattern consisting of two plates (one engraved in the positive and the other in the negative): the bicephalous eagle rendered in its entirety and front, with a rounded body, open wings and flight, downwards, with the tail unfolded and flared towards the flanks, with the ends crowned with open crowns, having between them another crown similar to the first ones, but of larger dimensions, holding in its beaks an acanthus leaf. The bird is inscribed in a rectangular frame, with a border adorned with vegetal motifs (fig. 13).

Fig. 13. The heraldic coat of arms of Wallachia engraved on a 17th century tile pattern.

CONCLUSIONS

Heraldic compositions are a distinct part of the universal cultural heritage. These sources reflect a part of the history of social communities. For specialists, for historians, but also for tourists and the general public, heraldry is not only a simple way to broaden our cultural horizon, but also a means to receive and know the mentality of a lost world, to understand and to understand and interpret the historical process mirrored by each heraldic symbol. The identification of the symbols used over time, the multitude of information transmitted by these heraldic sources, have determined a great interest in researching and admiring these compositions.

Constantin Brâncoveanu, the founder of the Potlogi Palace, was a prominent figure in the cultural world, and the heraldic compositions created during his reign, or related to it, were closely related to his thoughts and aspirations.

REFERENCES

Amédée comte de Foras, Notice historique & généalogique sur les Princes Bassaraba de Brancovan, Jules-Guillaume Fick, Genève, MDCCCLXXXIX.

Brătianu Gh. I., *Originile stemelor Moldovei şi Ţării Româneşti*, în „Revista Istorică Română”, I, pp. 50-62, 1931.

Dicţionar al ştiinţelor speciale ale istoriei. Arhivistică, cronologie, diplomatică, genealogie, heraldică, paleografie, sigilografie, coordonator: Ionel Gal, Editura Ştiinţifică şi Enciclopedică, Bucureşti, 1982.

Drăghiceanu Virgiliu N., *Palatele lui Constantin Vodă Brâncoveanu din Doicești, Potlogi, Mogoșoaia*, Ramuri, Institut de Arte Grafice, Craiova, 1926.
Drăguț Vasile, *Arta românească: preistorie, antichitate, ev mediu, renaștere, baroc*, Editura Vremea, București, 2000.
Drăguț Vasile, Săndulescu Nicolae, *L'art de l'époque Brâncoveanu*, Éditions Meridiane, Bucarest, 1971.
Ion Narcis Dorin, *Reședințele brâncovenești. Istorie, artă și mentalități în Valahia secolelor XVII-XVIII*, în vol. *Spațiul românesc în epoca lui Constantin Brâncoveanu*, editat de Carmen Oprescu și Claudiu Neagoe, Ars Docendi, pp. 89-113, 2014.
Mănescu Jean N., *Cu privire la originea stemei Ţării Româneşti*, în „Cercetări Numismatice", V, pp. 183-196, 1983.
Popescu Florentin, *Ctitorii brâncovenești*, Editura Bibliotheca, Târgoviște, 2004.
Szemkovics Laurenţiu-Ştefan, *Documente de la Constantin Brâncoveanu referitoare la Mănăstirea Brâncoveni și la localități din județele Olt și Romanați (1688-1713)*, Editura Episcopiei Slatinei și Romanaților, Slatina, 2018.
Szemkovics Laurenţiu-Ştefan, *Șase documente cu sigilii de la Constantin Brâncoveanu*, în „Studii Slătinene", anul VIII, vol. XIV, nr. 1, p. 116-130, 2014.
Szemkovics Laurențiu Ștefan, Teodorescu Camelia, *Heraldic representations from the "Stavropoleos Monastery" in Bucharest*, în „Quaestus Multidisciplinary Research Journal", nr. 16/aprilie (anul IX), pp. 118-127, 2020.
Șerbănescu Florin, *Cheia biruinței sintezei brâncovenești – măsura văzută prin ctitoriile domnești din părțile Târgoviștei și ale Bucureștilor*, în vol. *Domnul Constantin Brâncoveanu, omul și faptele unui sfânt martir (1688-1714)*, editor coordonator: Gheorghe F. Anghelescu, Editura Enciclopedică, București, pp. 59-89, 2015.
Șerbănescu Niculae, *Constantin Brâncoveanu domnul Țării Românești (1688-1714) – 275 de ani de la moartea sa martirică – 1714 – 15 august – 1989*, în „Biserica Ortodoxă Română". Buletinul Oficial al Patriarhiei Române, anul CVII, nr. 7-10, iulie – octombrie, pp. 98-158, 1989.
Tascovici Radu, *Ctitorii din timpul domniei Sfântului voievod martir Constantin Brâncoveanu în județele Argeș și Dâmbovița*, în vol. *Constantin Brâncoveanu și contribuția lui la sporirea patrimoniului cultural, educațional, spiritual și social-filantropic al Țării Românești în contextul european al veacului al XVIII-lea*, coordonatori: Ion Moldoveanu și Mihai Săsăujan, BASILICA, București, pp. 415-429, 2014.
Theodorescu Răzvan, *Constantin Brâncoveanu între „Casa cărților" și „Ievropa"*, Enciclopedia RAO, 2006.

NOTES ON THE AUTHORS

PhD. **Laurentiu Stefan SZEMKOVICS** - Senior Advisor to the National Central Historical Archives, Regina Elisabeta Av., No. 49, postcode 050 013, Sector 5, Bucharest, Romania, e-mail: laurszem@gmail.com

PhD. **Camelia TEODORESCU** - University of Bucharest, Faculty of Geography, Department Of Human and Economic Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: camiteo@yahoo.co

THE ATTRACTIVENESS OF BLACK TOURISM IN ROMANIA

Camelia TEODORESCU
Alexandra Elena VELICU
Aurel GHEORGHILAS
Nicoleta BIRA

Abstract. *The attraction for bloody events attracted mankind, like a spectacle. Today, the places where these events took place are more and more important tourist attractions. The aim of this study is to come up with a classification of these places that can attract, that can become points of tourist interest. In addition to the description of the events that took place in these places, new things can be discovered, especially historical, related to causality, thus going to a much deeper knowledge. The methodology uses empirical analysis, based on the method of the applied questionnaire, to which 111 people answered. The study shows that the main results show a clear image of interest in places where phenomena that can be more difficult to explain are attractive, and this attractiveness is maintained by curiosity and the desire to be better informed about certain places or events with this kind of value. In conclusion, the attraction of places where either there are phenomena that can be more difficult to understand or explain, or the places where events with dark load took place, are more and more attractive, for all categories of age, occupation or place of affiliation or religious.*
Keywords*. Black tourism, cemeteries, legend, local culture, paranormal*

INTRODUCTION

From immemorial time, mankind has been drawn to the dark aspects of life; yet travelling to places associated with death, violence, or tragedy does not represent a current phenomenon. For example, about 2,000 years ago, during the Roman Empire, people gathered in the famous Colosseum to watch the bloody battles between gladiators. The most representative period of cruelty was the Middle Ages, when, on the contrary, people came from afar to attend public events involving physical punishment, such as beheading, torture, or hanging. Pilgrim journeys to holy places can also be considered dark acts. Even though there has been a decline in popularity over time, these activities have not disappeared, but have taken on a different form to adapt to current standards. Over time, legendary tourism has established itself for such tourism, leading to the development of certain brands on them (Aro et al., 2018; Clark et al., 2005; Geyskens et al., 2018; Stephens et al., 2011; Dincă et al., 2015).

Black tourism is an umbrella term that covers a variety of tourist attractions associated with wars, slavery, crime, prisons, cemeteries, paranormal activities, areas where natural or nuclear disasters have occurred, places of death or burials of important celebrities or places in which conflicts take place. It can be said that the heritage of black tourism is diverse, some activities can be classified as "darker" than others. Thus, several researchers have developed the idea of the spectrum of black tourism, the activities can be considered "darker" or "less dark" depending on the intensity of the moment, its authenticity, its purpose and the motivation of tourists, being considered pale tourism. The extremities of this spectrum can be considered diametrically opposed, for example: education / entertainment; authentic / nonauthentic.

All forms of tourism can have a much stronger impact as they are supported by creative forms of presentation and consumption (Pintilii et al., 2017; Casidy et al., 2018; Iancu et al., 2014).

BLACK TOURISM IN ROMANIA

Romania, a country located in southeastern Central Europe, deserves its place on the map of black tourism due to its significant cultural and historical heritage and folklore rich in myths, stories and legends, Romania being the home of dragons, “iele” (female magical forest spirits), undead and Count Dracula (Teodorescu et al., 2012; Segovia, 2009).

The spectrum of black tourism in Romania is diverse, comprising several categories, all with a significant "dark" load, capturing in the present study the tourism genre based on the offer of cemeteries, Dracula's tourism and paranormal tourism, these belonging in a greater measure to dark tourism.

These three mentioned categories capitalize on the Romanian stories, myths and legends about important personalities of the country, about long gone times, about places shrouded in mysteries or about fantastic characters.

Although cemeteries have been designed as eternal places, some are important tourist attractions due to their antiquity, personalities, stories behind the tombs, but also the historical, artistic and architectural value of the monuments in their composition, which make them really resemble open-air museums. These cemeteries represent a significant part of the country's cultural heritage, being visited due to their historical values, but also for recreational purposes.

Similarly to classical museums, these cemeteries are quiet places with wood, stone, marble or bronze carvings, busts, round-box carvings, bas-reliefs, monuments, decorative objects, paintings, poems, jokes, quotes, works by important people, culture, biographies and stories. Thus, cemeteries should not be perceived as macabre places, but as parts of history, which, through funerary buildings, express the culture of the place.

People who visit cemeteries to recreate, contemplate and discover monuments of art and architecture, natural landscapes and the history of places can be called practitioners of cemetery tourism.

The "Association of Significant Cemeteries in Europe" established in 2001, has drawn up a map of the most significant cemeteries in Europe, which includes Romania with only two cemeteries, the Bellu Cemetery in Bucharest and the Hajongard Cemetery in Cluj-Napoca. However, in Romania there are many more significant cemeteries, which are important tourist attractions, such as: Veşel Cemetery in Săpânța, Cemetery of the Poor in Sighetul Marmației, Medieval Jewish Cemetery in Siret, Jewish Cemetery in Iloaiei Bridge, Eternal Cemetery, The Evangelical Church Cemetery in Sighișoara, the Jewish Cemetery in Alba Iulia, the Living Cemetery in Sulina, the Animal Paradise Cemetery in Căţelu Commune, the Philanthropy Jewish Cemetery in Bucharest and the Heroes of the Revolution Cemetery in Bucharest.

Cemeteries are important tourist attractions that reflect certain eras and parts of society (Fig. 1). For example, the Merry Cemetery in Săpânța reflects the traditional values, the joy and optimism, the humorous wit of the people of Maramureș, the Cemetery of the Poor in Sighetul Marmației told the story of thousands of political detainees who were killed after communist repression the events of 1941 during the Pogrom in Iasi, while the Bellu Cemetery in Bucharest hide countless unfulfilled love stories. From this point of view, the cemeteries in Romania have an immeasurable tourist potential that must be capitalized for the preservation and promotion of the Romanian cultural and historical heritage (Teodorescu et al., 2017).

The diverse spectrum of black tourism is also felt in this category, as the cemeteries mentioned above, such as the Cemetery of the Heroes of the Revolution in Bucharest, the Cemetery of the Poor in Sighetul Marmației or the Jewish Cemetery at Iloaiei Bridge have a strong negative emotional impact on visitors; this negative impact is due to the tragic stories they evoke. At the other end of the spectrum there are cemeteries such as the Animal Heaven Cemetery, which is a place to commemorate man's best friends, or the Merry Cemetery in Săpânța, which, by its very name, indicates that it has nothing to do with the dark side of black tourism, presenting in a unique, satirical way the life of the Maramures village through painted images and playful epitaphs engraved on graves (Szemkovics et al, 2018).

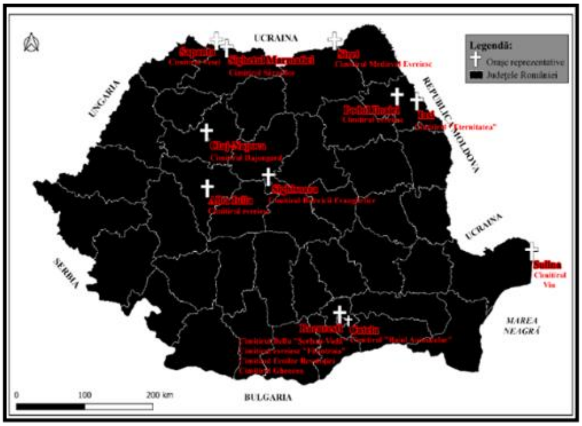


Fig. 1. Tourist attractions associated with cemetery tourism

Fig. 1 a. Bellu Cemetery - Gheorghieff Bankers Mausoleum

Fig. 1. B. Cemetery Vesel, Sapanta

Fig. 1. c. Hajongard Cemetery

Fig.1. d. The "Heaven of Animals" Cemetery

The next category is the legendary tourism, offered by the image of Count Dracula, which is the result of an increased demand from Western tourists. In recent decades, Romania, especially Transylvania, has become a sought-after destination by foreign tourists due to Dracula's myth, promoted mainly through Bram Stoker's novel "Dracula" written in the late nineteenth century, but also Hollywood cinema in which Romania is described as "Dracula's country" (Light, 2007; Teodorescu et al, 2016).

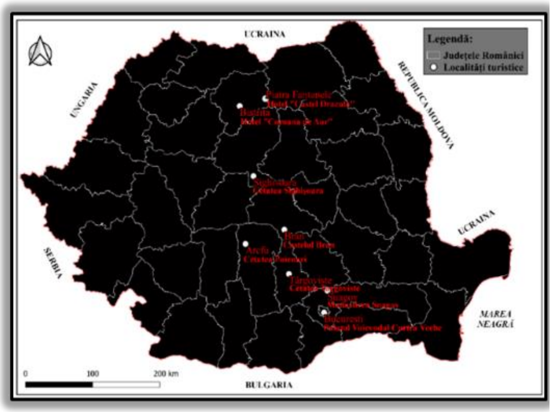


Fig. 2. Representative objectives for Dracula tourism

Fig. 2a. Bran Castle

Fig. 2b. Dracula Castle Hotel sursa

Fig. 2c. Poenari Fortress

Fig. 2d. Curtea Veche Voivodeship Palace in Bucharest

Dracula's tourism in Romania is a combination of fiction and history, capitalizing on the stories behind the fictional character Dracula, as imagined by the writer Bram Stoker, but also the historical character "Dracula", represented by Prince Vlad Tepes. Thus, Dracula's tourism heritage consists of Poenari Fortress, Curtea Veche Voivodal Palace in Bucharest, Snagov Monastery, Targoviste Fortress and Sighisoara Fortress, associated with Vlad the Impaler, and Bran Castle, Dracula Castle Hotel in Piatra Fântânele and Coroana de Aur Hotel from Bistrita, associated with the character of the novel by the Irish writer. Also, in 2001 there was proposed to build a Dracula theme park that would have been the most spectacular tourist complex in the country, but the project was abandoned in 2006 due to organizational problems (fig. 2).

Legendary tourism or Dracula tourism in Romania is difficult to frame in a form of tourism, it includes literary, cinematographic, black tourism, but also heritage tourism, by capitalizing on the historical character, Vlad Țepeș (Hovi, 2014; Teodorescu, 2009; Reijnders, 2011; Scott et al., 2016). Although Dracula tourism can be much more associated with literary or film tourism, it is also a category of black tourism, dwelling at the bright, pale end of the spectrum, this being a form of tourism based on a dark story, centered around a mythological character who exudes terror among the villagers, but who does not have a strong emotional impact on visitors; it is meant to entertain, scare, expose in a comic, romantic, attractive, unusual way the myth of Count Dracula of Transylvania. Dracula tourism is the palest or most faded away form of black tourism, practiced by tourists with a low interest in death, but who are looking for scary, thrilling experiences based on fear. Dracula tourism is a unique form of tourism, which only Romania can capitalize on to its full potential, this country being the original "home of Dracula". The promotion of this form of tourism would contribute to the diversification of the tourist offer, being able to become a true national brand, which would attract important flows of tourists, passionate about the myth of Dracula (Fig. 2).

The last category is paranormal tourism. Although it is a less addressed topic in academia, lately the bizarre phenomena have caught the public's attention, leading to the emergence of the phenomenon of paranormal tourism. It can be defined as the journey to haunted places, places related to tragic events, where violent deaths took place, places shrouded in mystery that attract adventure enthusiasts and the unknown.

In Romania, although the heritage of paranormal tourism includes only two objectives, namely Hoia-Baciu Forest in Cluj County and Iulia Hasdeu Castle in Campina, they are known internationally due to the mystery in which they are shrouded (Fig. 3).

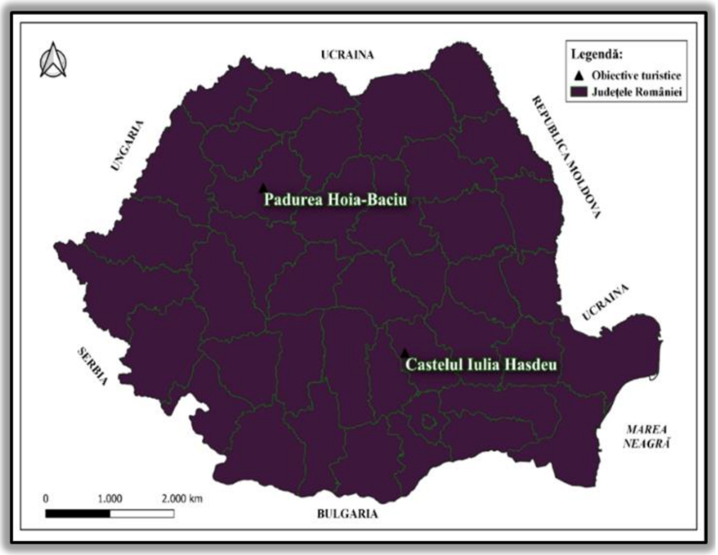


Fig. 3. Representative tourist objectives for paranormal tourisml

Fig. 3a. Hoia-Baciu Forest, source: https://hoiabaciuforest.com/photogallery/#prettyPho

Fig. 3b. Iulia Hasdeu Castle, source: http://savizitam.ro/castelul-iulia-hasdeu.html

Hoia-Baciu Forest in Cluj County, which has become known worldwide for its strange activities and legends about ghosts, UFOs, time travelers, twisted trees, shadows chasing visitors, strange sounds and lights, this being ranked by BBC in the top 5 most haunted places in the world.

The castle in Câmpina was built at the end of the 19th century, by Bogdan Petriceicu Hașdeu, according to the plans of his daughter, Iulia, which she transmitted to him from the other world through spiritualism sessions.Iulia Hasdeu Castle is an altar of worship, in which Julia's father took refuge after her death.

This, together with Julia's tomb in Bellu Cemetery, are considered the only spiritualist temples in the world. The castle is a symbol of paranormal tourism due to the legends about how Julia's spirit could be seen in the castle garden or on the balcony, about the nights when the locals could hear her playing the piano to her father's applause or about the spiritualism sessions in which Julia, from the world beyond, gave his father advice on various matters, even told him about his previous lives, and gave him instructions on how to build the two temples that Bogdan Petriceicu Hasdeu had erected in her memory.

All that once said, paranormal tourism is a new form of tourism, but one that is appealing to tourists intrigued by its unknown, through mysterious stories.

STUDY RESULTS

The results of the study follow the answers provided by the 111 respondents of the objectives in the three categories presented. Questions about the attractiveness of these goals provide a suggestive and clear picture of the attractiveness of such goals (on a scale of 1-5). The purpose of this type of questions was to discover the attractiveness of the tourist objectives that are part of the black tourism in Romania and the reason why this type of objectives may lead to the satisfaction of those interested in such tourism.

Cemeteries are attractive places from a tourist point of view, so the most attractive seems to be the Merry Cemetery in Sapanta.Funny lyrics attract tourists. Equally, the place attracts by the beauty of the place, by the colors, by its uniqueness offered by the way there were built these monuments.

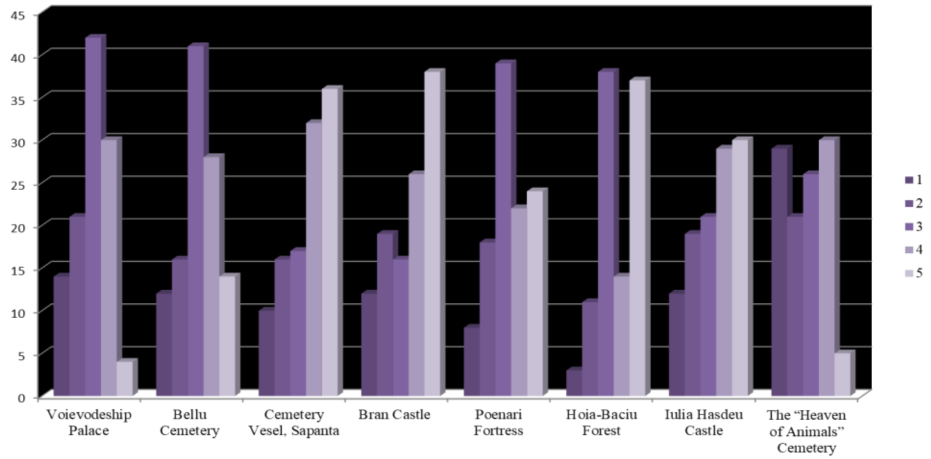


Fig. 4. The attractiveness of black tourism

There are also tourists who visit this cemetery, who are also influenced by the fact that death is a sad moment, but giving it yet a slight funny connotation could simply make it easier to get over this unfortunate event.

Belu Cemetery is attractive for the architecture of the funerary monuments, for the personalities who find their place here forever. History can be understood by reading the information on these funerary monuments. Many historical personalities, artists, poets, educated people and not only, represent the points of attraction for those who want to discover "a lost world".

On the other hand, monumental constructions, such as palaces or fortresses that have a dark charge in their history, especially those related to the bloody voivode Vlad Tepes, are for many a tourist attraction. The attractiveness of these objectives is rated as medium to high.The recent arrangements make from these tourist attractions more and more appealing points of touristic magnetism.

The paranormal tourism offered by Horia Baciu Forest from Cluj County and by Iulia Hasdeu Castle from Campina is gaining more and more attractiveness.

The motivation or the main reason that the respondents offered as an answer, is "curiosity", as they want to know more about the tragedies and mysteries of the past that black tourism capitalizes on. The second reason chosen was the "unique experience", the black tourism being practiced to a large extent in authentic places, where the respective events took place. Thus, visitors have the most real experiences. Also, black tourism is practiced "to learn more about the cultural heritage of the location" and "for tourists to get acquainted with the myths and legends of the place", through this form of tourism being presented both real events that marked history, as well as the fictitious elements of culture that together form the cultural heritage of black tourism (fig. 5).

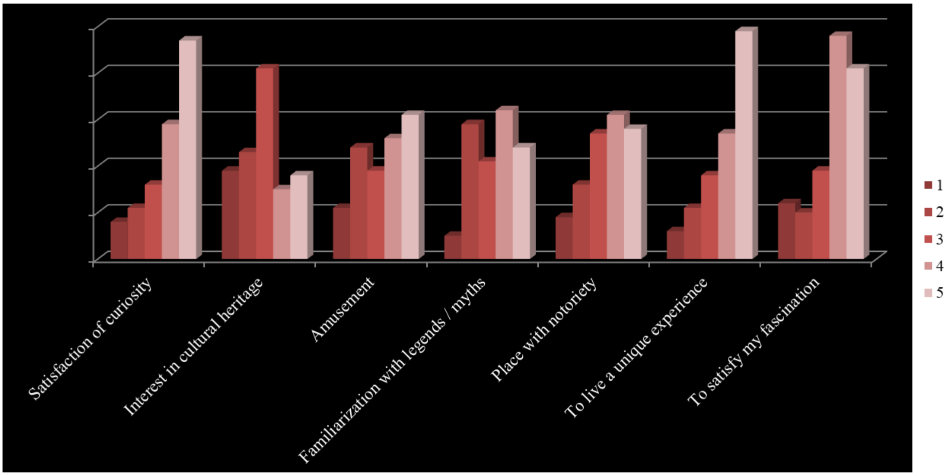


Fig. 5. Motivation of the respondents regarding the visit of the presented black tourism objectives

As a type of tourism preferred by tourists, legendary tourism or Dracula tourism has been ranked as the most attractive category of black tourism. There must be understood that the dark spectrum of black tourism has an educational purpose, exposing significant events in history that can have a strong negative emotional impact on the visitor, producing states of sadness, anxiety, while the pale spectrum of black tourism aims to entertain, shudder, to expose in a comic, romantic, attractive, unusual way the mysterious events, this being practiced by tourists with a low interest in death, but looking for scary, thrilling experiences based on fear. In such a context, it is necessary to analyze this type of tourism, because the educational side of black tourism is the one sought by the respondents.

CONCLUSIONS

In conclusion, from the beginning of the development of the tourist phenomenon until now, it has evolved and diversified, appearing new destinations and forms of tourism meant to satisfy the needs of the whole society. One of these forms of tourism is black tourism, which contradicts the classical definition of tourism as "spending free time in a pleasant way", which is a special category of cultural tourism, which involves visiting places that have a direct link, or are associated with death, disasters and tragedies, capitalizing on a dark chapter in history.

Although the term "black tourism" was introduced into the literature recently in 1996 by Malcolm Foley and John Lennon, mankind has been drawn to the dark aspects of life, the bloody battles of the Colosseum gladiators, since ancient times. Public events in the Middle Ages involving physical punishment, such as beheading, torture, hanging, or pilgrimages, can be labeled as an early variant of "black tourism."

Romania deserves a special place on the map of black tourism due to the significant cultural-historical heritage acquired over time as a result of recent political events that have had tragic effects on society, but also the richness of myths and legends that surround some mysterious locations. This vast cultural-historical heritage led to the development of black tourism, which in Romania involves visiting places associated with wars, the Holocaust, the repression applied by Security forces during the communist regime, the Revolution of 1989, visiting cemeteries that are important tourist attractions as a result of the historical, artistic and architectural value of the monuments in their composition, of haunted cataloged places, but also of the places associated with a character that made Romania internationally known, Count Dracula.

REFERENCES

Aro K., Suomi K., Saraniemi S., *Antecedents and consequences of destination brand love - A case study from Finnish Lapland*, TOURISM MANAGEMENT, vol. 67, pp. 71-81, 2018.

Casidy R., Wymer W., O'Cass A., *Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers*, TOURISM MANAGEMENT, vol. 66, pp. 72-84, 2018.

Clark D.B., Doel M.A., Engineering space and time: Moving pictures and motionless trips, JOURNAL OF HISTORICAL GEOGRAPHY, vol. 31, pp. 41-60, 2005.

Dincă Iulian, Camelia Teodorescu, *The Romanian rural space and its landscapes: attraction and motivation for relocating townspeople*, GEOGRAPHIA NAPOCENSIS, vol. 1, pp. 21-36, 2015.

Hovi T., *The Use of History in Dracula Tourism in Romania*, Electronic Journal of Folklore, 2014.

Iancu A.L., *East-West Cultural Encounters in Romania: The Vlad/Dracula Connection*, EAST-WEST CULTURAL PASSAGE, vol. 14/ issue 2, pp. 153-174, 2014.

Light D., *Dracula Tourism in Romania. Cultural Identity and the State*, Annals of Tourism Research, Vol. 34, No. 3, pp. 746–765, 2007.

Pintilii Radu-Daniel, Daniel Peptenatu, Ana-Maria Ciobotaru, Sorin George Toma, Ana Maria Grigore, Cristian-Constantin Drăghici, Răzvan-Cătălin Dobrea, Adrian Gabriel Simion, Ion Andronache, Camelia Teodorescu & Daniel Constantin Diaconu, *Creative economies in Romania–spatial projections and trends*, BULLETIN OF GEOGRAPHY. SOCIO-ECONOMIC SERIES, Poland, vol. 37, pp. 95-108, 2017.

Reijnders S., *Stalking the count Dracula, Fandom and Tourism*, ANNALS OF TOURISM RESEARCH, vol. 38 / issue 1, pp. 231-248, 2011.

Scott N., Green C., Fairley S., *Investigation of the use of eye tracking to examine tourism advertising effectiveness*. CURRENT ISSUE SIN TOURISM, vol. 19 / issue 7, pp. 1-9, 2016.

Segovia Esteban S., *The Vampire: From Mysterious Count to Rock Star and Back to the Coffin*, FUTURO DEL PASADO-REVISTA ELECTRONICA DE HISTORIA, 7, pp. 153-174, 2009.

Szemkovics Laurentiu-Stefan, Teodorescu Camelia, Alexandra Grecu, Karina Gruia, Alina Mareci & Nicoleta Bira, *The relevance of the historical monuments in the development of the cultural tourism in the main cities of the region of Oltenia, Romania*, QUAESTUS JOURNAL, Timisoara, Romania, vol. 12, issue. 2, pp. 42-54, 2018.

Teodorescu C., *Turism cultural*, Ed. Transversal, Bucuresti, Romania, pp. 5-32, 2009.

Teodorescu Camelia & Szemkovics Laurentiu-Stefan, The Ethno-creativity in the Pilot Centers in Romania and their Role in the Development of Cultural Tourism and the Educational Process, FORUM GEOGRAFIC GEOGRAPHICAL STUDIES AND ENVIRONMENT PROTECTION RESEARCH, Craiova, Romania, vol. 16, issue.1, pp. 88-97, 2017.

Teodorescu Camelia, Dincă Iulian, Teodorescu Octavian, *Tourist promotion of the historical character Vlad the Impaler–historical truth and legend character at the Poienari Fortress*, Quaestus Multidisciplinary Research Journal, Romania, pp. 22-31, 2012.

Teodorescu Camelia, Octavian Teodorescu, Nicoleta Bira, Badea Alin & Badea Livia Florina, *Religious and cultural tourism and the socio-economic and educational implications*, Quaestus multidisciplinary research journal, Romania, vol. 8, pp. 227-285, 2016.

NOTES ON THE AUTHORS

PhD. Camelia TEODORESCU - University of Bucharest, Faculty of Geography, Department Of Human and Economic Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: camiteo@yahoo.com

PhD. Aurel GHEORGHILAS - University of Bucharest, Faculty of Geography, Department Of Human and Economic Geography, e-mail: aghgeo@yahoo.com

Prof gr. I. Nicoleta BIRA - Teacher, Middle School "Spiru Haret" Oltenita City, Calarasi; Master student- University of Bucharest, Faculty of Letters- Advances Studies in Linguistics, e-mail: nicoletabira@yahoo.com

Master student Alexandra Elena VELICU - University of Bucharest, Faculty of Geography, e-mail: alexandra.velicu@s.geo.unibuc.ro

OVERTOURISM: POSITIVE AND NEGATIVE IMPACTS

Ioan PETROMAN
Loredana VĂDUVA
Diana MARIN
Cipriana SAVA
Cornelia PETROMAN

Abstract: *Overtourism is not a novelty in tourism, but the literature dedicated to it is recent. Overtourism is an antithesis of responsible tourism, a complex and multidimensional issue, an evolving phenomenon, and a situation impacting economically, environmentally, socio-culturally and touristically both tourists and locals in tourism destinations. This study defines overtourism, differentiates it from what it is not, presents its indicators and causes, and the theories explaining locals' anti-tourism feelings because of overtourism. It also presents an inventory of positive and negative impacts of overtourism, together with solutions / strategies for countering overtourism.*

Keywords*: overtourism, positive impacts, negative impacts, solutions, strategies*

INTRODUCTION

Overtourism is defined by English language dictionaries as "the phenomenon whereby certain places of interest are visited by excessive numbers of tourists, causing undesirable effects for the places visited" (*Lexico*). It was defined as "the situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds" (Peeters *et al*., 2018), as "a multidimensional and complex issue" (Koens, Postma & Papp, 2018), as "the antithesis of Responsible Tourism" (Goodwin, 2019),as "an evolving phenomenon" (Milano, Cheer & Novelli, 2019), as "(Cognitive desire x Low cost of travelling) + (Cognitive desire x Marketing strategies) + (Cognitive desire x Growing trend to change life / self-fulfilment in developed countries)" (Seraphin *et al*., 2019).

To better understand the nature of **overtourism**, one needs to know what it is not (Koens, Postma & Papp, 2018):

- Overtourism cannot be solved by technological or smart solutions alone because "the issue of overtourism is largely social in nature";
- Overtourism cannot be solved with a one-size-fits-all solution but with inclusive solutions;
- Overtourism impacts are not city-wide, it can be perceived in areas with limited tourism activity;
- Overtourism "is not a recent phenomenon: the attention paid to it is recent";
- Overtourism is not a tourism-only problem, it is also a problem of "overuse of the facilities, infrastructure, or resources of a destination, or of parts thereof";
- Overtourism is not just an issue in cities, it is an issue in island or rural destinations;
- Overtourism (which is about environmental changes, infringements on people's lives, and perceived tourism encounters) is not the same as mass tourism (which is about large numbers of tourists).

Overtourism – whose antonym is **under-tourism** (Gowreesunkar & Thanh, 2020) – causes **tourism saturation** (e.g., the Venice Syndrome) and **tourism saturation** causes **tourismphobia** (a term concocted by the Spanish media) wherever it occurs. **Overtourism** as a term is a new-born sub-type of **mass tourism** considering the studies carried out and the articles written about this topic – tens of them starting with 2017. Overall, **overtourism** manifests itself as:

- "Spread of urban tourism to residential neighbourhoods that were not previously visited much by tourists;
- Transformation and changes in the everyday lives throughout the neighbourhoods."

Are considered **indicators of overtourism** (Peeters *et al*., 2018):

- "Air travel intensity (arrivals by air divided by number of residents);
- Closeness to airport, cruise ports and UNESCO World Heritage Sites;
- The share of Airbnb bed capacity of the combined Airbnb and booking.com bed capacity;
- The share of tourism in regional Gross Domestic Product;
- Tourism density (bed-nights per km^2) and intensity (bed-nights per resident)."

Goodwin (2019) identified the **causes of overtourism**: difficulty to demarket honeypots; disintermediation; economic importance of tourism; free of charge public realm; "high propensity to consume travel, to experience other peoples' places, amongst the emerging middle classes"; increased tourism impact because of distribution strategies, "efforts to disperse tourism pressure, and initiatives to spread tourists to less-visited residential neighbourhoods"; large scale transport; low cost of travel; and seasonality bunching tourism and concentrating numbers. Seraphin & Ivanov (2020) added one more cause: revenue management.

There are at least three theories explaining the evolution of the anti-tourism feeling among locals in a tourism destination – the *Tourism Irritation Index*, the *Tourism Carrying Capacity*, and the *Tourism Area Life Cycle*:

- The ***Tourism Irritation Index***, developed by Doxey (1975, in Milano, 2017), is a theory on the development of locals' perception of tourism in a tourism destination – *euphoria* (tourists are welcomed, locals are extremely happy to receive them), *apathy* (tourists are increasingly numerous, locals are decreasingly happy to receive them), *irritation* (tourists are reaching the saturation point, locals are reaching the caution point about possible dangers or problems), and *antagonism* (tourists "are seen as the cause of all the problems, locals start to express irritation");
- The ***Tourism Carrying Capacity*** takes into account five variables: "the maximum ***number of people*** that could visit a location within a given period, such that local environmental, physical, economic, and sociocultural characteristics are not compromised, and without reducing tourist satisfaction" (WTO, 1981, in Milano, 2017), and *visitors' distribution in the area*, *activities*, *behaviour*, and *state of tourism infrastructure*;
- The ***Tourism Area Life Cycle***, a concept developed by Butler (1980), has four stages – *introduction* (slow growth in sales and high promotion costs), *growth* (steeper sales and profit curves), *maturity* (stepping up advertising to tackle the competition), and *decline* (one's tourism product is replaced by the competition).

MATERIAL AND METHOD

The material used in this study consists in articles, books, and reports on overtourism – all of which are as recent as 2017. The research method used is that of content analysis, with which authors defined overtourism, identified both positive and negative impacts, as well as solutions / strategies to counter overtourism.

RESULTS AND DISCUSSION

There is no doubt that overtourism is a reality. Literature in the field has focused on both overtourism impacts and on solutions / strategies to manage it.

1. Impacts of Overtourism on Tourism Destinations

Because of the Janus-faced character of overtourism (Avond *et al*., 2019), there have always been positive and negative impacts on tourism destinations. In some cases, one and the same impact can be both *economic* and *socio-cultural*.

1.1. Positive Impacts of Overtourism on Tourism Destinations

Though from far fewer than negative impacts, positive impacts on tourism destinations are mainly economic and social:

- ***Cultural impact*** (Trancoso González, 2018): endangerment of architectural and cultural heritage;
- ***Economic impacts*** (Koens, Postma & Papp, 2018; Martín, Guita Martínez & Salinas Fernández, 2018; Kruczek & Szromek, 2020): enough good jobs for residents; fair price for apartments rentals; fair prices for goods and services; increase of online shopping; increase of residents' income; job options for young people; opportunities for small and medium enterprises; price of real estate is rising; rising costs of living; stores and restaurants owned by local residents; strength and diversity of the local economy; tax revenue; and value of one's house and/or land;
- ***Social impacts*** (Koens, Postma & Papp, 2018; Martín, Guita Martínez & Salinas Fernández, 2018; Trancoso González, 2018): availability of retail shops; city modernization; flexible work arrangements; greater connectedness of residents due to social media; "increase of online shopping"; "increase of residential leisure"; increase of the number of residents and commuters; "increased costs of city amenities"; "limitations on restrictions of urban planning"; peace and quiet; popularity of Instagram and social networks; preservation of cultural/historical sites; preservation of one's way of life; prestige and image of the city; residential gentrification; urban sprawl and population growth;
- ***Tourism impacts*** (Koens, Postma & Papp, 2018): cheaper flights; increase of cruise tourism; increase of internet holiday booking; increased dominance of large tourism businesses; rise of online platforms like airbnb; rise of tourist numbers; tourism spreading policies; and "tourists moving deeper into city in search for authentic experiences".

1.2. Negative Impacts of Overtourism on Tourism Destinations

Overtourism has had a large number of negative impacts on tourism destinations:

- ***Economic impacts*** (Milano, 2017; Koens, Postma & Papp, 2018; Martín, Guita Martínez & Salinas Fernández, 2018; Peeters *et al.*, 2018; Szromek, Kruczek & Walas, 2020):
  - "Economic dependence on tourism, including being strongly impacted by seasonality and the degradation of other sectors/types of employment;
  - Increased (sometimes sudden) demand for and usage of (tourism-directed) infrastructure, facilities and (commercial) activities;
  - Inflation of prices and reduction of the availability of certain goods, services, and factors of production aimed at inhabitants and for other sectors and functions (industry, agriculture, housing, etc.)";
  - Loss of residents' purchasing power;
  - Privatization of public spaces;
  - Real-estate speculation;
  - "Reduced accessibility of infrastructure, sites and facilities for both residents and visitors", inhibiting the regular performance of activities of both residents and visitors may not be able to reach for instance shops or work in their daily local travel;
  - "Reduction of the quality and increase in the maintenance cost for infrastructure, facilities and (commercial) activities specifically directed at inhabitants;
  - Rise in housing prices (rental and purchase by square metre);
  - Tourism-generated investments in tourism-specific infrastructure impair the investments in infrastructure needed by residents and the wider destination community";
- ***Environmental impacts*** (Koens, Postma & Papp, 2018; Martín, Guita Martínez & Salinas Fernández, 2018; Peeters *et al.*, 2018; Trancoso González, 2018; Kuščer & Mihalič, 2019; Szromek, Kruczek & Walas, 2020; Constantoglou & Thomai, 2021; Vagena, 2021)
  - Alteration of natural heritage;
  - Alteration of the environment;
  - Conflicts over zoning/land use;
  - Crowding and congestion;
  - Damage to natural sites;
  - Endangerment of environment;

  - Greater use of resources (energy, land, water) per tourist;
  - Increase of extreme weather events;
  - Litter;
  - Overcrowding at natural sites;
  - Pressure on local environment (increased air pollution, noise, waste, water pollution / use);
  - Traffic;
- ***Socio-cultural impacts*** (Milano, 2017; Koens, Postma & Papp, 2018; Peeters *et al*., 2018; Trancoso González, 2018; Kuščer & Mihalič, 2019; Escudero Gómez & Martínez Fernández, 2020; Szromek, Kruczek & Walas, 2020; Diaz-Parra & Jover, 2021; Vagena, 2021; Jover & Diaz-Parra, 2022):
  - Alteration of cultural heritage;
  - "Congestion of public spaces in city centres" (heavy traffic, loss of local identity, pavements, public transport, streets);
  - Damage to historical and architectural sites;
  - "Degradation of (perceived) safety due to increased crime and violence and problems related to uncivilized behaviour, alcohol usage, prostitution, gambling and drug trafficking;
  - Degradation of destination image as perceived by visitors;
  - Degradation of infrastructure, facilities and (commercial) activities specifically directed at residents";
  - Drug and alcohol abuse;
  - Endangerment of citizenship;
  - "Growth of cruise tourism and the consequential seasonal congestion;
  - High risk of misunderstanding, leading to varying degrees of host/visitor hostility (conflicts, protests, etc.), more pronounced with higher 'exotic' visitor shares";
  - Increased number of arrivals;
  - "Marginalisation of resident population (excessively high number of tourists per resident);
  - Modification of events, activities, and architectural and historical sites to accommodate visitors and based on commercial interest";
  - One's personal life quality;
  - Overcrowding at historical, and architectural sites;
  - "Overcrowding of infrastructure (congestion), facilities and at (commercial) activities";

- Physical touristification of city-centres (e.g., of Venice, Italy) and other often-visited areas;
- Platforms of vacation rentals;
- “Reduced accessibility of infrastructure, sites and facilities for both residents and visitors, inhibiting the regular performance of activities of both residents and visitors may not be able to reach for instance shops or work in their daily local travel;
- Relinquishment/weakening of cultural traditions, values and moral standards leading to a loss of community spirit and pride and a loss of cultural identity;
- Residents pushed out of residential areas because of accommodation platforms (less availability of housing, loss of sense of community and security);
- The character of residential areas changes in such a way that they become less suitable for residents”;
- Unbalanced number of locals compared to visitors;
- Visitors’ inappropriate behaviour (alcohol consumption, disturbance, loss of local identity, noise);
- Visual (aesthetic) pollution of natural or cultural landscapes.

“The most vulnerable population groups are those who manifest a stronger rejection” (Martín, Guita Martínez & Salinas Fernández, 2018):

- “Citizens with a low/medium income, who perceive rises in the prices and a change in the market focus to a larger extent”;
- Tenants of apartments in city centres.

Seraphin *et al*. (2020) analysed the locals’ attitude towards overtourism in their tourism destination and found that, between exploitation and exploration of a negative situation, there are four archetypes of locals – “victims, peaceful activists, vandals, and resilient locals”.

2. Overtourism Management Solutions / Strategies

WTO *et al*. (2018) suggested ***11 Strategies to manage visitor flows in urban destinations***: “promote the dispersal of visitors within the city and beyond; promote time-based dispersal of visitors; stimulate new itineraries and attractions; review and adapt regulation; enhance visitors’ segmentation; ensure local communities benefit from tourism; create city experiences for both residents and visitors; improve city infrastructure and facilities; communicate with and engage local stakeholders; communicate with and engage visitors; set monitoring and response measures.”

Benner (2019) suggested a shift from *quantitative growth* to *qualitative growth* through behaviour, institutions, organisations, and policies. García-Hernández, Ivars-Baidal & Mendoza de Miguel (2019) suggested, as response measures to overtourism pressure: "communication and integration of the local society in tourism development"; creating experiences that benefit residents and tourists; demarketing and better segmentation of demand; "dispersion of visitors in the city and its surroundings; follow-up and response measures to the evolution of the tourism activity; guaranteeing the benefits of tourism for the local community"; improvement of urban infrastructures; new tourist sites and itineraries; raising awareness among visitors; regulation of the tourist activities; and temporary dispersion of visitors. Goodwin (2019) suggested supply-side initiatives (capping arrivals by restricting cruise arrivals per day; "distributing tourism more evenly, spatially and temporally to reduce ghettos and hotspots; increasing the supply of public transport and re-routing it to reduce overcrowding and congestion and open new areas for tourism; matching supply and demand and reducing queuing by using timed ticketing and dynamic pricing; regulating licensed and unlicensed accommodation and using planning and building regulations to restrict the supply of accommodation; regulating the new disintermediated marketing and supply channels), demand-side initiatives (demarketing to deter particular market segments or reduce demand pressure; tourist taxes; use marketing and regulation to change tourist behaviour; use marketing to change the destination image and attract more compatible market segments), and managing activity in the destination (banning segways, paddling in the fountain or eating picnics on church steps; using municipal regulation to ensure that pavements are kept clear and to control parking; using planning regulations to control the location of shops and the retail offer) 'to treat' overtourism". Ivars-Baidal, García Hernández & Mendoza de Miguel (2019) suggested a few current or potential measures to improve overtourism management: de-concentration of flows, de-seasonalisation, improvement in mobility and information for users, raising awareness, regulatory measures, and research and analysis. Seraphin *et al*. (2019) warned that "*Trexit* (tourism exit) is not a sustainable solution to overtourism": it should be limited by addressing business, economic, sociological, and technological factors.

Bertocchi *et al*. (2020) suggested the use of the Tourism Carrying Capacity Model to simulate sustainable development scenarios in tourism destinations such as Venice, Italy. Kruczek & Szromek (2020) suggested the application of "a business model based on the acceptance of principles in sustainable tourism development". Seraphin & Ivanov (2020) added one more solution: revenue management.

Calle-Vaquero, García-Hernández & Mendoza de Miguel (2021) analysed "the use of urban planning regulations as an instrument for containing tourism activity in situations of overtourism" and found imbalances between the economic and urban planning visions (e.g., in Barcelona, Spain). Vagena (2021) claimed that "avoiding overtourism requires custom-made policies in cooperation with stakeholders and policy-makers".

Majdak & Almeida (2022) suggested adopting "energy-saving projects and developing tourisms products that incorporate eco-friendly behaviours". Pérez Garrido *et al*. (2022) assessed overtourism in Budapest, Hungary, using density and intensity as indicators, and suggested using their findings to mitigate this kind of issue.

CONCLUSIONS

- Overtourism is not a novelty in tourism, but the literature dedicated to it is recent because of its dimensions in the past years.
- Overtourism has been defined as an antithesis of responsible tourism, as a complex and multidimensional issue, as an evolving phenomenon, and as a situation impacting economically, environmentally, socio-culturally and touristically both tourists and locals in tourism destinations.
- Overtourism can be identified due to its specific indicators.
- Overtourism has its own causes.
- There are special theories explaining the evolution of the anti-tourism feeling among locals in a tourism destination.
- Overtourism has both positive and negative effects on both tourists and locals in the tourism destinations.
- Overtourism negative impacts (economic, environmental, socio-cultural) are more numerous than positive ones (cultural, economic, social, tourism).
- The solutions / strategies aimed at countering overtourism make use of such theories as the *Tourism Irritation Index*, the *Tourism Carrying Capacity*, and the *Tourism Area Life Cycle.*

REFERENCES

Avond, G., Bacari, C., Limea, Isabelle, Seraphin, H., Gowreesunkar, Vanessa G. B. & Mhanna, R. (2019). Overtourism: A result of the Janus-faced character of the Tourism Industry. *Worldwide Hospitality and Tourism Themes*, 11(5), 552-565. https://doi.org/10.1108/WHATT-06-2019-0039.

Benner, M. (2019). Overcoming Overtourism in Europe: Towards an Institutional-Behavioral Research Agenda. *Zeitschrift für Wirtschaftsgeographie*, 64(2), 74-87. https://doi.org/10.1515/zfw-2019-0016.

Bertocchi, D., Camatti, N., Giove, S. & Borg, J. van der. (2020). Venice and Overtourism: Simulating Sustainable Development Scenarios through a Tourism Carrying Capacity Model. *Sustainability*, 12(2), 1-15. https://doi.org/10.3390/su12020512.

Butler, R. W. (1980). The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources. *Canadian Geographer*, XXIV, 1, 5-12. https://doi.org/10.1111/j.1541-0064.1980.tb00970.x.

Calle-Vaquero, M. de la, García-Hernández, María & Mendoza de Miguel, Sofía. (2021). Urban Planning Regulations for Tourism in the Context of Overtourism. Applications in Historic Centres. *Sustainability*, 13(1), 1-21. https://doi.org/10.3390/su13010070.

Constantoglou, Mary & Thomai, K. (2021). How Much Tourism Is Too Much Stakeholder's Perceptions on Overtourism, Sustainable Destination Management During the Pandemic of COVID-19 Era in Santorini Island Greece. *Journal of Tourism and Hospitality Management*, 9(5), 288-313. DOI: 10.17265/2328-2169/2021.05.004.

Diaz-Parra, I. & Jover, J. (2021). Overtourism, Place Alienation and the Right to the City: Insights from the Historic Centre of Seville, Spain. *Journal of Sustainable Tourism*, 29(2-3), 158-175. https://doi.org/10.1080/09669582.2020.1717504.

Escudero Gómez, L. A. & Martínez Fernández, Paloma. (2020). Comunidades anfitrionas frente al overtourism un estudio comparado entre San Martín de los Andes (Argentina) y Toledo (España). In G. X. Pons, A. Blanco-Romero, R. Navalón-García, L. Troitiño-Torralba & M. Blázquez-Salom (eds.), Sostenibilidad Turística: overtourism vs undertourism. *Monografies de la Societat d'Història Natural de les Balears*, 31, 405-415.

García-Hernández, María, Ivars-Baidal, J. & Mendoza de Miguel, Sofía. (2019). Overtourism In Urban Destinations: The Myth of Smart Solutions. *Boletín de la Asociación de Geógrafos Españoles*, 83, 1-38. http://dx.doi.org/10.21138/bage.2830.

Goodwin, H. (2019). Overtourism Causes, Symptoms and Treatment. *Tourismus Wissen*, 110-114.

Gowreesunkar, Vanessa G. & Thanh, T. V. (2020). Between Overtourism and Under-Tourism: Impacts, Implications, and Probable Solutions. In H. Séraphin, T. Gladkikh & Thanh, T. V. (eds.), *Overtourism: Causes, Implications and Solutions* (11-26). Cham: Palgrave Macmillan.

Ivars-Baidal, J. A., García Hernández, María & Mendoza de Miguel, Sofía. (2019). Integrating Overtourism in the Smart Tourism Cities Agenda. *e-Review of Tourism Research*, 17(2), 122-139.

Jover, J. & Diaz-Parra, I. (2022). Who is the City For? Overtourism, Lifestyle Migration and Social Sustainability. *Tourism Geographies*, 24(1), 9-32. https://doi.org/10.1080/14616688.2020.1713878.

Koens, K., Postma, A. & Papp, Bernadett. (2018). Is Overtourism Overused? Understanding the Impact of Tourism in a City Context. *Sustainability*, 10(12), 1-15. https://doi.org/10.3390/su10124384.

Kruczek, Z. & Szromek, A. R. (2020). The Identification of Values in Business Models of Tourism Enterprises in the Context of the Phenomenon of Overtourism. *Sustainability*, 12(4), 1-12. https://doi.org/10.3390/su12041457.

Kuščer, K. & Mihalič, Tanja. (2019). Residents' Attitudes Towards Overtourism from The Perspective of Tourism Impacts and Cooperation – The Case of Ljubljana. *Sustainability*, 11(6), 1-18. https://doi.org/10.3390/su11061823.

Lexico. Available at: https://www.lexico.com/. Accessed on 30.03.2022.

Majdak, P. & Almeida, A. M. M. de. (2022). Pre-Emptively Managing Overtourism by Promoting Rural Tourism in Low-Density Areas: Lessons from Madeira. *Sustainability*, 14(2), 1-20. https://doi.org/10.3390/su14020757.

Martín, J. M. M., Guita Martínez, J. M. & Salinas Fernández, J. A. S. (2018). An Analysis of the Factors behind the Citizen's Attitude of Rejection towards Tourism in a Context of Overtourism and Economic Dependence on This Activity. *Sustainability*, 10(8), 1-18. https://doi.org/10.3390/su10082851.

Milano, C. (2017). *Overtourism and Tourismphobia: Global Trends and Local Contexts*. Barcelona: Ostelea School of Tourism & Hospitality.

Milano, C., Cheer, J. M. & Novelli, M. (2019). Overtourism: An Evolving Phenomenon. In C. Milano, J. M. Cheer and M. Novelli (eds.), *Overtourism: Excesses, Discontents and Measures in Travel and Tourism* (1-17). Abingdon: CABI.

Peeters, P., Gössling, S., Klijs, J., Milano, C., Novelli, Marina, Dijkmans, C., Eijgelaar, Eke, Hartman, S., Heslinga, J., Isaac, R., Mitas, O., Moretti, S., Nawijn, J., Papp, Bernadett & Postma, A. (2018). *Research for TRAN Committee – Overtourism: Impact and Possible Policy Responses*. Brussels: European Parliament, Policy Department for Structural and Cohesion Policies.

Pérez Garrido, Betsabé, Szilárd Sebrek, S., Semenova, Viktoriia, Bal, D. & Gábor, M. (2022). Addressing the Phenomenon of Overtourism in Budapest from Multiple Angles Using Unconventional Methodologies and Data. *Sustainability*, 14(4), 1-19. https://doi.org/10.3390/su14042268.

Seraphin, H. & Ivanov, S. (2020). Overtourism: A Revenue Management Perspective. *Journal of Revenue and Pricing Management*, 19, 146-150. https://doi.org/ 10.1057/s41272-020- 00241-7.

Seraphin, H., Gowreesunkar, Vanessa, Zaman, M. & Lorey, T. (2019). Limitations of *Trexit* (tourism exit) as a solution to overtourism. *Worldwide Hospitality and Tourism Themes*, 11(5), 566-581. https://doi.org/10.1108/WHATT-06-2019-0037.

Seraphin, H., Ivanov, S., Dosquet, F. & Bourliataux-Lajoinie, S. (2020). Archetypes of Locals in Destinations Victim of Overtourism. *Journal of Hospitality and Tourism Management*, 43, 283-288. https://doi.org/10.1016/j.jhtm.2019.12.001.

Szromek, A. R., Kruczek, Z. & Walas, B. (2020). The Attitude of Tourist Destination Residents towards the Effects of Overtourism – Kraków Case Study. *Sustainability*, 12(1), 1-17. https://doi.org/10.3390/su12010228.

Trancoso González, Ana. (2018). Venice: The Problem of Overtourism and the Impact of Cruises. *Investigaciones Regionales – Journal of Regional Research*, 42, 35-51.

Vagena, A. (2021). Overtourism: Definition and Impact. *Academia Letters*, 1-6. https://doi.org/10.20935/AL1207.

WTO, CELTH, NHTV & NHL (eds.). (2018). *'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions*. Madrid, UNWTO. DOI: https://doi.org/10.18111/9789284419999.

NOTES ON THE AUTHORS

Loredana VĂDUVA, Lecturer at Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, author and co-author of over 150 articles published in the volumes of national and international scientific events in the field of food sustainability, cultural tourism, rural tourism, religious tourism. She currently teaches Catering, Management of catering, Alternative forms of tourism.

E-mail: loredana_heber@yahoo.com

Diana MARIN, Lecturer at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: diana_rachiciu@yahoo.com.

Ioan PETROMAN, Professor at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: i_petroman@yahoo.com.

Cipriana SAVA, Associate Professor at the Faculty of Management in Tourism and Commerce Timişoara, „Dimitrie Cantemir" Christian University. Email: cipriana.sava@gmail.com. She holds a PhD. in Management and is the author of a large number of books, articles and studies in the field of tourism, regional and rural development. Cipriana Sava is also a member in „Asociaţia Româna de Ştiinţe Regionale" (ARSR), in the „European Regional Science Association" (E.R.S.A.), in the „Science Association International" (RSAI) and in the "Romanian Association of Tourism Journalists" (AJIR). https://orcid.org/ ID 0000-0002-6521-6596

Cornelia PETROMAN, Professor at the Banat's University of Agricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: c_petroman@yahoo.com.

ETHNO-CREATIVITY WITHIN ROMANIAN LOCALITIES AND THEIR ROLE IN THE DEVELOPMENT OF CULTURAL TOURISM AND THE EDUCATIONAL PROCESS; CASE STUDY- THE ART OF WOOD PROCESSING BY THE RROMA ETHNIC LIVING IN SPANȚOV, CĂLĂRAŞI COUNTY

Camelia TEODORESCU
Stefan SZEMKOVICS
Nicoleta BIRA
Andrei DUCMAN
Iuliana BORA

Abstract*: The attraction for the traditions of a certain region is more and more an attraction for tourism. That is why it is very easy to promote such tourism, because in the Romanian territories, along with agriculture and pastoralism, the village population had a lot of practical occupations, which formed the "industry" of handicrafts. This local industry has always relied on local raw materials, household tools and household labor. The aim was to meet the functional and aesthetic needs of the family. People have managed to make these occupations an art. The Romanian artist's artistic sense can also be identified in wood carving, still preserved in a number of geographical areas, many of the craftsmen making it a trade and selling the objects they worked on, which can often be used in the household. Ethno-creative tourism, as its main objective, supports those who want to discover the cultural values of a certain ethnic group, experimenting and using specific products, in order to overcome certain barriers of space and time, or to create new connections with the elements. traditional ethno-cultural values through effective participation and learning. The purpose of this study is to make known some of the endangered occupations of an ethnic group that found its place to live and work in the Danube meadow, in Spanțov, Călărași County. The art of woodworking by them has been passed down from generation to generation and can be a form of cultural and educational tourism for the younger generation, eager to discover the cultural values of a certain Romanian geographical area.*
Keywords*: ethno-creativity, tourism, culture, ethnicity, identity*

INTRODUCTION

Although migration from the village to the city has had negative consequences on Romanian rural culture, in many of the country's historical regions, including Călărași, there have been and still are families trying to maintain typical rural activities (weaving, carving, field work), rituals and celebrations with a deep meaning for their identity. It can survive only by preserving cultural heritage: popular creations (doines, ballads, fairy tales and legends, proverbs and sayings or poems), culture, handicrafts (pottery, wooden objects, fabrics, embroidery) and, last but not least, the typical Romanian cuisine, which has a different taste by using wooden utensils and clay/ceramic dishes (Teodorescu, 2009; Costachie et al., 2010; Szemkovics et al., 2020).

On the other hand, fairs have been part of the Romanian civilization since ancient times, when they represented the space where a regular exchange of goods took place; therefore, inviting the woodcarvers from Spanțov to such fairs, exhibitions and promoting their products can be both a means of preserving tradition and raising the standard of living of the community of spoon-fighters who are struggling with life on this old Danube land. happened with other ethnic groups in other parts of the world (Ducman et al., 2019; Gascón, 2014; Radu et al., 2018). Each era offers certain peculiarities of cultural expression in a certain geographical area. Many of the cultural expressions are related to agriculture or to the processing of certain products offered by agriculture (Capriello et al, 2013; Serrano Vasquez, 2016; Teodorescu et al, 2016).

CULTURAL VALUES AND FORMS OF THEIR TRANSMISSION

a. Spanțov village, Călărași county - attestation and documentary mention

The first documentary attestation of Spanțov village and, at the same time, the most distant mention in time of a locality from the south of the former Ilfov county, dates from March 23, 1482, when the Lord of Wallachia, Basarab the Younger, called Tepeluş, granted by a deed -given to Gherghița - several donations to the Snagov Monastery, strengthening it and the older donations, including half of the village Spanțov with exemption from donations and the mixture of princely rulers (Documents B. Țara Românească). Mr. Neagoe Basarab gives a new reinforcement for the two parts of the village on March 9, 1513, exempting them from all donations (Ciucă et al, 1985).

It should be noted that this is not the date of the appearance of the village. Between this and the beginnings of the village of Spanțov there was certainly a period of time - the duration of which cannot be specified - in which the name of the settlement, as well as the vision of the royal authorities, as well as its territorial boundaries were consecrated in the conscience of the inhabitants (fig. 1). As we have shown, the crystallization of the settlement with this name preceded the first documentary attestation mentioned above, as well as the date of the donation (prior to 1482), or even the date of the founding of Snagov Monastery, prior to 1408 (date of the first documentary attestation of the monastery).

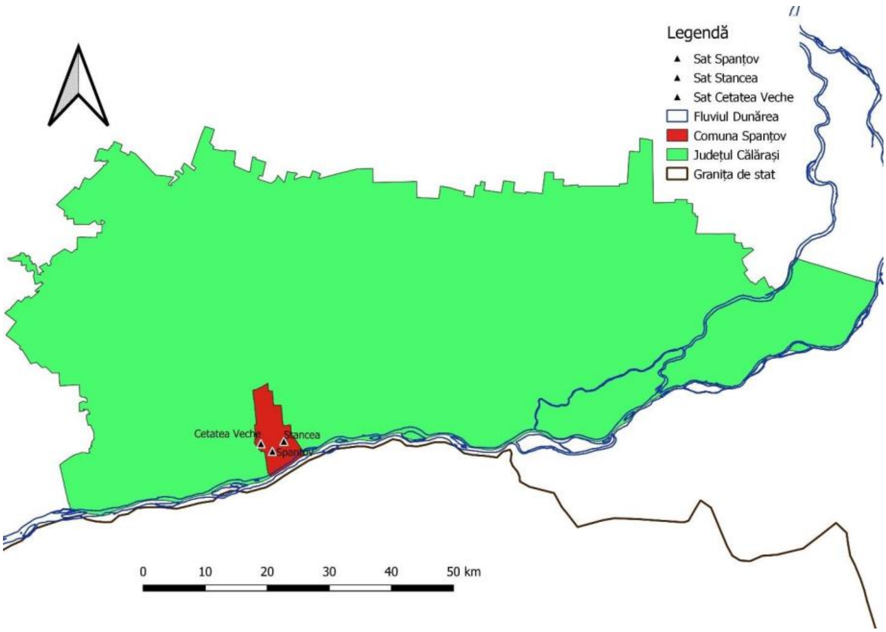


Fig. 1. The geographical location of Spanțov commune within Călărași county

As for the donation made by the Snagov Monastery, it is only a part of the village estate. Apart from this, there were at that time parts of the village owned by the prince, the boyar or the old man. In 1643, Matei Basarab added to the donation made to the Snagov monastery and the gorge of Spanțov village (Ciucă et al, 1985; Moisescu, 2002).

Thirty years after the first attestation of Spanțov village, another village from the hearth of the current commune, Clinciu village, announces its entry into history (Ciucă et al, 1985).

On April 19, 1525, Mr. Vladislav III strengthens to Stanciul grammatically parts of villages and Roma, among which „... and from

Cliciul again how much will be chosen the part of his father, Stanciul Obraz Lat. And after that, let the gypsies be their father's part again [….] No matter how much he chooses, because they are old and straightforward, dedine.! "(Documents B. Țara Românească) And in this case, we are dealing with a mention of the village that accedes to its appearance in itself by several generations, as it appears from the end of the above quote, as its appearance may be contemporary with that of the village Spanțov.

The district law, published on September 6, 1950, according to which the territory of Romania was to be divided into regions, districts, cities and communes, was to enter into force after the elections for the People's Councils of December 3, 1950. According to this law, Stancea commune in the administrative hearth of Spanțov commune, which, in turn, became, from January 1, 1951, an integral part of Oltenița district and, respectively, of the Bucharest region.

This administrative-territorial organization was maintained until 1968. On the line of de-Sovietization of the country, of the distance of the communist regime from Romania, from Moscow, started in April 1964, is also the administrative-territorial reform adopted in the traditional Romanian organization, the division of the country's territory into counties and the disappearance of regions and districts. Spanțov commune also returned to the old territorial entity of Ilfov county. A new change in the administrative-territorial affiliation of Spanțov commune occurs through Decree no. 15, of January 15, 1981, when Ilfov and Ialomița counties were reorganized. Spanțov commune came under this decree and would now be part of Călărași county, a situation that will be maintained even after the overthrow of the communist regime, in December 1989.

b. Ethnic structure - the basic component in the development of ethnic cultural tourism in Spanțov

The majority of the inhabitants are Romanians (64.04%), with a minority of Roma (31.25%). For 4.69% of the population, ethnicity is unknown. The active population within the commune is mainly represented by agriculture, then by trade through small shops and services to the population in a percentage of 36%.

The initial number of Rroma cannot be determined exactly. However, making some calculations, starting from the number of those mentioned in the first deed of 1525, when the Clinciu estate was strengthened to the great boyar Stanciu, it is estimated the existence of 15-20 families (dwellings), around 1821. In the 1838 catagraphy of 11 Spanțov village, 11 Rroma families are mentioned, paid workers, blacksmiths or fiddlers.

The occupations of the Rroma on the Clinciu and Spanțov estates, after their emancipation, in 1847, some of them, sitting in the pond, next to the willow and poplar bushes, took care of the wood carving, from which they made trees, buckets, spoons and many other objects strictly necessary in the households of the villagers (Petcut et al., 2003). They also practiced the craft of blacksmithing, in the workshops on the estates of the commune, the brickwork, but also that of itinerant musicians (fiddlers), found in the pubs in the villages of the commune and not only.

The Rudarii are the Rroma craftsmen who today deal with woodworking. The name rudar has its roots in glory, where "руда" (relative) means ore.

Subsequently, an occupational transfer or a professional reconversion took place, the relatives switching to wood processing.

Within this occupation, specializations/trades appeared: the kinship itself - butnarii, which make wooden household objects (blide, mugs, donuts, threshing machines, etc.) and covatarii/albierii who make whites and bowls; spoon - spoons, which make spoons, teaspoons, cups, spoons, polishes; fusaririt - fusarii, craftsmen in making spindles; bricklaying - bricklaying, specialized in furniture (tables, chairs, cabinets, etc.), but especially in dowry boxes, lacquers (small wooden boxes), barns and thrones (large boxes for holding corn or other cereals).

A distinct branch is that of corfers who weave baskets or baskets of hazelnut, wicker or willow twigs (Petcut et al., 2003).

Rudarii also works with simple or symbolic spinning forks (with horns, wings, apple / wheel, symbols of fertility and marriage) obtained by piercing and carving, decorated by incision, notching and hollowing with the tip of a knife or with a chisel.

The wood used by the spoons must be soft, malleable and as light in color as possible. It must be smooth and without knots in order to be used in the processing of various objects. They usually work different products in white poplar, willow or lime wood.

c. The main products obtained - mastery and culture in woodworking

Peasant furniture made by Rroma craftsmen specializing in woodworking is known as family furniture, which differs from other types of furniture (carpentry and carpentry) by the fact that it highlights the natural qualities of wood fiber, leaving it visible on the surface. of the object. Once dried by smoking, the working wood is carved lengthwise with an ax, cleaned and leveled with a bard, smoothed with a knife / knife on the knife seat.

"Something comes out of it if you know how to do it." - Ionel Turbatu, a local from Spantov, of Roma age, whose workshop was the center of the analysis of this study.

A three-legged wooden chair is made by Mr. Turbatu in about 30 minutes, first forming the seat and legs of the chair from a log with the help of the bard. From its original shape, using a knife, it drills the seat where the three legs of the chair will be inserted, then finishes the back of the chair. The seat is dug with the help of tiles, then finished with a knife and sanded (fig. 2).

Another typical piece of furniture, made by rudari, is the low, round table, with three legs, of obvious oriental influence, present especially in Oltenia and Muntenia. It is accompanied by low chairs, with a slightly hollowed out face, round or square, with three or four legs, usually simple, without ornaments.

Making a three-legged table can take between an hour and a few days, depending on the size and decorations it will have. The construction of the three-legged chairs takes between 45 minutes and a day, the duration being also determined by the size and the decorations that they will have.

A craftsman can make between 7 and 15 family tables and between 10 and 20 family chairs a day.

Using the knife as well, the three legs are brought into a cylindrical shape from the original shape, then narrowed at the ends, to fit perfectly into the holes in the seat, it performs them perfectly from the first attempt, without having to take action or get back on your feet to narrow them. They are fixed in the three holes with a hammer, so that no nails or screws are needed, then to give stability to the seat, the three legs are cut obliquely at each end.

They work traditional wooden spoons. The working technique is as follows: splitting the wood into a shape close to that of the spoon, making the concave part of the spoon by digging with a fork/scissors, cutting and thinning the tail with a knife; grinding the spoon with a piece of bone or a shard of glass. Special are the spoons with heels (with a strong curvature above the ladle, which gives elegance to the tail) and those with hooks (with the tail bent by carving and removing material), to be hung in the wall spoon (fig. 3).

In addition to the spoons, there are also decorative spoons, which enjoy a great variety of ornaments: carving the head of the tail (symbols: snake head, rooster, horse head, etc.), strong incisions made with the tip of a knife and nail (chisel sharp) - geometric, anthropomorphic motifs (the eye), etc.

Fig. 2. The stages of making a three-legged chair

Basically, the master's fantasy is unlimited. Many of the represented models can be found on other objects, including in the religious space, as heraldic representations (Szemkovics et al., 2020; Teodorescu et al., 2016). There are thus artistic combinations in the whole rural space. The basic source is nature, and the craftsmen do nothing but reproduce everything through the art of wood, clay or stone processing. The Rroma, good wood processors, did this in a unique way (Teodorescu et al., 2017; Teodorescu et al., 2011).

The manufacture of a wooden spoon can take from 15 minutes to several hours, depending on the decorations it will have. A skilled teaspoon can work up to 200 tablespoons a day, depending on the demand and the season (fig. 3).

The craftsmen work in wood and whitewash, linen (kneading pots), molds (must-making pots), cloths (fruit-picking pots), bread bowls, teapots (pig feeding troughs), hanging swings for children. Making these objects involves: cutting wood; cutting it to the desired dimensions, with the saw to be cut; splitting each piece in two, with an ax or an ax; hollowing in the sills, with the long ax, of each split part; carving the interior (pulling the tesla); finishing the interior with a fork (curved knife); pulling the mezdrea (knives) on the outside; straightening the edges and removing excess material (squeezing the bed); slow dry, face down in the sun.

Fig. 3. The steps of making a wooden spoon

Their manufacturing time varies from two hours to a day, which varies depending on their size and craftsmanship (fig. 4).

Fig. 4. Finished wood product - Spanțov

CONCLUSIONS

In an age characterized by consumerism, where everything is very easy to obtain, the care of manual work does not arouse curiosity. Folk craftsmen no longer have anyone to pass on the secrets of the trade, learned from father to son.

The few economic opportunities do not encourage the descendants of relatives to learn this craft, they prefer jobs in big cities or in western countries. Migration from villages to larger economic centers has negative consequences for Roma crafts in Spanțov.

The only times when relatives can sell their items are the landlord fairs that take place in spring and autumn in the commune of Spanțov. Unfortunately, for both tradition and craftsmen, in recent years they have begun to disappear, making it difficult for them to sell their objects through much work.

The traditions and crafts of the relatives will be lost in the next decade if there are no people willing to learn to practice and perpetuate them. Also, the reorganization of the weekly fairs would encourage relatives to sell their products and find people who want to carry on the craft. The involvement of the mayor's office by promoting related craftsmen - marketing their products at the tourist information center or by participating in festivals, would increase the popularity of traditional wood products. The media would provide another opportunity to capitalize on these unique products (Kaplan et al., 2010; Ketter et al., 2012). Attracting European funds and setting up a workshop for woodcarvers could be another solution for preserving the traditions of the Roma relatives in the commune.

Spanțov commune has a very high tourist and cultural potential, unfortunately it is untapped, ethno-creative tourism being the solution, it does not negatively affect the nature or the culture and customs of the area.

REFERENCES

Capriello, A., Mason, P. R., Davis, B., Crotts, J. C., *Farm tourism experiences in travel reviews: A cross-comparison of three alternative methods for data analysis*. Journal of Business Research, 66(6), 778–785, 2013.

Ciucă, Marcel-Dumitru, Doina Duca Tinculescu & Silvia Vătafu-Găitan, *Catalogul Documentelor Ţării Româneşti* din Arhivele Naţionale, vol. V, 1640-1644, Bucureşti, 1985, doc. nr. 202, p. 98.

Costachie Silviu, Daniel Dieaconu, Camelia Teodorescu, *Several socio-economic and demographic aspects of the Gypsies (Roma) from their first presences in the Romania and until the Second World War*, Revista Romana de Geografie Politica, Vol. 12, pp. 91-97, 2010.

Ducman Andrei, Mariana Banuta, Camelia Teodorescu, Mihaela Gadoiu, Radu Daniel Pintilii, *Perception of organizational malfunctions reflected by social media for Untold and Neversea festivals in Romania*, 6th SWS International Scientific Conferences on social sciences, Albena Bulgaria, 2019, pp. 167-174.

Gascón J., *Cuando el turismo ya no es ajeno: "Los turistores kunas: Antropología del turismo étnico en Panamá"*, Estudios y perspectivas en turismo, vol. 23 / issue 2, pp. 416-420, 2014.

Kaplan, M., Haenlein, M., *Users of the world, unite! The challenges and opportunities of social media*, Business Horizons, 53(1):59–68, 2010.

Ketter, E., Avraham, E., *The social revolution of tourism marketing: the growing power of users in social media tourism campaigns*, Place Branding and Public Diplomacy, 8(4), 285-294, 2012.

Moisescu, Cristian, *Arhitectura epocii lui Matei Basarab*, vol. I, Editura Meridiane, Bucureşti, 2002, p. 9.

Petcut P., Grigore D., Sandu M., *Istoria şi tradiţiile rromilor*., Bucureşti, România, Editura RO MEDIA, pp. 25-101, 2003.

Radu Roxana, Camelia Teodorescu, Mihaela Gadoiu, Marian Marin, Adrian Gabriel Simion, *Involving creativity and ethnic cultural values for local economies development-Oltenia Region, Romania*, 5th International Multidisciplinary Scientific Conferences on SOCIAL SCIENCES and ARTS SGEM, Vol. 5, nr. 1.4, pp. 451-459, 2018.

Serrano Vasquez C.E., *Interests, motivations and its importance in the development of sustainable cultural tourism*, Pasos-Revista de Turismo y Patrimonio Cultural, vol. 14 / issue 2, pp 561-564, 2016.

Szemkovics Laurențiu-Ștefan, Teodorescu Camelia, Pop Vasile, Ducman Andrei & Bira Nicoleta, *Analysis of the heraldic elements in the building and the documents regarding the Hurezi monastery, Valcea county, Romania (1691-1714)*, International Scientific Conference GEOBALCANICA, Ohrid, North Macedonia, 12-14 May 2020, pp. 703-711.

Szemkovics Laurențiu-Ștefan, Teodorescu Camelia, Pop Vasile, Ducman Andrei & Gadoiu Mihaela, *Analysis of the heraldic elements in the building and in the document dated 1715 that was issued for the Antim monastery in Bucharest, Romania*, International Scientific Conference GEOBALCANICA, Ohrid, North Macedonia, 12-14 May 2020, pp. 627-635.

Teodorescu C., *Turism cultural*, Ed. Transversal, București, România, pp. 5-320, 2009.

Teodorescu Camelia, Dinca Iulian, Popovici Adina, Tuduce Adela, *Valorization by Tourism of Gypsy Culture in Romania*, Recent researches in Social Science, Digital Convergence, Manufacturing and Tourism, Lanzarote, Canary Islands, pp. 22-28, Spain, 2011.

Teodorescu Camelia, Octavian Teodorescu, Nicoleta Bira, Badea Alin & Badea Livia Florina, *Religious and cultural tourism and the socio-economic and educational implications*, Quaestus Multidisciplinary Research Journal, Romania, vol. 8, pp. 227-285, 2016.

Teodorescu Camelia, Radu-Daniel Pintilii, Peptenatu Daniel, Teodorescu Octavian, Toma Sorin George, *Popularizing Cultural Identity Through Religious Tourism-Socio-Economic and Educational Implications*, International Multidisciplinary Scientific GeoConference: SGEM, vol. 3, pp. 947-954, 2016.

Teodorescu Camelia, Szemkovics Laurentiu-Stefan, *The Ethno-creativity in the Pilot Centers in Romania and their Role in the Development of Cultural Tourism and the Educational Process*, Forum geografic Geographical studies and environment protection research, Vol. 16, nr. 1, pp. 88-97, Craiova, 2017.

NOTES ON THE AUTHORS

PhD.**Camelia TEODORESCU** - University of Bucharest, Faculty of Geography, Department Of Human and Economic Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: camiteo@yahoo.com.

Prof. gr. I. **Nicoleta BIRA,** Teacher, Middle School "Spiru Haret" Oltenita City, Călărași, e-mail: nicoletabita@yahoo.com.

PhD. **Laurentiu Stefan SZEMKOVICS** - Senior Advisor to the National Central Historical Archives, Regina Elisabeta Av., No. 49, postcode 050 013, Sector 5, Bucharest, Romania, e-mail: laurszem@gmail.com.

Stud. **Andrei DUCMAN** – University of Bucharest, Faculty of Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: ducmanandrei@gmail.com.

Prof. gr. I. **Iuliana BORA**, Geography Teacher, Middle School Tg. Cărbunești, Gorj, Romania, e-mail: borasorin@gmail.com.

THE CONTRIBUTION OF THE TWENTIETH CENTURY THROUGH THE CREATION OF NEW OBJECTIVES TO THE DEVELOPMENT OF BLACK TOURISM IN ROMANIA

Aurel GHEORGHILAS
Alexandra Elena VELICU
Camelia TEODORESCU

***Abstract**: The attraction for monuments or places associated with suffering, pain or death continues to grow. Visits to such monuments have different motivations, from curiosity to educational purpose. The purpose of this study is to identify monuments and places of this type, generating black tourism, which appeared in the twentieth century. History has contributed through numerous events to create such places that have entered large tourist circuits today. The empirical methodology has monitored the reactions of tourists regarding such monuments, places and events. Equally, there has been followed what could be the level of familiarity of the respondents regarding this type of tourism. The results provide a pretty interesting picture. Many visited such objectives but did not know the term or the notion of "black tourism". Many initiated contact with this term when completing the questionnaire. Instead, they considered the term quite suggestive for this type of tourism, in which the objectives to be visited are very impressive, even marking deeply the consciousness of those who may cross their threshold. There are such studies in literature, but in Romania, it is seen as a form of tourism that deserves to be promoted, so that it is a beginning that can benefit, in time, of improvements and completions.*
***Keywords**: black tourism, holocaust, communism, military destruction, prisons*

INTRODUCTION

Black tourism, also known as "dark tourism" or "macabre tourism", is an exception to the classical definition of tourism as "spending your free time in a pleasant way". The concept of "black tourism" was introduced in literature in 1996 by Malcom Foley and John Lennon; it is a category of cultural tourism that involves travelling to historical sites associated with death, suffering, mystery, disaster or tragedy, either real or reconstituted. In this context, the word “black” has a metaphorical meaning, representing “a dark chapter in history” (Lennon, 2017; Lennon et al., 2000)

Black tourism is an umbrella term that covers a variety of tourist attractions associated with wars, ex-communist states, the Holocaust, crimes, prisons, areas where natural or nuclear disasters have occurred, places of death or burials of important celebrities or places in which conflicts take place. Thus, the heritage of black tourism is diverse, some activities can be classified as "darker" than others. Thus, several researchers have developed the idea of the spectrum of black tourism, the activities can be considered "darker" or "less dark" depending on the intensity of the moment, its authenticity, its purpose and the motivation of tourists. The ends of this spectrum can be considered diametrically opposed, for example: education/ entertainment; authentic/nonauthentic (Stone, 2006;)

At one end of the spectrum there is "dark tourism", with most extreme and harsh activities, associated with authentic experiences that can deeply affect the tourists emotionally, with an educational, commemorative purpose. These places have the role of educating the tourist about the macabre events that have marked history, exposing them to real, dark events. Tourists have the opportunity to travel to places with a dark historical load and sometimes have the opportunity to talk to people who have been involved in those events. Tourist activities at this end of the spectrum are intended for those who are intensely passionate about dark topics and who want authentic, extreme, impactful experience of black tourism. Although black tourism cannot be considered a pleasant way to spend free time, many tourists enjoy the educational aspect that comes with it. This category may include dark tourist attractions such as the Auschwitz Concentration Camp or the World Trade Center in New York (Sharpley et al., 2009).

At the other end of the spectrum is the "pale tourism", where activities tend to be more commercial in nature with the intention of entertaining the tourist, rather than educating him about a historical event and does not involve an equally deep emotional charge (Teodorescu, 2009). These activities are intended for tourists who do not have a deep interest in this type of tourism and usually involve recreating events in a romantic or comic way. An example of such a tourist attraction is the London Dungeon where various historical and macabre events are recreated in a comic style (Sharpley et al., 2009).

TWENTIETH CENTURY GOALS FOR BLACK TOURISM IN ROMANIA

The twentieth century is the most complex and dramatic period in world history due to the two world wars, the genocide of ethnic minorities led by the totalitarian Nazi regime and the oppressive dictatorships established by communist regimes, these events being starting points for the development of black tourism in Romania (Costachie, 2004).

The first half of the twentieth century was shaped by the bloody context of the two world wars that ruined Europe on all fronts, leading to new borders, thus vanishing empires, destroying villages and towns and diminishing population. Socially, these conflicts have had traumatic effects on the population due to the constant feeling of fear, danger and insecurity (Teodorescu et al., 2004). A well-known tourist attraction is the Commemorative Cross of the Romanian Heroes from the First World War located on the top of Caraiman, Bucegi Mountains, erected at the initiative of King Ferdinand I and Queen Maria in gratitude for the bravery of those who fought (fig. 1a, fig.1b, fig.1c. and fig. 1d.).

Fig. 1. Representative tourist attractions for war tourism

Fig. 1a The Commemorative Cross of the Romanian Heroes from the First World War, source: https://ziarullumina.ro/educatie-si-cultura/interviu/crucea-eroilor-neamului-de-pe-muntele-caraiman-137104.html

Fig.1b. Mărăști Mausoleum, source: http://turistintaramea.blogspot.com/2017/07/mausoleul-de-la-marasti.html

Figu. 1c. The Tomb of the Unknown Soldier, source: https://ro.wikipedia.org/wiki/Mausoleul_din_Parcul_Carol

Fig.1d. Marasesti Mausoleum, source: https://primariamarasesti

Other attractions are the mausoleums in the villages of Mărăști and Mărășești, villages that have remained in history as places of Romanian heroism, the Tomb of the Unknown Soldier in Carol Park in Bucharest, which was built in honor of those whose bodies had not been found or identified, so relatives could commemorate them properly at the public graves, and finally at the grave of the national heroine, Ecaterina Teodoroiu, located in Târgu Jiu.

The war caused the break-up of many families due to separation and the loss of many people, and the number of widows and orphans increased considerably. During these events, millions of people fell victims to famine, bombings, executions, deportations and epidemics. The number of victims of the First World War in Romania is estimated at 670,000 deaths, more than half of them being civilians, and out of the Second World War II- over 800,000 deaths. At the initiative of local authorities or the descendants of heroes and civilian victims, in order to pay tribute to those who had lost their lives to fulfill national ideals, numerous commemorative buildings have been placed on the territory of Romania. Of all the events that marked Romania's history, war includes the largest patrimony, as in almost every city of the country there is at least one building dedicated to an important conflict in which Romania has been involved. The heritage of the war tourism consists of homage museums, monuments, statues, commemorative plaques, memorials, mausoleums, crosses and cemeteries of the heroes located in the places where the battles had been carried, or near these areas. Among the multitude of monuments dedicated to the heroes of the war, some of them are of tourist attraction.

War tourism is a good way to discover the past, what war meant, both for those on the front and for civilians as well. Visiting these monuments tells the stories of those who have lost their lives, some of them being too young, all being animated by their purpose of defending own country, freedom or national identity.

The horrors of the first half of the twentieth century include the Second World War Holocaust, orchestrated by the Nazi regime and collaborators, which killed 6,000,000 Jews and other minorities in Europe (according to media sources) (fig. 2).

Raul Hilberg, considered the most valuable specialist in the field of the Holocaust, stated that, apart from Germany, no other country was equally involved in the massacre of Jews on such a scale as Romania (Hilberg, 1997).

Anti-Semitism in Romania manifested itself through multiple practices, starting with robberies, expropriations, confiscation of property, boycotting shops, social, political, economic and professional discrimination, and then moving to harsher practices such as beatings, torture, terror, humiliation, starvation, arrests, deportations to camps and forced labor camps, deportations from rural areas or murders (Ioanid, 2019; Costachie, 2004).

According to the "National Institute for the Study of the Holocaust" in Romania, the number of Jews killed during the Holocaust in Romania is not known precisely, it is estimated that in Romania and in the territories under its control, by following the application of ethnic cleansing policies, there here killed between 280,000 and 380,000 Jews.

Given the magnitude of this event developed in Romania and in the territories controlled by it, buildings were built in several areas of the country in order to commemorate the victims of this tragedy.

Given the magnitude of this event developed in Romania and in the territories controlled by it, buildings were built in several areas of the country in order to commemorate the victims of this tragedy.

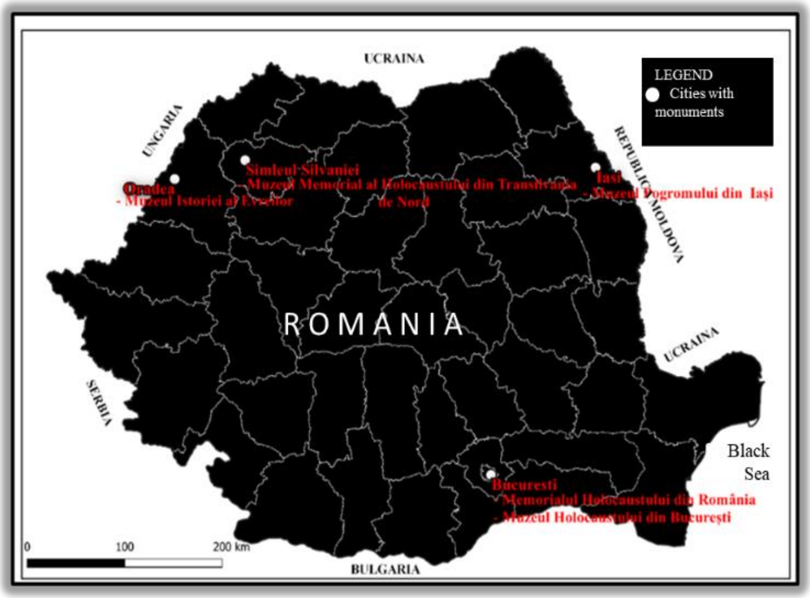


Fig.2. Representative tourist attractions for Holocaust tourism

The tourist heritage of the Romanian Holocaust consists of museums, memorials and monuments, the most important objectives being the Holocaust Museum in Bucharest, the Holocaust Memorial in Bucharest, the Holocaust Memorial Museum in Northern Transylvania in Șimleul Silvaniei, the Museum of Jewish History in Oradea and the Pogrom Museum from Iași (fig. 2a and fig 2b).

The purpose of these places is to recognize the acts of cruelty that took place against the Jewish population, but also of other ethnic minorities, to keep alive the memory of the victims who suffered or were killed and, of course, to act as a warning to future generations on the purpose of preventing such events from occurring ever again.

Fig.2a. Holocaust Memorial in Romania - interior

Fig.2b Museum of Jewish History in Oradea - The Train of Death

The second half of the twentieth century marked the communist regimes that were established in the states of Central and Eastern Europe, but also in other states in Asia, Africa and Central America.

Although red tourism is a category of cultural tourism, capitalizing on the communist heritage of former and present communist states, it is also a category of black tourism because the communist regime, through its brutal repression applied throughout its period, has produced countless victims from all perspectives of life, either political or religious points of view, regardless of age or gender of the population. The heritage of red tourism, as part of black tourism, capitalizes on the objectives associated with the dark side of this period, with places of suffering in which there were acts of violence, physical and mental abuses against opponents of certain ideology, such as former places of detention which have later been transformed into museums or memorials, cemeteries of victims of repression, places of abuse or places associated with the revolution (fig. 3).

In its evolution, the communist regime in Romania was divided into two major periods: 1948-1965, a regime led by Gheorghe Ghiorghiu-Dej, and the period 1965-1989, in which Nicolae Ceaușescu was the leader. In the first part of the regime, repressive actions reached horrific proportions, manifesting themselves in arrests and imprisonment in political prisons, camps and forced labor camps where detainees were subjected to inhuman treatment, beatings, torture, unlawful arrests, executions, deportations and the establishment of forced residences, confiscation of property and abusive investigations in which the accused were forced, through physical assault, to confess to acts which they had not committed. If the first part of the communist regime in Romania was based on terror and physical aggression, in the second part the repression was moderate, but just as effective, previous practices being replaced by surveillance, intimidation, hospitalization and psychiatric hospitals, placement at home forcible suspicion and falsification of common law files.

The 1989 revolution in Romania surprised the whole world with the violence it showed, reflected both by the number of victims and by the tragic end of the Ceausescus on Christmas Day. The fall of the communist regime in Romania was the bloodiest and most popularized anti-communist revolution in Central and Eastern Europe, this event arousing the interest of foreign tourists who have visited Romania after 1990, just due to their desire to discover the relics of Ceausescu's regime (Ragalie, 2014)

On the Romanian territory there were arranged tourist objectives associated with repression and revolution, such as: the Memorial to the Victims of Communism and Resistance in Sighetul Marmației, Gherla Memorial, Calvary Monument in Aiud or Pitești Prison Memorial, the

Barracks in Târgoviște city where Ceaus Victor's wife was killed and the Revolutionary Memorial in Timișoara, the Parliament Palace, the Revolution Square and the University Square in Bucharest, the Anti-Communist Struggle Monument in Bucharest, the tomb of the Ceusescu couple in Ghencea Cemetery and the Revolutionary Heroes Cemetery in Bucharest (fig 3a, fig. 3b, fig 3c and fig 3d).

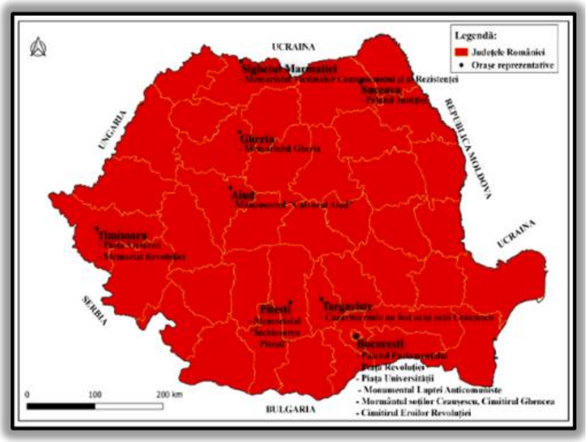


Fig.3 Representative tourist objectives for red tourism

Fig.3a. The Cemetery of the Heroes of the Revolution

Fig.3b. Targoviste military barracks, source: http://voceadambovitei.ro/2013/09/expozitie-permanenta-dedicata-sotilor-ceausescu-2/

Fig.3c. Memorial to the Victims of Communism and Resistance - Sacrifice Procession, source: https://www.memorialsighet.ro/artindex-cortegiul-sacrificatilor-deaurel-vlad-sau-de-ce-priveste-o

Fig.3d. "Pitesti Prison" Memorial - interrogation room, source: https://www.facebook.com/MemorialulInchisoareaPitesti/photos/3353358491442399

As in the case of the other two categories mentioned, these objectives must be visited in order to preserve the memory of those who suffered during the communist regime because they did not complied with, or obeyed the forcefully imposed ideology.

RESEARCH RESULTS

Given the vast heritage of black tourism in Romania, this questionnaire sought to find out how well-known this form of tourism is among the Romanian population, the respondents' conceptions regarding this field and what would be their preferences in order to elaborate further proposals for the development of black tourism in Romania in order to attract the public to practice it.

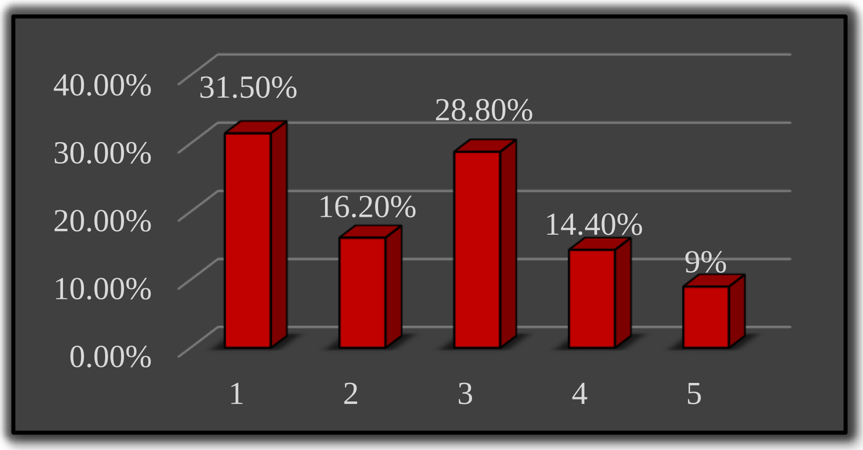


Fig. 4. Familiarity of the respondents with the notion of black tourism

The purpose of this question was to see if respondents know the concept of black tourism. The results of the questionnaire show that black tourism is not a concept known in Romania, most of the respondents, 31.5%, choosing variant 1 answer, that is: "I know nothing about this topic."

As it can be seen in Figure 4, the balance leans towards respondents who do not know or know very little about black tourism, highlighting the fact that this form of tourism is not promoted in Romania.

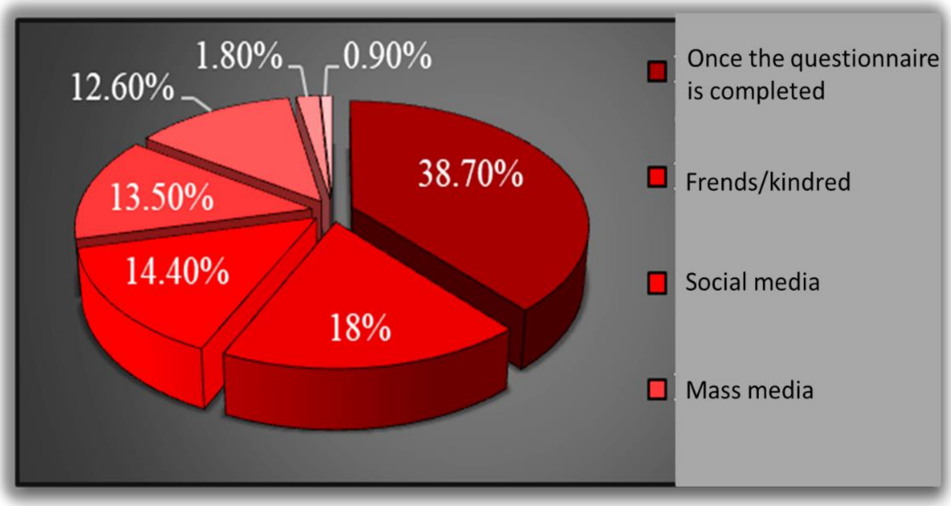


Fig. 5. The source from which the respondent learned about the concept of black tourism

Through this question, we wanted to see how promoted black tourism is in Romania. However, as it can be seen in Figure 5, the majority of respondents, 38.7%, answered that they had learned for the first time about the concept of black tourism "from this questionnaire", and the second option chosen by respondents, in proportion of 18%, was “friends /relatives”, this fact revealing that black tourism is not a concept known among the Romanian population.

The third option chosen by respondents, 14.4%, was "social media". The “Dark tourism in Romania” page can be found on the Facebook platform, but it does not offer many details, including a definition of what black tourism entails, photos without descriptions and references to articles on tourist attractions in this category. Also, another 5 pages were identified on the Facebook platform that deals with the topic of black tourism, but at a modal level. Regarding the Instagram platform, 12 pages addressing this topic and over 47,200 posts tagged with dark tourism were identified.

The fourth option chosen, in proportion of 13.5% of the respondents, was “mass-media”. Black tourism is promoted on television, for example through the documentary “Dark tourism”, presented by journalist David Farrie, which was released on Netflix in 2018 and which includes 8 episodes about the phenomenon of black tourism in several corners of the world, with tours on traces of Pablo Escobar in Medellin or the tour of the assassination of US President John Fitzgerald Kennedy in Dallas, exorcism in Mexico City, reenactments of World War II in Britain, a voodoo festival in Benin and much more. It is also promoted through the Internet, sites such as mytholgyca.ro, ziare.com, rfi.ro, sterileprotv.ro, a1.ro and others, publishing articles in Romanian about black tourism, both in Romania, as well as from abroad, and the site dark-tourism.com presents, in English, the concept of black tourism, categories, spectrum, ethical debates and tourist objectives in several countries, including Romania.

12.6% of respondents found out about this concept for the first time through “schools / faculties”, and only 1.8% of them had “travel agencies” as a source of information.

Fig. 6. Black tourism through the eyes of respondents, image processed in WordCloud

In this question, respondents were asked to associate or describe the concept of black tourism in 3 words. At the end of the questionnaire there was a picture of what black tourism means.

As can be seen in Figure 6, the most commonly used word was "interesting", with black tourism being a form of tourism that attracts attention through the stories it exposes. The words "sensational", "surprising", "attractive", and "fascinating" were also mentioned to emphasize this side of black tourism.

Then the words "history", "death", "suffering", "culture", "informative" and "educational" were used, the role of black tourism being to present to tourists the tragic events of history in order to educate them.

The words "necessary", "useful", "important" and "a way of understanding the past" were also mentioned because black tourism exposes, among them, a part of history that has negatively influenced the whole world, events during which thousands of lives were lost. Black tourism is necessary and important to understand the past, to bring to light the unfortunate events that happened so that more and more people may find out about them so that they do not happen again. Respondents also said that black tourism "awakens consciousness" and "invites introspection", the tourist attractions associated with this form of tourism, such as places related to the communist regime, war or the Holocaust, designed to help raise awareness of the tragic extent that these events really had. Another word used was “memory”, the tourist capitalization of this heritage having the role of keeping alive the memory of those who suffered and lost their lives due to conflicts, discrimination and non-adaptation to the imposed totalitarian ideology (Teodorescu et al., 2016). Words that highlighted the dark side of black tourism were used, such as: "scary", "macabre", "desolation", "tragedy", "disaster", "pain", "gloomy", "cold", "anxiety", "Trauma", "strange", "sober", "morbid" and "oppressive".

The words "mysterious", "curious" and "intriguing" were also used in the description of black tourism. By these words, there was indirectly expressed the vivid interest and curiosity of tourists to visit these locations.

Black tourism has also been classified as "selective" and "niche tourism", being practiced by a certain public that prove an interest, higher or lower, in terms of death, scary places, tragedies and disasters. Other words were "atypical", "different", "unusual", differing from other forms of tourism better known and often practiced by the dark character, being an exception to the classical definition of tourism, that of “spending free time in a pleasant way”.

Black tourism was also described by respondents as "unpromoted", "unknown", "too little known and promoted" and "something to be hidden", this form of tourism not being promoted in Romania because it is problematic, exposing painful events in history whose effects have not yet been forgotten or elements that do not correspond to the cultural identity of the country. Black tourism is not promoted because it is at odds with the positive cultural and political image that Romania wants to project, leaving the tragic past behind.

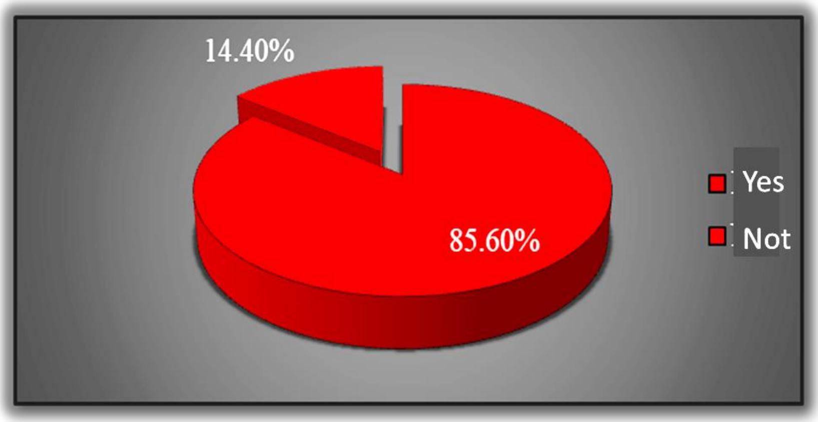


Fig. 7. The respondents' knowledge regarding the tourist objectives associated with black tourism

It has also been described as "controversial" and "voyeuristic", with black tourism being the subject of many debates addressing the question of whether or not it is ethical to capitalize on the use of places associated with death, disaster or tragedy, opinions being divided.

PERSPECTIVES AND CONCLUSIONS

From the beginning of the development of the tourist phenomenon until now, it has evolved and diversified, appearing new destinations and forms of tourism meant to satisfy the needs of the whole society. One of these forms of tourism is black tourism, which contradicts the classic definition of tourism as "spending free time in a pleasant way", which is a special category of cultural tourism, which involves visiting places that have a direct link, or are associated with death, disasters and tragedies, capitalizing cultural interest and memory upon a dark chapter in history.

Although the term "black tourism" was introduced into the literature recently, ore precisely in 1996, by Malcolm Foley and John Lennon, mankind has been attracted by the dark aspects of life, the bloody battles of the Colosseum gladiators, since ancient times. Public events in the Middle Ages involving physical punishment, such as beheading, torture, hanging, or pilgrimages, can be labeled as an early variant of "black tourism."

Romania deserves a special place on the map of black tourism due to the significant cultural-historical heritage acquired over time as a result of recent political events that have had tragic effects on society, but also the richness of myths and legends that surround some mysterious locations.

This vast cultural-historical heritage led to the development of black tourism, which in Romania involves visiting places associated with wars, the Holocaust, the repression applied by Security forces during the communist regime, the Revolution of 1989, visiting important tourist attractions with historical, artistic and architectural value (Teodorescu et al., 2012).

Tourism plays a significant role in understanding and promoting the cultural identity of a state, by hyphening both the positive and the negative aspects of history (Teodorescu, 2009). In terms of the heritage it capitalizes on, black tourism is an important form of tourism that contributes to awareness, understanding and assumption of the tragic past, preserving the memory of those who have suffered and expressed the culture of the place. However, black tourism is considered a controversial form of tourism, arousing over time a considerable number of debates regarding the ethics of capitalizing on tourism, death, disasters and tragedies.

In Romania, this form of tourism does not benefit from a proper promotion due to the fact that it capitalizes on a painful past, as well as on elements that are at odds with the positive cultural image that is intended to be displayed. By embracing the dark past and promoting it in a sad way, all the cultural peculiarities of the country can be exposed, both the positive ones, much better known, and the negative ones, which do not benefit from capitalization (Teodorescu et al, 2018).

By following the interpretation of the answers received in the applied questionnaire, the following conclusions have been drawn: black tourism is not a well-known concept among the Romanian population; it does not benefit from proper promotion; certain issues involving the categories of black tourism were less well known among respondents. In order to solve the problems resulting from the conclusions of the questionnaire, promotion proposals were developed, aiming at informing the public about the implications of black tourism, raising awareness of the importance of this form of tourism and promoting and increasing the attractiveness of related tourism objectives.

REFERENCES

Costachie Silviu, *Evreii din Romania*, Editura Universitatii din Bucuresti, 2004.

Hartmann R. Et al., *The history of dark tourism*, Journal of Tourism History, 10:3, pp. 269-295, 2018.

Hilberg Raul, *Exterminarea evreilor din Europa,* Editura Hasefer, 1997.

Ioanid R. *Holocaustul în România – Distrugerea evreilor și romilor sub regimul Antonescu 1940-1944*, editura POLIROM, București, ediția a III-a, pag. 82, 2019.

Lennon John and Malcolm Foley, *Dark Tourism – The Attraction of Death and Disaster, Continuum, London and New York*, International Journal of Tourism Research 4(6):485-486, 2000.

Lennon, John, *Dark Tourism*, Oxford Research Encyclopedia of Criminology and Criminal Justice, https://doi.org/10.1093/acrefore/9780190264079.013.212, 2017.

Light, D., *Progress in dark tourism and thanatourism research: An uneasy relationship with heritage tourism,* Tourism Management, 275–301, 2017.

Sharpley, R., Stone, P. R. *Life, death and dark tourism: Future Research Directions In The Darker Side of Travel: The Theory and Practice of Dark Tourism*, An Interdisciplinary International Journal 54 (2), 145–160, 2009.

Szemkovics Laurentiu-Stefan, Teodorescu Camelia, Alexandra Grecu, Karina Gruia, Alina Mareci & Nicoleta Bira, *The relevance of the historical monuments in the development of the cultural tourism in the main cities of the region of Oltenia, Romania*, QUAESTUS JOURNAL, Timisoara, Romania, vol. 12, issue. 2, pp. 42-54, 2018.

Teodorescu C., *Turism cultural*, Ed. Transversal, Bucuresti, Romania, pp. 5-32, 2009.

Teodorescu Camelia, Dincă Iulian, Teodorescu Octavian, *Tourist promotion of the historical character Vlad the Impaler–historical truth and legend character at the Poienari Fortress,* Quaestus Multidisciplinary Research Journal, Romania, pp. 22-31, 2012.

Teodorescu Camelia, Octavian Teodorescu, Nicoleta Bira, Badea Alin & Badea Livia Florina, *Religious and cultural tourism and the socio-economic and educational implications,* Quaestus multidisciplinary research journal, Romania, vol. 8, pp 227-285, 2016.

Teodorescu Camelia, Viorica Tomescu & Ion Pâlşoiu, *Probleme de geografie socială*, Editura Universitaria, Craiova, Romania, 2004.

NOTES ON THE AUTHORS

PhD. Camelia TEODORESCU - University of Bucharest, Faculty of Geography, Department Of Human and Economic Geography, Research Centre for Integrated Analysis and Territorial Management, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: camiteo@yahoo.com.

PhD. Aurel GHEORGHILAS - University of Bucharest, Faculty of Geography, Department Of Human and Economic Geography, e-mail: aghgeo@yahoo.com.

Master student Alexandra Elena VELICU - University of Bucharest, Faculty of Geography, e-mail: alexandra.velicu@s.geo.unibuc.ro.

A MULTI-CRITERIA APPROACH TO PLANNING THE HOTEL CONSTRUCTION IN THE OVČAR - KABLAR GORGE

Mališa ŽIŽOVIĆ
Danica FATIĆ
Miodrag ŽIŽOVIĆ

***Abstract**: The Ovčar-Kablar gorge has been a highly attractive touristic place in Serbia these days. Actually, the complete region of the mountain Ovčar, the mountain Kablar and the Ovčar-Kablar gorge was declared to be an area of outstanding features, by the Decree of the Government of the Republic Serbia, on 10th May 2000 (Službeni glasnik, 16)[9]. This region covers the area of 2250 hectares, 1700 hectares of which belong to the municipality of Čačak, and 550 hectares to the neighboring municipality Lučani. The Decree states that the Ovčar-Kablar gorge is a natural monument under national protection, and it is categorized as the monument of the second category which has been taken care of by the Čačak Tourist Organization. The Decree brought in 2000 was replaced by the new one in 2001, by which the area is extended to 4910.8 hectares (28.6 % public ownership, 55.7% in private property, 1.7% in … and 12.09 % in the church property) (Službeni glasnik 77/2021)[10].*
***Keywords**: hotel construction, environmental protection, Serbia.*

INTRODUCTION

The Ovčar-Kablar gorge has been a highly attractive touristic place in Serbia these days. Actually, the complete region of the mountain Ovčar, the mountain Kablar and the Ovčar-Kablar gorge was declared to be an area of outstanding features, by the Decree of the Government of the Republic Serbia, on 10th May 2000 (Službeni glasnik, 16)[9]. This region covers the area of 2250 hectares, 1700 hectares of which belong to the municipality of Čačak, and 550 hectares to the neighboring municipality Lučani. The Decree states that the Ovčar-Kablar gorge is a natural monument under national protection, and it is categorized as the monument of the second category which has been taken care of by the Čačak Tourist Organization.

The Decree brought in 2000 was replaced by the new one in 2001, by which the area is extended to 4910.8 hectares (28.6 % public ownership, 55.7% in private property, 1.7% in … and 12.09 % in the church property) (Službeni glasnik 77/2021)[10].

It should be told that the Government of the Republic of Serbia in determining the space plan of a landscape of outstanding features "Ovčar-Kablar gorge" in 2019[11] included a part of the municipality of Požega. It is known that the West Morava River flows through the Ovčar-Kablar gorge and that the region contains three artificial lakes; the most prominent one accumulates water at the narrowest part of the gorge at the sea altitude of 278m, for the hydroelectric power plant Ovčar Banja in Ovčar Banja which accumulates about 3.000.000 m^3 of water; the second lake is the biggest, situated above the Međuvršje dam, for hydroelectric power plant accumulates about 12.000.000 m^3 of water and the lowest is formed in the framework of the irrigation system used for irrigation of the left side of the West Morava River, with the Parmenac dam, at the suburbs of Čačak, at the very exit of the river from the Ovčar-Kablar gorge, with the accumulation of 850.000 m^3 water, from which water is released into the 25-km-long irrigation canal. This irrigation system was constructed in 1960, and it is being reconstructed currently, as it was out of use for several years.


Ovčar Banja from above (left), meandering river trough Ovčar-Kablar gorge (right)

By flowing through the gorge, the river had several meanders, it was ''all over the place'', and today there is a lake of beautiful features. The name of the gorge itself suggests that it was formed between the mountains Ovčar on the right riverbank and Kablar on the left riverbank. The top of the Ovčar mountain is 985m above sea level, and the top of the Kablar is the 889m above sea level. These mountains, even though not that high, are extremely interesting for mountain climbers as they have many hiking trails of different difficulties across the range of 720m i.e., 620 m of height difference from the river to the tops. From the opposite sides of the mountain tops, it can be accessed more simply, by car. On the top of the Kablar mountain, there is one of the most beautiful observation decks, with a fantastic view of the river (lakes), and there is a plan to construct a new observation deck with new visitor content.

The top of the Ovčar contains a TV tower construction – a TV signal transmitter – whose signal covers a bigger part of Serbia, and it is planned to construct a paraglider flight deck as this mountain top dominates the area in a radius of about 40 km. On the small land expansion below the narrowest part of the gorge (where the first dam for the hydroelectric power plant Ovčar Banja was erected), there is a town of Ovčar Banja with its springs of the hot thermo-mineral waters with a temperature of 35-37.5^0 [4]. The town got its name after the spa of hot water. It is assumed that these springs were present in the ‘’spa town’’ since earlier times, although the evidence is lacking, due to the River west Morava common inundating this place [4].

Ancient written evidence of the utilization of these springs dates back to 1660 and is written by a Turkish travel writer Evlija Čelebija [5]. “In the neighboring places of Ovčar Banja there are spas. That’s a place to enjoy.” In [4] it is mentioned that the water is homeo-thermal and that by its chemical characteristic it is sulphur-iodine water that contains 0,42g/l of dry residue which is excellent for the treatment of rheumatic illnesses, nervous system conditions, skin diseases, bone recovery and tissue injuries recoveries. The same author concludes that the area of the town is very small, that is that “there is a lack of space to expand and the spa industry development”.

We will also mention the study [2] which emphasizes that the Ovčar Banja thermo-mineral spa capacity is up to 49,5 l/s, with a detailed chart of the chemical compound of water, type HCO_3-Ca, Mg with the value of pH-7,0. The water comes from the two possible springs; however, the exact source and its dominance is difficult to trace due to the complex geographical features of the terrain. It is important to emphasize that there are several smaller caves on the steep mountain slopes of both Ovčar and Kablar. Some of them are important as both religious monuments and places where Serbian people were killed by the Turks who occupied the region in the period from the 15th to 19th century. Before the 20th century, the Ovčar-Kablar gorge used to be difficult to travel through and in some periods of time, it was completely impassable. At the beginning of the 20th century, a rail for train traffic was built, and at the same time, the dam and the road were built. The road became the main traffic connection that connects Central Serbia and part of Western Serbia with Montenegro and Bosnia and Herzegovina. Soon afterwards, this road was replaced by a highway that goes around the Ovčar-Kablar gorge. This impenetrable feature and inaccessibility of Ovčar-Kablar gorge ‘’was the reason why numerous monasteries were built here, in this place that uplifts us by its natural beauty and strength above the superficiality of earthly values and encourages us to take a spiritual feat of aspiring to God and eternity” [6].

In short, in this region of exceptional beauty, there are ten monasteries and two smaller churches, built after the Ottoman Empire occupied Serbia, so this region is famous for its common name ‘’Serbian mount Athos’’. These monasteries are one of the key reasons why this area is attractive to visitors. What makes this area attractive is also flora[11] – about 650 flora species many of which are:

- endemic
- rare
- endangered

and fauna[11], about 40 species of mammals

- 15 strictly protected
- 7 protected

The remaining are protected to be hunted is in the off season (can be hunted, based on the Hunting Law of the Republic of Serbia)

About 175 bird species

- 85% strictly protected
- 5% protected
- 10% protected to be hunted in the off season

11 reptile species
9 amphibian species

Out of insects, there are 95 species of day butterflies, 180 Orthoptera species, 310 species of night butterflies, 31 species of dragonflies, 165 species of bedbugs and 7 species of ants.

There are 34 fish species in the waters. The lakes contain sports fishing trails. It is important to mention that there is a possibility of maritime traffic in the lake Međuvršje, in the length of 10 km from Međuvršje to Ovčar Banja.

Touristic Infrastructure of the Ovčar-Kablar gorge

The Ovčar-Kablar gorge has a small potential for accommodations – only two mountain refuges and one small hotel. There are standpoints that it is not sufficient so that the hotel accommodation offer has to be richer.

Without getting further into the validity of this standpoint, here we analyze the hypothetical place where such a hotel would be built. Clearly, this is multicriteria analysis, but there is a remark we need to make, that it is not complete, because we have left out certain criteria on purpose, either due to assumptions that their effects are similar for all alternatives or due to the fact that it is difficult to determine differences in their effects, their influence would be small, as they would have small weighting coefficients if they were taken into account (this means that they could influence if they had similar alternatives).

We have considered three alternatives:

A_1: Ovčar Banja

A_2: Right below Ovčar-Kablar gorge nearby the highway exit "West-Čačak"

A_3: Left bank of Morava River below the Parmenac - Ljubić kej.

Alternatives were selected based on the possible places – for A1 the space is restricted, A_2 there are greater possibilities in terms of space, whereas A_3 is flexible with space and can fit into the City's plans for development and enlargement of the City to the left bank of the Morava River [8].

The following criteria for grading will be utilized here (see the scientific paper [3]).

C_1: Sustainability of the contents of the Ovčar-Kablar gorge

C_2: Price of space for the appropriate hotel infrastructure

C_3: Feasibility

C_4: Availability of the contents of the Ovčar-Kablar gorge.

C_5: Availability of the complementary facilities (jobs, entertainment, culture, sports, trade,…)

C_1	1.	Difficult to sustain-endangered 1
	2.	Difficult to sustain
	3.	Sustainable with care and effort
	4.	Sustainable with care
	5.	Easily sustainable

C_2	1.	Very expensive
	2.	Expensive
	3.	Expensive but acceptable
	4.	Acceptable
	5.	Easily acceptable

C_3	1.	Very difficult to access
	2.	Difficult to access
	3.	Accessible
	4.	Easily accessible
	5.	Easily and quickly accessible

C_4	1.	Difficult and slow to access
	2.	difficult to accomplish
	3.	Accessible
	4.	Easily accessible
	5.	Easily and quickly accessible

C_5	1.	Very difficult to accomplish
	2.	difficult to accomplish
	3.	Feasible with many problems
	4.	Feasible
	5.	Easily feasible

W_1=0,333, W_2=0,333, W_3=0,167, W_4=W_5=0,083

Weighting coefficients are determined based on the LBWA method [7]. The determinant of the matrix was calculated concerning the opinions of people who work in the tourism industry.

The final line of A_3-A_2-A_1 was determined by applying the method [1].

CONCLUSION

Determining criteria and their values is extremely important and we can conclude that it is the decisive stage of every multicriteria analysis. The same applies here. Sometimes, however, we need to provide an additional explanation why the problem has been approached in that way. Here, the first criterium is almost obvious, as we must respect the basic norms of each human action – we have borrowed nature and its merits from our offspring and we have to leave it as it is, or even in better condition. In the same way, we must respect those who dedicated their lives to monasteries and became monks-nuns, as they have lived in that manner for centuries now, based on strict monk rules. Too many people in one place could probably affect the natural balance and even endanger the monk piece. We have decided to use the second criterium due to the fact that there is a need to design an infrastructure for hotel construction – it is basically always possible, but sometimes, due to space restrictions and potential negative impact on other people can be extremely expensive. The third criterium is connected to the previous one, so, basically, it relates to more expensive projects that are also difficult to accomplish. The fourth criterium is clear, as each user wishes to be closet to his goal – why he arrived somewhere to do something in the first place. The last criterium is also important (could be split into more parts which would probably increase its significance) because people almost always want to connect pleasure with other useful activities (or vice versa).

REFERENCES

[1] B Miljković, MR Žižović, A Petojević, N Damljanović, "New weighted sum model", Filomat 31 (10), (2017), 2991-2998.

[2] Protić, D., "Mineralne i termalne vode Srbije", Geoinstitut, (1995), Posebna izdanja knjiga 17, Beograd.

[3] C. Sava, M. R. Žižović, "Multi-criteria analysis: the second step towards developing a new tourist destination", Quaestus, 12 (2018), 19-28.

[4] S. M. Stanković, "BANJE SRBIJE", Zavod za udžbenike, Beograd, (2009).

[5] D. Rajić; M. Timotijević, "Kulturna riznica Čačka", Narodni muzej Čačak, Čačak, (2008).

[6] D. Rajić; M. Timotijević, "Manastiri Ovčarsko-kablarske klisure", Narodni muzej Čačak, Čačak, (2004).

[7] Žižović, M., Pamučar, D., "New model for determining criteria weights: Level Based Weight Assessment (LBWA) model", Decision Making: Applications in Management and Engineering (2019), 126-137.

[8] Web reference: https://www.cacak.org.rs/userfiles/files/Urbanizam/PDR/Tekst_Sportski_centar.pdf

[9] Web reference: http://www.pravno-informacioni-sistem.rs/SlGlasnikPortal/eli/rep/sgrs/vlada/uredba/2000/16/5/reg

[10] Web reference: http://demo.paragraf.rs/demo/combined/Old/t/t2021_08/SG_077_2021_003.htm

[11] Web reference: https://www.pravno-informacioni-sistem.rs/SlGlasnikPortal/eli/rep/sgrs/vlada/uredba/2019/46/1.

NOTES ON THE AUTHORS

Mališa R. ŽIŽOVIĆ, Ph.D. Faculty of technical sciences in Čačak, University of Kragujevac, Serbia. Email: zizovic@gmail.com

Danica FATIĆ, Ph.D. student, Mathematical faculty, University of Belgrade, Serbia, Assistant Faculty of technical sciences in Čačak, University of Kragujevac, Serbia. Email: danicafatic@gmail.com

Miodrag M. ŽIŽOVIĆ, Ph. D. Assistant Research Professor, Institute of economy, Belgrade, Serbia. Email: miodragz@gmail.com

ASPECTS REGARDING THE TOURIST POTENTIAL OF CARAŞ-SEVERIN COUNTY

Gheorghe PINTEALĂ

***Abstract**: The visiting-card of Caraș-Severin county in the tourism activity of our country is supported by valuable elements of tourist heritage (position in territory, resources and tourist structures that together make up an offer appreciated in both domestic and international tourism)*
Caraș-Severin county has the advantage of being located at short distance from two important border points, Moravita and the Iron Gates, to which is added a third one, Naidăş, right on its territory. No other county has such impressive tourist infrastructure for neighboring countries. To the three borders is added a fourth one, namely the natural one, the penetration of the Danube through Baziaş.
***Keywords**: tourism, potential, landscape value, tourist heritage, anthropic, tavern*

INTRODUCTION

The notion of tourist resource is more complete and defines more concretely its implications on the tourism activity as an economic field. Due to their specificity, content and value, tourist resources represent, on the one hand, tourist attractions suitable for visiting, and on the other hand, they can be used directly in tourism as a raw material, constituting or becoming part of different tourist products and generating certain forms of tourism (natural healing factors in spa tourism, thickness and duration of snow cover in mountain tourism).

Natural tourist resources are those offered by the natural environment of the area through its components: relief, climatic conditions, rivers, lakes, groundwater, mineral springs, vegetation and fauna.

These natural components of the landscape are challenged as potential tourist resources, have a major role in the development of tourism and constitute the potential primary supply. They are important for tourism activity through the following elements:

- landscape, aesthetic and recreational value, regardless of where it is located (sometimes it is determined by tourist motivation);
- the balneoclimateric value of some components, considered as natural healing factors, including the bioclimate;
- support of some tourist activities, generating specific forms of tourism (snow layer, water mirrors, hunting resources);
- cognitive value, in general, but especially in the case of components designated as scientific reservations and monuments of nature.

As can be seen from the aspects presented above, the natural tourist resources represent a sum of the potential capacities offered by all the physical-geographical components.

Unlike the tempting resources belonging to the natural environment which are a gift of nature, the anthropic tourist heritage represents a sum of elements with recreational function created by man. Their apparition as elements, respectively objectives of tourist interest does not always bear the seal of premeditation, meaning they were not built for this purpose, on the contrary, in most cases, they fulfilled other attributions, gaining the recreational property in time, often reaching to prevail in comparison with the old attributions, becoming a proper tourist objective.

Representing human creation, anthropic tourism resources are the result of technical, cultural and economic efforts, as well as the traditional material and spiritual elements of people, manifested over time in a harmonious combination with nature.

The main recreational attributes of the objectives of anthropic origin have at their origin the following characteristics: the antiquity of the objective, the uniqueness, the novelty, the size, the function.

The antiquity of a man-made objective, regardless of its size and physiognomy, often becomes a source of real interest to viewers. The antiquity of the attractive anthropic elements sets in motion psychological stimuli whose effect is all the greater the better informed the tourists, and the creation of the atmosphere of their place of origin the more inspirationally described.

The uniqueness of certain objects, edifices, or human activities is also a notable source of attractiveness. This uniqueness can result either from a deliberate action of the author of a single product, without copies or variants, or from the destruction or disappearance of objects of the same kind. Statues are unique objectives.

Another tourist feature of the objectives of anthropic origin comes from their physiognomic, positional or structural-behavioral uniqueness. The different physiognomy is the fruit of the eternal tendency of the human spirit towards originality and self-transcendence.

The uniqueness can also result from unfinished projects. This uniqueness as attractive resource is also given by the place chosen by man for the location of his edifices. The size of the objectives of anthropic origin is an attribute accessible to all, easy to evaluate in terms of attractiveness. Finally, the previous or current functions of certain edifices carry an attractive load with a specific touch. The tourist heritage of anthropic origin is of great complexity and can be structured in two groups of objectives, namely:

- edifices and elements with tourist function;
- anthropic activities with attractive function.

Anthropic tourist resources incite a well-deserved interest, including:

- archaeological monuments;
- archaeological sites;
- monuments, ensembles and architectural reservations;
- monuments and memorial ensembles;
- valuable historical and cultural settlements and vestiges.

The very varied and rich tourist potential, of great value and attractiveness is given by the natural setting, the spa resources, the historical monuments, the art and the richness of the ethno-folkloric background.

Regarding the natural tourist resources, the main attractions of the county, the natural resources, present aesthetic, recreational and therapeutic valences, constituting the major factors of attracting and maintaining tourists.

Regarding the relief, we note that from the tourist point of view, it is the main attractive element of the county, which imposes itself both by the beauty of the landscapes it generates and by the possibilities it offers to be capitalized touristy, thus enriching the county's tourist offer.

The mountainous relief is part of a wide range of landscapes and tourist attractions related to the variety of karst and glacial formations, the network of valleys. The greatness of the karst landscapes is given by the limestone relief from the Anina mountains, the Cerna Valley, the Danube Gorge and the Locva mountains, represented by surface forms (gorges, waterfalls, sinkholes, uvalas, limestone pavement) or deep forms (caves), of which we mention the following:

- The Caraş Gorges (17 km) run on the Caraş Valley and are dug in the limestone of the Anina mountains. They are impressive for their picturesqueness and wildness and for the vegetal layer reminiscent of the Mediterranean regions. They are monuments of nature.
- The Gârliştei Gorges start from the immediate vicinity of Anina and run north for a length of 8 km.

- The Minişului Gorges, comprise a succession of wild gorges covering about 14km, of which the gorges and the Bigăr waterfall, the La Adam cave, the Lion's rock stand out.
- The Nera's Gorge (22km), between Şopotul Nou and Sasca Montană (in the Anina Mountains), is a valuable tourist attraction due to their wildness and picturesqueness, along their entire route providing a close connection between rock, vegetation and water. They are declared monuments of nature.
- The Thieves' Cave (Herculaneum Baths), with a length of 143 m and three openings, is crossed by wet streams and houses of bat colonies. The Thieves' Cave is of great archaeological and biospeleological importance.
- The Comarnic Cave located in the Caraş basin is the largest cave in the Banat Mountains. The length of the cave is 4 km and has remarkable underground acoustic phenomena. The cave is declared a speleological reservation.
- The Popovăţ Cave, located a few km from The Comarnic Cave, has a length of galleries of 1.1 km. it consists of galleries and halls that are arranged on two distinct floors. The Popovăţ Cave is declared a speleological reservation and is remarkable especially for the unique splendors of its final hall.
- Buhui cave, which is in the proximity of Anina city, is 3,2 kilometers long and it has a powerful underground water course that flows. It consists of two galleries, one of which has the main touristic potential. In this gallery and in its side spaces, there are many stalactites and stalagmites, which vary, and two picturesque waterfalls.
- Mărghitaş cave, located near Buhui Lake, in Anina Mountains.
- Talasu cave, positioned at the entrance of Cheile Caraşului.

In this landscape, the glacial terrain of Ţarcu Mountains is imposing because of its glacial lakes with enormous scree, its glacial valleys, that originated from Iezeru, Tarcu and Pietrele Albe lakes, its water courses, and its large peaks, such as Muntele Mic.

The hilly and depressionary terrain represents less popular touristic attractions, but together with the other components it creates picturesque landscapes, and it encourages the touristic development.

When it comes to hydrography, the surface of Caraş-Severin County is severely fragmentated by the flowing water's valleys which are tributary to Timiş, Caraş, Cerna and Nera rivers, and which are ultimately collected by the Danube.

As long as they flow amongst the eruptive and metamorphic rocks of the mountains, these waters create normal hydrographic networks (water streams, small creeks, large creeks, mountain rivers which flow into each other, all those networks falling into a state of disorganization when they reach the karstic terrain, where certain occurrences take place, such as: waters flowing through hollows (sinkholes); valleys waters being permanently or temporarily dry ; the appearance of underground water courses (Ponor-Plopa, Buhui, Comarnic), and, lastly, the outburst back to the surface of the waters that have flowed in the underground through karst springs, such as the Caraş karst spring (Luncăi karst spring) and the Iordanului karst spring from Cheile Nerei.

The county's climate is continental and moderate with sub-Mediterranean influences and Banat's climate subtype is characterized by the circulation of the Atlantic masses of air and by the inversion of the Mediterranean masses of air, which provide a mild character to the thermal regime with frequent periods of warmth during the winter season, as well as the arrival of the early spring season and medium quantities of precipitations. After having analyzed the medium temperature per season, we reached the conclusion that winters are relatively harsh in the mountainous areas (Semenic -4,8 ˚C), while in Caransebeş and Oraviţa positive temperatures are registered. Summer is generally moderate, in comparison to winter, in the mountainous area, the temperature only raising gradually in the flatlands (Oraviţa 20,1 ˚C, Bozovici 18,8 ˚C, Caransebeş 20,1 ˚C).

The climate in the Danube's canyon is sub-Mediterranean, its outstanding characteristic being the average annual temperature, which is the highest in the country. The climate conditions, through the thermal regime and precipitations, encourages the possibility of tourism all year long: the period between August and October is ideal for mountaineering. Winter can offer many surprises at Muntele Mic and at Semenic plateau, especially for those who practice winter sports. Spring is especially recommended for short-distance trips. Summer is perfect for going on hikes.

The climate is also interesting because of its therapeutical valences that concern the refreshing and stimulating bioclimate of the mountain and the sub-Mediterranean bioclimate, which is found only in Băile Herculane, and which allows an efficient cure in each season.

The vegetation, which varies in the mountains as well as in the hills and in the valley lanes, is remarkable because of:

– the value of the landscape and its esthetic, such as: pine forests found in the Mountains of Semenic and Anina, beech forests found in Obârşia

Nerei in Semenic Mountains, lilac forests found in the spreading karst area of Caraş-Severin and the Danube and, lastly, alpine meadows found in the mountains.

- its scientific value: rare floral elements, such as: China pink (garofiţă) and primrose; natural sanctuaries (such as Cheile Nerei, Beuşniţa, Izvoarele Nerei); places for socializing, rest and recreation (in the suburban areas of the resorts, for example: mountain forests and coniferous forests which have the therapeutical effect of regenerating the natural environment.)

The wildlife is of high interest because of its landscape value and esthetic, but mostly because of the hunting area (bear, wild boar, buck, and stag that the mountain areas owe) and the fishing hatcheries that not only rivers and mountain lakes offer (brook trout), but the Danube River as well (carp, catfish, pike, sterlet and zander).

The natural reservations in Caraş-Severin County consists of numerous unique landscapes in the spreading areas and many rare species of flowers and animals, geological structures, and flowers that have been declared as protected natural reservations, but they can be included in the touristic circuit:

- Domogled Mountain is home to over 2000 floral species and about 1500 species of Lepidoptera.
- Oraviţa, which has a surface of 218,9 ha, shelters a few species of rare plants, such as: yew, peony from Banat and a few species of orchids.
- Cheile Caraşului (which have 894 ha) are a hunting and landscaping botanic reservation. Here, the vegetation is very wide.
- Pomarnic cave and Popovăţ cave- which are speleological reservations.
- Dognecea forest - which is a forestry reservation.
- Berzovia forest - which is a forestry reservation.
- Izvoarele Nerei - they spread across the south slope of Semenic Mountain, having a surface of 2500 ha and being important for their vegetation and beech stands.

Here is a classification of the touristic objectives:

• Objectives provided by the natural environment:

a) Karstic objectives, namely doline areas:
   - Cărbunari, Ştinăpari, Munceii Domanului with potholes and caves, Pat Hill, Dracului Lake, Zăbalul Mare and the doline glade called “Omul Mort”.
   - Caves in Caraş area, such as Comarnic cave, Popovăţ cave, Talasu cave, Racoviţa cave, Liliecilor cave, Valea Mare area

(Berzeasca), Gaura Haiducească cave, Cheile Nerei area, Mică cave from Dracului Lake, Cheile Minişului area, Adam's caves, Neamţu cave, Danube's canyon area, Socolovăţ cave and Moşnic cave.
- Gorges: Caraşului, Gârliştei, Minişului, Valea Mare, Nerei, Danube's canyon.
- Chalky times: White Rocks (Semenic Mountain) and Rolul Mare rock (Anina Mountains).
- Hanging bridges: Ceuca Bridge or Vranovăţ Bridge.
- Chalky massifs: Ciucaru Mare and Ciucaru Mic.

b) Volcanic touristic objectives: Gheorghe Hill (Sasca Montană).
c) Fossil points: Soceni, Şviniţa, Greabănul Românesc, Danube's canyon, Zorlenţul mare, Rugi, Tirol.
d) Epigenetic gorges, besides chalk gorges: Danube's canyon, Cheile Teregovei, Cheile Armenişului, Globului, Rudăriei, Timişului.
e) Gates and passes in mountains ridges: Poarta Orientală (Domaşnea).
f) Erosion formats: Balaurul, Râpe Negre.
g) Isles: Ostrovul Mare and Calinovăţ.
h) Other objectives: Babacaia cliff and Leul cliff.

- Hydrographic objectives:
  a) Mineral waters: mineral water streams rich in sulphur and iron- Valea Mare; thermal or mineral water streams: Ciclova Montană, Greoni, Mehadica.
  b) Lakes, as touristic and amusement objectives:
     - Lakes and dolines: Răcăjileanu Lake, Ochiul Beiului
     - Lakes formed by the collapse of the caves' ceiling: Dracului Lake.
  c) Waterfalls, jumps and whirlpools: Bigăr Waterfall, Valea Minişului, Şuşara Waterfall, Valea Mare Waterfall, Cataractele Timişului, Valea Rudăriei Waterfalls, Beuşniţa Waterfall, and karst springs.

CONCLUSIONS

There are other objectives as well. Caraş-Severin County is home to many archaeological vestiges, historical monuments, architecture, and art monuments, even home to an ethno-folk heritage, which certifies the evolution and the life continuity on these lands, as well as the development of culture and art.

The same cultural and historical heritage forms a significant part of the potential touristic offer and it's a component of the touristic image of the county on the domestic and international market.

The tourism method can be addressed by the tangible modality in which tourists benefit from the association and supplying of all services that create a touristic product (means of transportation, accommodation, restaurants, amusement, and treatment).

By combining all these types of services, different tourism areas are born. As a result of the tourist's diverse tastes and preferences, there is a large number of tourism areas, these being categorized in connection to: where the tourists originate (domestic and international tourism); the number of participants (individual and group tourism); the organizational method (tourism organized by one-self or semi-organized); the degree of mobility that the tourist presents (stay tourism and traveling tourism); the reason why the trip takes place (rest tourism, treatment tourism, cultural tourism, recreational tourism, scientific tourism, conventions and business tourism, hunting and sportive fishing tourism); means of transportation used (by train, by boat, by plane, by car, hikes, by riding a horse or by riding a bike) and the length of the stay (short, medium or long trip).

The touristic potential of Caraş-Severin County allows the practice of many diverse tourism areas: spa, mountainous, traveling, sportive, hunting, rest and recreation, end of the week, scientific, business and conventions and, finally, transitive.

REFERENCES

https://ro.wikipedia.org/wiki/Judetul_Carasl-Severin.
https://www.outdooractive.com.
https://blog.worldlifetimejourneys.com.
https://carasseverin.insse.ro›.
Martin Olaru, Muntii Banatului,- Resurse turistice naturale i antropice, ed. Hestia, 1996.

NOTES ON THE AUTHOR

Gheorghe PINTEALĂ, PhD. lecturer at "Dimitrie Cantemir" Christian University Bucharest Faculty of Management in Tourism and Commerce Timişoara, and University "Dragan" Lugoj Romania.

ASPECTS REGARDING AGROTOURISM IN ROMANIA

Cipriana SAVA
Gheorghe PINTEALĂ

Abstract: *People's desire to return to nature, to origins, to rural areas is a reality today. The population of large urban agglomerations that is under daily stress and pollution wants to spend their free time in a clean environment.*
Rural areas attract tourists by simplicity, peacefulness, fresh air, gastronomy, history, culture, the opportunity to escape routines and to participate in various activities. Agro-tourism takes place in farmhouse accommodation in rural areas, being adapted to realities in every state.
Romania still has unpolluted rural areas that can become oases of greenery and tranquility, of physical and mental recovery of tourists. Some of the Romanian villages, especially those in the mountain areas have not yet been touched by the process of industrialization and modernization, presenting a traditional, even archaic world. The development of agro-tourism in such areas offers potential tourists a return in time, a unique experience, especially for people who have not had contact with the rural area, or with the Romanian space.
The legislation in force allows and supports the development of Romanian agro-tourism, and this can be observed in the evolution of the number of accommodation facilities and the number of tourists.
At present, accommodation units function according to a classification established by currents legal regulations. Thus, a minimum of conditions are guaranteed for tourists according to the category they choose. In Romania, the symbol used to classify the accommodation units in rural areas is the "daisy".
There are some measures that support the development of rural areas and agro-tourism in Romania and in the European Union.
***Keywords**: rural tourism, agro-tourism, legislation, agro-tourism facilities*

1. INTRODUCTION

The need to spend free time outside people's main residence has become, over the years, a necessity in urban areas. The polluted, crowded and stressful environment induces the need for clean air, escape from everyday life, relaxation, but also the need for knowledge, business, or treatment of diseases is something that matters.

Tourism in rural areas is increasingly appreciated by tourists from around the world, as it offers a new experience, or reminds tourists of their childhood, bringing peace and harmony in their lives.

Agrotourism is also practiced in rural areas, a form that has evolved and developed in a particular way.

Rural tourism means the tourist activity of accommodation, food and agreement that takes place in rural areas. This type of tourism offers tourists an approach to nature and the local population, but also a fairly wide variety of the tourist offer. At the same time, rural tourism is based on hospitality from locals and respect from tourists. Several forms of tourism can be found in rural areas, namely agrotourism, curative tourism, leisure, cultural, sports, wine, gastronomy, religious.

Agrotourism is presented as a particular form of rural tourism, which can be practiced by farmers and guesthouse holders, being a secondary activity, agriculture remaining the main occupation and source of income.

Agrotourism involves accommodation in the peasant household (boarding house, etc.), in an under-occupied space, consumption of agricultural products from that household, participation to a greater or lesser extent in at least one specific agricultural activity.

Given these definitions, there are some differences between classic tourism, rural tourism and agrotourism (see Table 1).

Table 1 Characteristics of classic tourism, rural tourism and agrotourism

Classic tourism	Rural tourism	Agrotourism
- it has space problems – there is a shortage of space	- it has sufficient space	- it has sufficient space
- in the urban area	- in the rural area	- in the rural area
- agglomeration of population	- reduced population	- reduced population
- part of the leisure activities are carried out indoors	- tourist activities take place in open air	- tourist activities take place in open air

- necessary tourist infrastructure is well-defined	- necessary tourist infrastructure is less developed	- necessary tourist infrastructure is less developed
- national or international level businesses	- family businesses that develop both at local and at national level	- family businesses that develop at local level
- self-contained tourist activity	- self-contained or seasonal tourist activity	- supplementary and seasonal tourist activity
- it generally offers more expensive accommodation and services for a higher comfort level	- it offers medium priced accommodation and services	- it offers less expensive accommodation and services for a lower comfort level
- accommodation is mainly in accommodation facilities like hotels, villas, guesthouses, chalets, bungalows, etc.	- accommodation is mainly in accommodation facilities like guesthouses, villas, chalets, motels, small-scale hotels, camping sites	- accommodation is mainly in accommodation facilities like guesthouses, farms
- large accommodation capacity	- medium accommodation capacity	- low accommodation capacity
- it is centralized, facilities are grouped close to one another	- facilities are generally scattered	- facilities are generally scattered around the community and the region
- it needs important investment and often public funds for infrastructure	- it needs more modest investment	- it needs more modest investment, essentially individual.
- contributes to landscape alteration	- does not alter landscape	- does not alter landscape
- more vulnerable to economic conditions and fluctuations, its use being for one purpose	- supple usage and improvement of accommodation and leisure time norms at local level	- supple usage and improvement of accommodation and leisure time norms at local level
- all income, except that from family businesses, get into the normal circuit and the local population does not benefit from it. The income leaves the locality and even the country.	- the income can go straight to the inhabitants and stay in the locality or get into the normal circuit	- the income go straight to the householders and stay in the locality

- national and international cuisine	- national cuisine, even international cuisine in few cases	- local traditional cuisine
-	-	- offers the possibility to participate in traditional household activities;
- by the lifestyle it offers, it is likely to create tension between tourists and the local population.	- it could foster a better understanding between tourists and the local population.	- it could foster a better understanding between tourists and the local population.
- also suitable for mass tourism	- incompatible with mass tourism	- incompatible with mass tourism
- the tourist offers is diverse, but often it is not authentic.	- varied offer with aspects of authenticity	- the tourist offer is authentic, diverse, multiple in its diversity

Source: Buciuman, E. – Rural economy (*Economia rurală*, original name in Romanian) Pro Transilvania Publishing House, Alba Iulia, 1999, p. 39- adapted by the authors

The development of agrotourism in an area can have positive effects, but can also generate negative effects in the event that some principles of sustainability are not observed (see Table 2).

Table 2 Advantages and disadvantages of agrotourism development in an area

Advantages	Disadvantages
- stabilization of population;	- pressure on the environment;
- supplementing and diversifying the way of obtaining income;	- pollution;
- increasing the degree of culture;	- socio-cultural pressure;
- increasing the standard of living;	- changes in the way of life of the local population;
- promoting and preserving folk art, crafts and traditions;	- possibility of kitsch appearance;
- promoting and preserving local gastronomy;	
- rehabilitating and preserving the heritage;	
- stimulates the development of other branches of the economy.	

The interest for agrotourism is manifested both among domestic tourists and among foreign tourists. Its development in less industrialized countries is much easier since here old occupations, traditions, crafts, and stress-free lifestyle are still preserved.

2. AGROTOURISM IN ROMANIA

According to the European Charter for Rural Areas, the rural area is “a portion of the inland or coastal rural area, including towns and villages, where the main part of the area is used for:

- agriculture, forestry, aquaculture and fish farming;
- economic and cultural activities of the inhabitants of the region (crafts, industry, services, etc.);
- non-urban areas for recreation and rest (or nature reserves);
- other purposes like housing construction."[1]

In Romania, the main form of settlement in the rural area is the village, which knows, according to some criteria, several classifications (see Table 3).

Table 3 Classification of Romanian villages

Criterion	Village type
Size	- large (2000-3000 inhabitants); - medium (500-1500 inhabitants); - small (300-500 inhabitants)
Geometrical shape	- with isolated houses; - valley; - scattered; - crowded; - liniar, along the road; - rectangular; - compact; - circular; - radial.
Main preoccupation of inhabitants	- agricultural; - pastoral-forest; - tree-growing-wine-growing; - with annex occupations;
Geographical position	- plain; - hill; - mountain; - pond, deltaic.

Source: http://enciclopediaromaniei.ro/wiki/Sat

[1] RECOMMENDATION 1296 (1996) regarding the European Charter for Rural Areas, Part I, art.1, https://www.acor.ro/files/acor/rel_internat/CPLRE/carta_europeana_zonele_rurale.pdf

The Romanian village, in its majority, has preserved a good part of the archaic style, of crafts, occupations, traditions, folk costumes, folk architecture, thus being able to support the development of tourism.

The Romanian tourist village can be: [2]

- ethno-folkloric;
- of artistic and handcraft creation;
- climatic and landscape;
- viticulture and orchards;
- pastoral;
- for practicing sports.

Agrotourism in Romania sees its beginnings in 1973, when Order 744/1973 of the Ministry of Tourism experimentally declared 13 localities villages of tourist interest, named "tourist villages" (Lereşti, Rucăr, Fundata, Sirnea, Sibiel, Răşinari, Tismana, Vaideeni, Hălmagiu, Bogdan-Vodă, Vatra Moldoviţei, Murighiol and Sfântu-Gheorghe), but its development began only after 1990. Thus, the Romanian Federation for Montana Development (1990), aimed to support the inhabitants of the mountain area, including through the promotion, organization and development of agrotourism. Later on, the National Association for Ecological and Cultural Rural Tourism in Romania (ANTREC) - 1994 -, member of the European Federation of Rural Tourism (EUROGITES) and the Romanian Agency for Agrotourism (1995) joined to support Romanian agrotourism and connect to the international agrotourism system.

The Romanian Mountain Area Commission, within the Programme on the organization and development of agrotourism in the mountain area, defines agrotourism „as a particular form of rural tourism, more complex, including both the actual tourist activity: accommodation, boarding house, tourist circulation, programs, the provision of basic and additional services, as well as the economic activity, usually agricultural, practiced by the hosts (productive activities for obtaining and processing agricultural products in the household and their marketing to tourists, or through commercial networks, as well as the way of spending free time)” [3]

The interest of the Romanian state for the development of agrotourism is seen in Law no. 187/1998 regarding the establishment of facilities for the development of rural tourism, Tourism Law (2019) where this form of

---

[2] Alecu, I.N., Constantin, M., Agrotourism and agrotourist marketing (Agroturism şi marketing agroturistic, original name in Romanian), Ceres Publishing House, Bucharest, 2006, pp.162-164.

[3] Melinda Cândea et al., 2003 from the Romanian Mountain Area Commission - ”Programme on the organization and development of agrotourism in the mountain area”, 1991.

tourism is specified, as well as in ORDER No. 1051/03.03.2011 for the approval of the Methodological Norms regarding the issuance of classification certificates, licenses and tourism patents.

Currently, in Romania, the accommodation facilities for the agrotourism activity, the agrotourism guesthouses have an accommodation capacity of up to eight rooms. They operate in the citizens' houses or in independent buildings. The spaces in the agro-tourist guesthouses are specially arranged for the accommodation of tourists, the preparation and serving of meals, as well as for the participation in household or craft activities.

Always, in these accommodation facilities, tourists are offered food prepared from natural products, mainly from the household or from authorized local producers, and the hosts take care of the reception of tourists and their program throughout their stay at the guesthouse.

Because it is about agrotourism, inside these guesthouses “there is at least one activity related to agriculture, animal husbandry, cultivation of different types of plants, orchards of fruit trees or there is a craft activity, with a workshop, from which various handicrafts result. The activities in question must be continuous or, depending on their specificity and seasonality, they should be repeatable."[4]

The classification of accommodation facilities is mandatory, it offers the guarantee of comfort and quality services to the tourist, and in the case of agrotourism accommodation units, it is expressed in the number of flowers, more precisely, daisies, between one and five. The minimum criteria considered are largely technical in nature and cover:

- the general condition of the building;
- the organization of spaces;
- the facilities;
- the maximum number of beds in a room;
- the sanitary equipment;
- the endowment of the rooms;
- the endowment of kitchens;
- the telephone available to tourists;
- other criteria.

[4] ANNEX no. 1.5 to the methodological norms for mandatory criteria regarding the classification of tourist structures with the function of tourist guesthouse and agrotourist guesthouse accommodation facilities – from ORDER No. 1051/03.03.2011 for the approval of the Methodological Norms regarding the issuance of classification certificates, licenses and tourism patents – Ministry of Regional development and Tourism.

For the smooth operation of tourist activities, the specialized bodies periodically check the condition and functioning of the equipment, the quality of the services provided, the observance of the hygiene norms and of the other criteria necessary for the classification of the facility.

There are numerous natural and anthropogenic resources able to support agrotourism in Romania. Therefore, the most well-known areas, at national and international level, where tourists have authentic experiences are Bucovina, Transylvania, Maramureş and the Danube Delta.

The evolution of agrotourism in Romania is fairly obvious through the number of specific accommodation facilities, the accommodation capacity and the number of registered tourists (seeTable 4).

Table 4 The evolution of agrotourism in Romania

Indicator	U.M.	Year 2000	Year 2005	Year 2010	Year 2015	Year 2019	Year 2020	Year 2021
Agrotourist guesthouses	number	400	956	1354	1918	2800	3022	3460
Existing accommodat ion capacity	beds	3544	11151	20208	35188	49053	52389	55778
Tourist arrivals in agro-tourist accommodat ion units	Number of persons	28152	170164	289923	672756	1272878	755436	1087327

Source: www.statistici.insse.ro8077/tempo-onlineTUR101A,TUR102A,TUR104A

The number of agritourist guesthouses has become more than eight times higher than in the last twenty-one years, which can be seen in the evolution of the number of existing beds, where the increase has been more spectacular.

The response of tourists to this offer was appropriate, with 1244726 more tourists in 2019 than in 2000.

In 2021, the number of accommodation facilities in Romania was 9146 (according to the statistics), which means that agrotourism guesthouses counted for 37.83% of the total accommodation facilities in the country.

The total number of tourists registered in 2021 was, according to the statistical data published by the National Institute of Statistics, 9370232 people, so the number of tourists staying in agrotourism guesthouses accounted for only11.60% of the total number of tourists.

3. EUROPEAN FUNDS FOR AGROTOURISM DEVELOPMENT

The increase in the number of agritourism accommodation units was largely possible due, initially, to the European SAPARD program. The SAPARD program is a financial instrument offered by the European Union to help candidate countries to become members of this organization in the pre-adhesion process in the field of agriculture and rural development.

The European Union supports the development of rural areas, and agrotourism is one of the activities that can have this effect, by providing non-reimbursable support to all Member States.

The development of Romanian agrotourism is among the priorities of Romania, a fact that can be seen in its inclusion in the National Rural Development Program (2007-2013 and 2014-2020), which supports investments in this sector. The National Rural Development Program (NRDP) is the document on the basis of which the European Agricultural Fund for Rural Development can be accessed and which complies with the strategic guidelines for rural development of the European Union. The Ministry of Agriculture and Rural Development supports this program and considers it important for agrotourism in the mountainous area of the country. The money needed to invest in this activity comes from the EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT (EAFRD).

Within this fund there are two sub-measures focused on agritourism activities, namely:

- SUB-MEASURE 6.2 - which provides support for the establishment of non-agricultural activities in rural areas;
- SUB -MEASURE 6.4 - where investments can be capitalized in the production and marketing of non-agricultural products, for the development of craft activities, the provision of services, as well as for infrastructure investments in accommodation units such as agrotourism and leisure tourist services.

The Agency for the Financing of Rural Investments (AFIR) is a public institution with legal personality, subordinated to the Ministry of Agriculture and Rural Development, which aims to develop the European Agricultural Fund for Rural Development, both technically and financially. Therefore, AFIR offers non-reimbursable support, according to the current provisions (the value of the support will be maximum 90% of the total cost of the project but will not exceed 200,000 euros per beneficiary, over three fiscal years) so that interested persons can open an agritourism accommodation unit in a rural area.

4. CONCLUSIONS

Agrotourism is viewed with increasing interest by those who want to have a connection with nature and quiet life in rural areas, and by those who know how to respect nature and the human being.

Under the current pandemic conditions, when the problems in the tourism field are very big, and travels to crowded destinations are called into question, agrotourism is one of the viable solutions.

Romania is among the few EU member states where the village, especially in the mountain areas, preserves the archaic life. That is why there is, with the support of the state and the EU, the possibility of developing agrotourism. The EU support for agrotourism development has been beneficial and significant.

In the Romanian legislation, agrotourism is referred to and recognized as a form of tourism, and in the Territorial Development Strategy of Romania - Polycentric Romania 2035 Territorial cohesion and competitiveness, development and equal opportunities for people, there is the Measure: *increasing the competitiveness of rural areas and the creation of jobs*, which, in operational terms, has a strategic action related to agrotourism (Diversification of economic activities in rural areas - tourism - p 166).

Romanian agrotourism is becoming more and more known and appreciated by tourists, and this could already be seen from the statistical data presented above.

The current situation generated by the Covid-19 pandemic has determined more tourists to go to the countryside and to agrotourist guesthouses, considering them safer, more unpolluted.

REFERENCES

1. Sava, C. 2014. Development of rural tourism in Romania, Hotel link, Journal for theory and practice of hotel industry Number 23-24, 2014, year XII, tom 15, Belgrad, pag. 194-201.
2. http://www.creeaza.com/afaceri/turism/DEFINIREA-AGROTURISMULUI218.php.
3. https://www.booking.com/farm-holidays/country/ro.ro.html.
4. ANNEX no. 1.5 to the methodological norms for mandatory criteria regarding the classification of tourist structures with the function of tourist guesthouse and agrotourist guesthouse accommodation facilities.
5. ORDER No. 1051/03.03.2011 for the approval of the Methodological Norms regarding the issuance of classification certificates, licenses and tourism patents - Ministry of Regional Development and Tourism.
6. www.statistici.insse.ro8077/tempo-onlineTUR101A,TUR102A,TUR104A.

7. www.sdtr.ro**,** Territorial Development Strategy of Romania - Polycentric Romania 2035 Territorial cohesion and competitiveness, development and equal opportunities for people, version 1, 2014.
8. EU legislative package on the Rural Development Policy for 2014-2020 (www.ec.europa.eu/agriculture/rural-development-2014-2020).
9. Partnership Agreement for Romania 2014-2020/ version 2014RO16M8PA001.1.2, adopted by the European Commission (www.mfe.ro.
10. Agrotourism, factor for the development of mountain areas (Agrotourismul factor de dezvoltare al zonelor montane, original name in Romanian) – thematic publication no. 14, year II, 2014 www.rndr.ro.

NOTES ON THE AUTHORS

Cipriana SAVA, Associate Professor at the Faculty of Management in Tourism and Commerce Timişoara, „Dimitrie Cantemir” Christian University. Email: cipriana.sava@gmail.com. She holds a PhD. in Management and is the author of a large number of books, articles and studies in the field of tourism, regional and rural development. Cipriana Sava is also a member in „Asociaţia Româna de Ştiinţe Regionale” (ARSR), in the „European Regional Science Association” (E.R.S.A.), in the „Science Association International” (RSAI) and in the “Romanian Association of Tourism Journalists” (AJIR). https://orcid.org/ ID 0000-0002-6521-6596

Gheorghe PINTEALĂ, PhD. lecturer at “Dimitrie Cantemir” Christian University Bucharest Faculty of Management in Tourism and Commerce Timişoara, and University “Dragan” Lugoj Romania.

PERSPECTIVES ON SPORTS AND RECREATIONAL TOURISM OF MAKARSKA AND THE IMPORTANCE OF COMMUNICATION ACTIVITY

Ružica ĐERVIDA
Adriana RADOSAVAC

***Abstract**: Makarska as an attractive tourist destination due to the mass and seasonal nature of tourism is faced with a number of problems that are reflected in its competitiveness in the international tourism market and through the quality of life of the local population. This area has a great potential for expanding its tourist offer. Planned development and management open up opportunities for overcoming the orientation towards mass and seasonal tourism and the untapped potential of all other areas. The development of sports and recreational tourism and a well-designed strategy of communication with the public can contribute to the improvement of the tourist offer of this region, which would have a direct impact on reducing the seasonality and prolonging the tourist season.*
***Keywords**: sports and recreational tourism, communication, development, competitiveness*

INTRODUCTION

The attractiveness of a tourist destination has a special importance for the development of tourism. The author Bornhost et al. (2007) emphasize the importance of a tourist destination, defining it as a geographical region, a political jurisdiction, i.e. a major attraction that seeks to provide visitors with extensive experiences worth remembering.

The presence of tourist resources in an interesting area is crucial for the development of tourism (Sava and Pinteala, 2016). Makarska littoral as a tourist region, which attracts more and more tourists every year, does not sufficiently use its natural and cultural values, and relies only on seasonal tourism. The city is a tourist center with many hotels, villas and boarding houses, quality and diverse restaurants, rich entertainment, sports and cultural facilities. Makarska is one of the most famous tourist destinations on the Croatian coast due to its natural and climatic characteristics and diverse tourist offer. However, this area is characterized by a massive and seasonal character of tourism, which limits the possibilities for expanding the season and more attractive development.

The uncontrolled and poorly managed development of tourism in coastal tourist destinations entails a number of negative consequences, one of which is the loss of competitiveness and international market position. Makarska and its surroundings have great potential for expanding their tourist offer. This indicates the need to develop a strategic plan for the development of Makarska as a tourist destination, and it is important to take care of sustainable development so that it doesn't lead to excessive depletion of resources and other problems in the future.

Sports and recreational tourism is a form of tourism based on active and meaningful holidays characterized by sports and entertainment activities, such as walking, cycling, swimming, rowing, various team sports etc. Interest in this type of tourism has been constantly growing recently because tourists, in addition to passive vacation, also want to spend part of their free time actively (Demonja & Ružić, 2010).

Thanks to its tourist-geographical position and favorable climatic conditions, the Makarska Riviera is an area that is advantageous for sports and recreational tourism. In Makarska, as a tourist destination, there is seasonal tourism, which is expressed during the summer months. The biggest advantage of this area, for the development of sports and recreational tourism, are the natural attractions that are most reflected in the proximity of mountains and the sea. Therefore, the subject of this paper is the current tourist situation, i.e. available resources that have the potential for the development of sports and recreational tourism in order to achieve sustainable tourism development and positive economic effects.

It is obvious that the sports and recreational needs that arise as a result of modern ways of working and living, strongly influence the demand for sports and recreational services in tourism. It is also an incentive for the development of sports and recreational content in tourism (Bartoluci et al., 2007).

CHARACTERISTICS OF THE TOURIST DESTINATION MAKARSKA

In the modern world, most traveling involves some form of recreation and people are increasingly turning to active vacation instead of passive as before. The desire for new experiences, adventures and adrenaline are one of the main causes of the growing representation of sports and recreational tourism. Almost every tourism is also a kind of recreation, although not every recreation is tourism. There is winter and summer sport-recreational tourism, and it refers to the place where the activities take place. Precisely from the previous two functions; sports and recreation, the sports tourism is developing.

When observing the reasons for the tourist arrivals of individuals in Makarska and the Makarska Riviera, sports and recreational facilities are at the bottom of the motive. Approximately only 15% of tourists cite sports and recreation as the primary reason for arrival, while motives such as natural attractions (with the largest share), passive vacation, gastronomic offer, culture and entertainment are ahead of sports and recreation according to the main motives of arrival.

Today, tourism affects all segments of the life of local communities: housing, employment, landscaping, infrastructure, cultural events, etc. At the local level, although mass tourism improves the life of the community in various ways, it also brings with it some negative consequences associated with mismanagement.

Also, the problem of mass construction of housing for primary housing is a distinct problem that this area is facing, especially since the beginning of the 21st century. Often without quality urban planning, and often without building permits, large concreting (shores, promenades, yards etc.) destroys the landscape and permanently degrades the space as a whole, and reduces its ecological and economic value (Stančić & Škarica, 2002).

One of the negative effects of rapid tourism development is the loss of identity of local communities that agree to various compromises on their traditions and culture by imposing customs and lifestyles aimed at meeting the needs of tourists, especially when it comes to the international market, which is partly the case on the Makarska Riviera. Also, the danger of further development of tourism is threatened due to the excessive focus exclusively on seasonal tourism, which makes this area economically vulnerable. The relatively short season with a concentration of guests on the summer months, especially out of season, requires serious consideration of how to use this coastal area for a more diverse offer and tourism that will attract tourists throughout the whole year. (Podgorelec & Klempić, 2002).

Makarska occupies a central position in the Makarska coast and is the second largest city in central Dalmatia (after Split). The term Makarska Riviera has recently been increasingly used for the Makarska coast (https://sites.google.com).

An important and very attractive resource is the mountain Bikovo within the Nature Park, which extends along the entire Makarska Riviera, as the greatest potential for further development. The hiking season on Biokovo starts at the end of April and lasts until the end of October (Ozimec, 2008).

The most important and strongest natural resource of Makarska is the Adriatic Sea, as a hydrographic natural resource that provides a number of opportunities for tourist activities. The main sub-resource of the sea are beaches as a part of the tourist infrastructure. Much of the tourist offer of the Republic of Croatia is a tourist product related to the sun and the sea, i.e. bathing tourism for the valorization of which it is necessary to ensure a quality offer of beach space.

The main organic tourist resources of the City of Makarska are natural forests, Mediterranean vegetation and marine biocenosis. According to some experts, in the coming time, forests will be of the greatest importance in global tourism trends, both due to their general biogeographical features and the possibility of arranging picnic areas, organizing hunting tourism, field trips and more. Forests play a major role in the development of tourism due to the numerous and intertwined social, economic and environmental functions, and this value is recognized in Croatian legislation.

Makarska is very rich in the context of social resources such as monuments, galleries, squares, churches etc. Of the sacral buildings from the period after the baptism, the Early Romanesque churches stand out in terms of number, mostly dating from the period from the 11th until 13th century. According to the latest spatial plans of the administrative units of the Makarska littoral, thirty-one Roman Catholic churches and two chapels are protected as cultural property, and most of the buildings are located in the northwestern part of the Makarska Riviera.

POTENTIAL FOR FUTURE DEVELOPMENT OF SPORTS AND RECREATIONAL TOURISM

Tourist destinations attract attention because they encourage and motivate the movement of tourists and represent the areas that create the majority of the tourist product (Petrović et al, 2020). Destinations have a large share in the overall tourism economy and show most of the positive and negative effects of tourism development (Popescu, 2016).

Makarska can boast of a very good offer of content and services in the context of sports and recreational tourism and is very well kept up with market trends. People increasingly want to spend their free time actively and are looking for destinations where, in addition to vacation, they will also have an offer of adventurous and sports content in order to use their time in the best possible way.

A strong potential for the development of various forms of sports and recreational tourism is the mountain Biokovo. One of the ways to use your strengths and advantages is to study well and analyze those destinations that have managed to extend their tourist season by developing these activities.

Light or "soft" activities are not so popular or developed and the focus should be on them because they are just as attractive and interesting as more difficult activities, especially for recreational users.

Some of these activities are already under consideration and plans, so it is very likely that they will be realized in the future, so Makarska will enrich the already diverse offer of sports and recreational activities and content and create even better competitive advantage and recognition and attract more tourists. Sport is very suitable for development, so the development of sports tourism can contribute to the extension of the tourist season, as well as an increase in non-board consumption.

The current problem in tourism on the Makarska Riviera is the short duration of the tourist season as well as the dependence on weather conditions. The development of sports and recreational forms of tourism represents a strong potential for the further development of tourism on the Makarska Riviera, as well as the need to extend the tourist season. This form of tourism is more resistant to weather conditions than other types of tourism, and sometimes even requires worse weather conditions due to additional adventure. It can certainly contribute to the quality of life through a large number of activities that the local population will be able to engage in outside the summer months, which should contribute to the quality of life on the Makarska Riviera. The advantages that should be emphasized on the Makarska Riviera as a destination are its opposites that make it a unique tourist destination.

The development of a tourism product alone will not have such a strong effect without the support of other elements of the marketing mix. Through the development of sports and recreational tourism, tourism activity can be expanded, which leads to a direct increase in the quality of life in the destination. Tourism is no longer just swimming and the sea, it is important that something new can always be offered to guests. The basis of the strategy of market positioning of a tourist destination is its total offer, i.e. tourist product. The position of tourist destinations is most often based on the tourist product, and not on promotion and general image. (Jovanov & Popescu, 2010).

The role of tourist organizations and institutions, the local community or the state is needed to create a sports and recreational offer. There is no unique model for the development of sports and recreational tourism that would be applicable because they depend primarily on the natural and geographical characteristics of a particular area. The Split-Dalmatia County has all the predispositions for the further development of this form of tourism, which should be strategically presented to the target public.

As a specific form of communication, public relations find special application in tourism. It is a communication model whose one of the main purposes is to create a recognizable image in the public. This purposefulness in tourism is extremely important, especially when it comes to creating a positive image of a particular destination (Jakovljević, 2011: 120-121). Public relations is a form of business communication aimed at developing, maintaining and improving good business relations between companies and many interest groups. Public relations marketing, as a support to other marketing communication tools through building consumer relations, can be used to launch new products.

The goals of public relations in the development of the tourist offer and the affirmation of sports and recreational tourism should be focused on managing important issues, providing a favorable environment for business activities (government relations, NGO relations, socially responsible business), providing funds for business and favorable climate for investment (investor relations), contribution to marketing activities (creation of positive publicity by various media relations tools, through creation and realization of events and similar activities). Through planned public relations activities, inform the target groups about the diverse sports and recreational offer, which will enrich the existing tourist offer and create opportunities for creating a new product, recognizable for this region.

CONCLUSION

Although it is in step with the trends and has a development policy in the form of sports and recreational tourism, the area of Makarska has additional opportunities for further development and the creation of a richer offer and content. The surrounding areas of Makarska have great potential for development through sports and recreational tourism, which would "revive" these areas through its facilities and services. Such an expansion trend is recorded in many European regions, and it is unquestionable that Makarska will continue its efficient policy and keep pace with the modern world.

If certain problems were eliminated, that would affect the level of competitiveness of this region, especially in the international tourist market. In that way, there would be greater economic effects and it would contribute to raising the level of well-being of the local population, which is one of the main goals of tourism development in any destination. Through the planned communication, establish quality public relations, and present a richer tourist offer to both local and wider public. In brand strengthening activities, i.e. Makarska's tourist offer use various techniques and skills, especially those of proven marketing, where public relations are becoming increasingly important as a much more subtle but also effective form of communication. The goals and effects of public relations are long-term and related to the creation of a positive image of a particular destination, through the recognizability of the Makarska region for its diverse and rich sports and recreational tourist offer.

REFERENCES

Bornhorst Tom et al. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. Tourism management, 31(5), 572-589.

Bartoluci N. i suradnici: Turizam i sport – Razvojni aspekti, Školska knjiga, Zagreb, 2007.

Demonja, D, Ružić, P. (2010). Ruralni turizam u Hrvatskoj s hrvatskim primjerima dobre prakse I uropskim iskustvima, Meridijani Samobor, Institut za međunarodne odnose, Samobor.

Jakovljević, M. (2011). Odnosi s javnošću – vodeća taktika u promociji turističkih regija, Acta uristica Nova, 5(1), 1-142.

Jovanov, Z., Popesku, J. (2010). Pozicioniranje kao sredstvo za postizanje održive konkurentske prednosti turističkih destinacija, VI Konferencija sa međunarodnim učešćem Sinergija 2010., Bijeljina.

Ozimec, R. (2008). Biokovo, Monografija, Makarska: Park prirode Biokovo, Graphis, Zagreb.

Petrović, G., Karabašević, D., Brzaković, T., Novaković, S., Radosavac, A. (2020). Economic Effects of Tourism on International and Domestic Market. Quaestus, 16, 164-176. ISSN: 2343-8134.

Podgorelec, S., Klempić-Bogad, S. (2012). Socio-geografske promjene u naseljima Makarskog primorja//Makarsko priorje danas/ Mustapić M., Hrstić I., Zagreb, Institut društvenih znanosti Ivo Pilar i Grad Makarska, str. 101-120.

Popesku, J. (2016). Menadžment turističke destinacije, Univerzitet Singidunum, Beograd.

Sava, C., Pinteala, G. (2016). The evolution of tourist activity in the West region correlated with tourist resource management and legislation issues. Quaestus, (8), 92-101.

Staničić, F., Škarica, M. (2012). Glavni izazovi učinkovitoj i demokratskoj samoupravi - Primjer Makarskog primorja, U: Mustapić M., Hrstić I.// Makarsko primorje od kraja Drugog svjetskog rata do 2011., Zbornih radova, Institut Ivo Pilar, Zagreb.

https://sites.google.com/site/makarska69/geografski-polozaj-makarske (23.12.2021).

NOTES ON THE AUTHORS

Ružica ĐERVIDA, Associate Professor at the Independent Universities of Banja Luka, NUBL, Banja Luka, Republic of Srpska. E-mail: ruzica.djervida@gmail.com

Adriana RADOSAVAC, Ph.D., is an Associate Professor at the Faculty of Applied Management, Economics and Finance, University Business Academy in Novi Sad, Serbia. E-mail: adrianaradosavac@mef.edu.rs

MEDICAL TOURISM IN GUATEMALA

Alexandra CIOCLU

***Abstract**: Medical tourism has represented an interest for a long time. The Latin American and Caribbean Region (LAC) is an area recognized for medical tourism. Guatemala is one of the countries that attracts more and more tourists for medical services. Cardiovascular, beauty, dental clinics and SPA centers represent real attractions for medical tourists. The purpose of this article is to provide an overview of clinics that may attract potential medical tourists. The method used consists on consulting platforms such as TripAdvisor, Facebook pages and websites of clinics from Guatemala and select based on some inclusion criteria those who can attract medical tourists. Lack of regulations at the legislative level and lack of clinics` accreditation are the main impediments in the development of medical tourism. The findings provide a scientific basis for a better image of Guatemala`s potential for medical tourism but also for planning health resources.*

***Keywords**: medical tourism, clinics, health system, Guatemala*

INTRODUCTION

Many definitions have been addressed to medical tourism. Bookman and Bookman (2007) defined medical tourism as “international ‘travel with the aim of improving one’s health’. Carrera & Bridges (2006) assumed that medical tourism is “the organized travel outside one’s local environment for the maintenance, enhancement or restoration of an individual’s wellbeing in mind and body”. Medical tourism has attracted considerable interest within the Latin American and Caribbean (LAC) region (Snyder et al., 2016). Guatemala is a low/middle income country, part of Latin America and the Caribbean (LAC) region, bordering the Caribbean Sea with a population of 16.6 million people. It is the most populous state in Central America (World Bank Group Total Population, 2020). The health system is coordinated by MSPAS (Ministerio de Salud Pública y Asistencia Social). Under its subordination are 1011 primary health centers, 346 primary care clinics and 44 hospitals distributed throughout the country (Ketelhöhn & Arévalo, 2016). Guatemala's health system is made up of a network of public and private clinics. Private clinics are non-profit and for-profit. The private non-profit sector includes non-governmental organizations (NGOs) and traditional Mayan medicine (Ceron et al., 2014). Guatemala's private health care sector is unregulated and fragmented; 86% is financed by beneficiary patients, 14% by private insurance companies, often through individual contracts and sometimes by employers who cover the costs for their employees. More than 90% of those with private health insurance are among the 10% of the country's high-income residents (Becerril & López, 2011). Besides medical services, the private sector provides health insurance, the possibility of prepayment of medical services and trade in medicines and medical equipment. For example, private pharmacies and other drug sellers are the most important players in the drug market, the state has limited control over the sale of drugs (Gragnolati & Marini, 2003). The largest development was recorded by private sector health services. Between 1995 and 2004, 292 new private hospitals were registered, as well as 2,614 private clinics and 714 private laboratories (Bowser& Mahal, 2011), 58% of which were concentrated in the metropolitan area of capital for the sake of accessibility. Only 11% of the population has access to health services, taking into account the time it takes to get to nearest health facility (Kenning, 2006).

The concentration of human resources in metropolitan area and lack of doctors with basic specialties in hospitals affect outpatient decisions and clinics in rural areas. This distribution is "a reflection of a centralized model of health care" (Plan, P. S. (2007). In Guatemala is no interest in regulating medical. Frequent change of officials or governing parties has been an impediment to any regulation attempt. In "Government roles in regulating medical tourism: evidence from Guatemala", authors address the issue of medical tourism in Guatemala from the perspective of development opportunities. The study includes an analysis of 50 semi-structured interviews conducted between June and December 2013 with politicians, representatives of private clinics, travel agents, representatives of public and private health workers and representatives of civil society. Stakeholder responses to medical tourism regulations demonstrates a lack of concern for this sector: "These regulations are not and have not been a priority for the Government", "The legislation that laid the foundations of the country's health system [is] ... complicated because ... new laws are being added ... sometimes ... contrary to what already exists. This creates a conflict of interest because everyone is interested in him and says, "The law says that, the law says this." In terms of institutional support, the Guatemalan Tourism Institute (INGUAT) is the main actor, but has the status of a government agency, a inferior structure to a ministry. INGUAT was involved to strengthen a group of entrepreneurs interested in medical tourism and promoting participation in international fairs and conferences (Ceron et al., 2014). In addition to INGUAT, CTSB (Tourism Commission) has received institutional support through various initiatives and programs within the Ministry of Economy, such as PRONACOM (National Competitiveness Program), Conapex (National Export Commission), Invest in Guatemala, Pacit (a program involving commercial attachés in other countries). There are no details in any of the articles on what this institutional support would entail. Lack of organization and regulations are the main impediments to development of medical in Guatemala. Compared to other destinations in Central America, Guatemala is in the forefront of international health care marketing. However, in the last two years, private hospitals, hotels, airlines and other private companies have teamed up to form a network, the Association of Guatemalan Exporters (AGEXPORT) to support a better organization of export services. But is still no "brand" for medical tourism.

Other impediments are lack of international certifications and accreditations, lack of a national network of information and promotion centers, motivation to attract tourists from abroad, insufficient funds allocated by political factors, public-private partnership and a coherent strategy at national level, insufficient collaboration between stakeholders, concentration of medical tourism offer in metropolitan area of capital. In addition, Guatemala has one of the highest crime rates in Latin America, 39.9 homicides per 100,000 people, in 2013. By comparison, Costa Rica had about 8, 5 homicides per 100,000 people, and Panama had 17.2 homicides per 100,000 people (Estrada & Ndoma, 2014). Most of the crimes start from the local "gangs" and are near the border with Mexico. This area is home to the Mexican Zeta cartel, which has moved to rural Guatemala after a crackdown on drug cartels. Cross-border crime is often committed by transnational gangs and transnational criminal organizations (Brads, 2011).

Tourists do not tend to experience violent crimes in Guatemala. The most common type of crime reported by tourists is theft and armed robbery. Robberies often occur in popular areas, large cities and crowded markets. In Guatemala, armed robberies are also taking place, with robbers attacking intra and long-distance buses. Robbers are more likely to stop buses / cars on rural roads than in the city and operate at night later than during the day (Alda, 2014).

Tourists are targeted on trails in remote areas, including those around Lake Atitlán and Agua Volcano. In other areas, such as Tikal and Cerro de La Cruz in Antigua, there is the Tourist Police (Politur), and this has helped increase the safety of these places (Little, 2014).

METHODOLOGY

Platforms such as TripAdvisor, Facebook pages and the websites of various clinics in Guatemala have been used to identify clinics that can be points of attraction for potential medical tourists. The selection criteria taken into account were: number of reviews (> 50) on TripAdvisor (for SPAs), Facebook and own website for other clinics; rating obtained from the reviews (only the clinics graded between 4.5 and 5) were chosen; existence of English language option on the website; variety of medical services and experience of the doctors.

In total were selected 32 private and public clinics that are listed in Tabel no. 1.

Tabel no. 1 Selected potential attraction clinics for medical tourists

Venga Atitlan Outdoor Adventures	SPA centers
Shen Masoterapia y Relajacion	
Healing Hands Therapy Spa	
Massage By Angela Stone	
Cardiovascular Surgery Unit of Guatemala UNICAR	cardiovascular clinics
Servicios Y Tecnología Cardiovascular De Guatemala S.A. / Cardiosolutions - Dr. Fernando Wyss	
Hospital Herrera Llerandi	
Instituto de Innovacion Cardiovascular GT, S.A.	
Central America Doctors	
Centro Dental De Especialistas, S.A.	dental clinics
Clinica Dental Donado	
Servicios Dentales Integrados / Sedi	
Ganddini Dental	
Smile Factory	
Guatemala Dental Team	
Plastic Surgery Center Dr. Salvador Recinos	cosmetic and reparatory clinics
Dr. Alfredo Longo - Cirugía Plástica en Guatemala	
Nova Esthetics	
Medical Aesthetics Guatemala	
Medical Aesthetics Guatemala	

RESULTS AND DISCUSSIONS

Dental clinics

A dental clinic offers services in the field of dentistry, such as dental implantology, endodontics, orthodontics, prosthetics, aesthetics, caries treatment and prophylaxis. Among the advantages of the selected dental clinics are the medical staff who speak fluent English but also its rigorous training (internships abroad). Almost all comments made by those who used dental services in Guatemala are positive. Short waiting time and positive attitude of the medical staff are mentioned. Lower prices for any procedure compared to patients' home countries is another argument for traveling to Guatemala.

Dental clinics that can generate medical tourism are located in the capital area, Guatemala City, the most economically developed area in the country. The transport network is dense in this area, and here is also the biggest country airport in the country, La Aurora International Airport. Dental clinics offer services at less than half of the price compared to those in the U.S., which causes both Guatemalans settled in the U.S. and Americans to come here for treatment (Table no. 1).

Table no. 2 Costs of dental procedures

Dentistry (USD)		
Procedure	S.U.A.	Guatemala
ceramic crown	1.300	450
dental implant	4.500	1.750
tooth extraction	600	150
canal treatment	1.300	420
maxillary plate	3.800	1.200
laser bleaching	1.250	285

Source: https://guatemalamedicaltravel.com/patients/#Prices

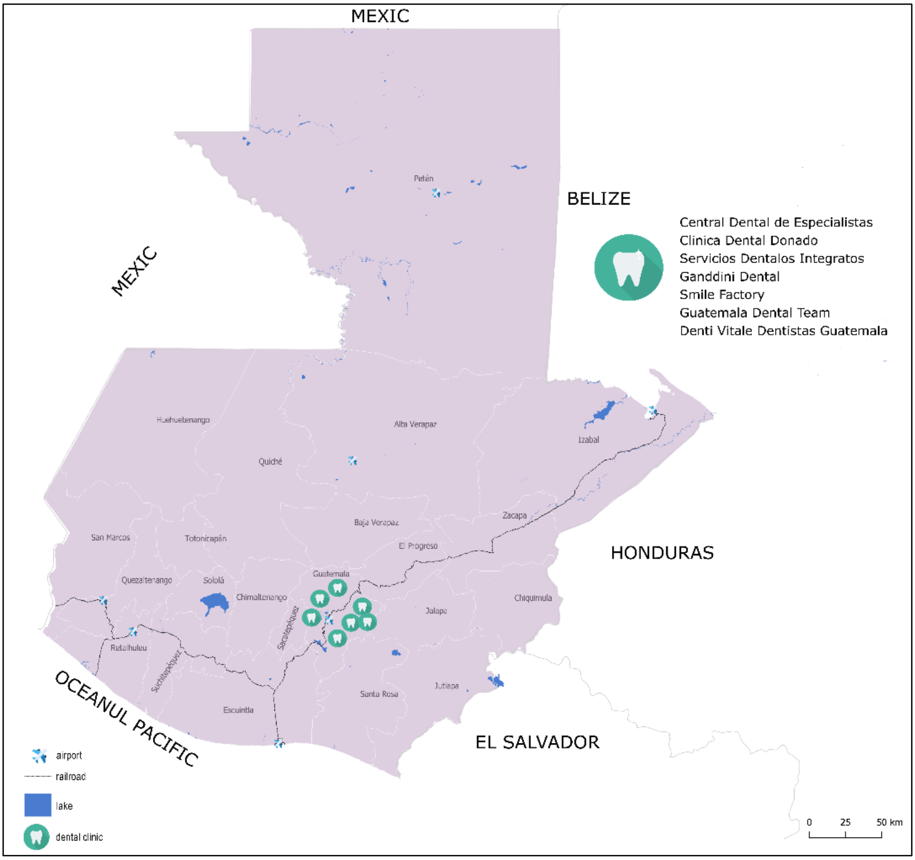


Fig. 1 Potential dental clinics for medical tourism

Cardiovascular clinics

The main activity of cardiovascular clinics is surgical treatment of cardiac, vascular and thoracic diseases, in adults and children. Also, emergency surgical is provided. The cardiac pathology approached in the surgery service includes: valve prostheses, valvuloplasty, coronary revascularization, surgery of acute or chronic aneurysms in thoracic aorta and others.

Cardiovascular clinics are located similar to dental clinics, in the capital area, where the transport network is well- developed. Here, it passes the railway that connects east with west and 3 of the 5 highways in the country, which favors domestic medical tourism. Also, here, there are numerous shopping and banking centers (15 banks have branches in the capital) and other facilities that can be used by tourists in general, but also by medical tourists in particular.

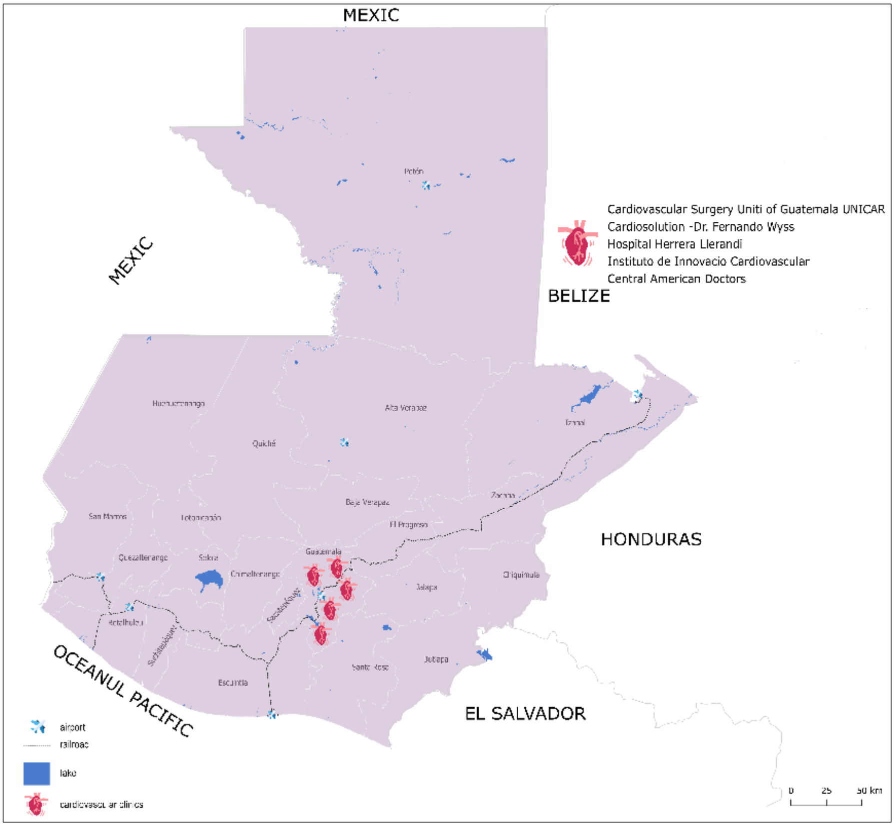


Fig. 2 Potential cardiovascular clinics for medical tourism

The capital, Guatemala City, has almost one million inhabitants (994,938), and the neighboring cities of Villa Nueva, Mixco, Escuintla have about 500,000 inhabitants, and 103,165 in the case of Escuintla (Cabrera & Haase, 2018). All of them are heading to the capital for various interventions.

Cosmetic and Reparatory Clinics

Cosmetic and reparatory clinic offers services for detection and treatment of skin cancers, treatment of skin, hair, nails diseases and conditions, evaluation, registration and monitoring of pigment lesions using dermatoscopy and digital computer technology, acne treatment, cosmetic problems, laser treatments, chemical peels, botulinum toxin injections, hyaluronic acid, bio revitalization with essential amino acids, mesotherapy, permanent hair removal, treatment of scars and stretch marks, skin rejuvenation and laser excisions.

Staff of these clinics includes doctors with various specialties, such as cosmetic and plastic surgery, dermatology, endocrinology, hematology, but also nurses and beauticians. Prices are considerably lower than in the USA (Table no. 2). Due to geographical accessibility, these clinics are located in the capital's hinterland. The transport system is varied, La Aurora International Airport operates direct flights to neighboring countries and the United States, and 15 airlines operate on this airport.

Table no. 3 Costs of dental procedures

Cosmetic Surgery (USD)		
breast implant	15.000	4.800
raising eyelids	8.000	4.100
facelift	18.000	5.900
rhinoplasty	11.000	4.100

Source: https://guatemalamedicaltravel.com/patients/#Prices

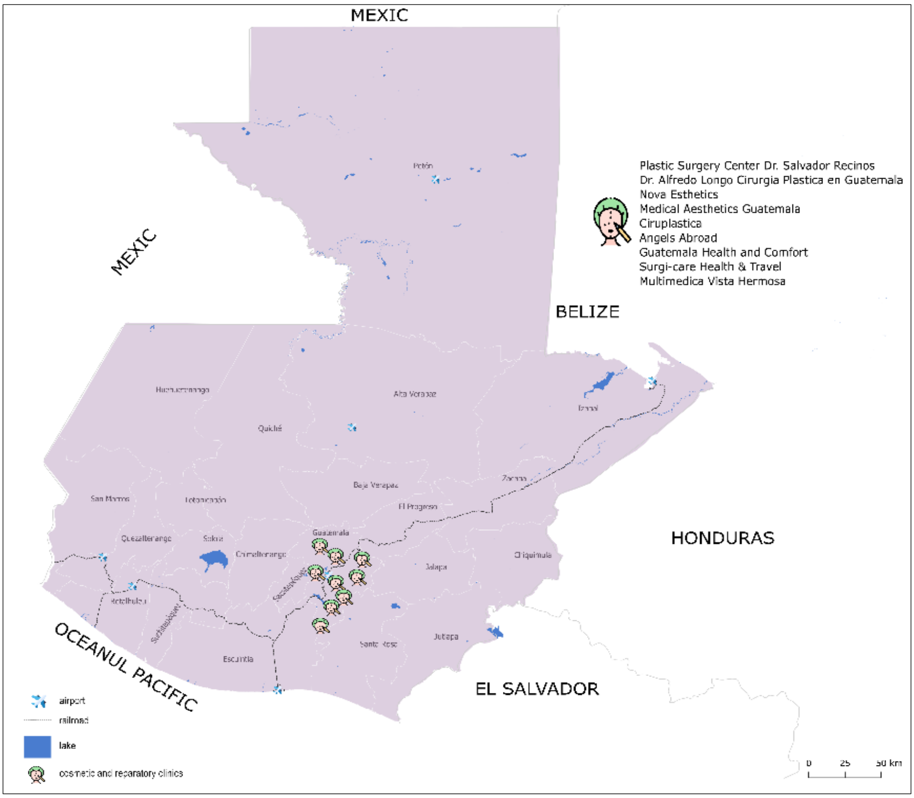


Fig. 3 Potential cosmetic and reparatory clinics for medical tourism

SPA centers

Nowadays, SPA centers are locations where are carried out various activities to relax the body and mind. These activities include wet/dry sauna and jacuzzi. The price for a day at SPA centers in Guatemala varies between $ 20-75 depending on the chosen unit, but also on the services offered. Among the strengths are the interest of hoteliers to offer SPA facilities in the accommodation unit and consumers` enthusiasm, even if the local industry is still in an early stage (Argueta, 2014). On the other hand, a big downside of the industry is the lack of a trades nomenclature. Currently, in the International Standard Classification of Occupations are no specifications for the positions of spa manager, spa therapist, spa receptionist and the list goes on. Therefore, there are no spa schools, because currently no diplomas can be issued.

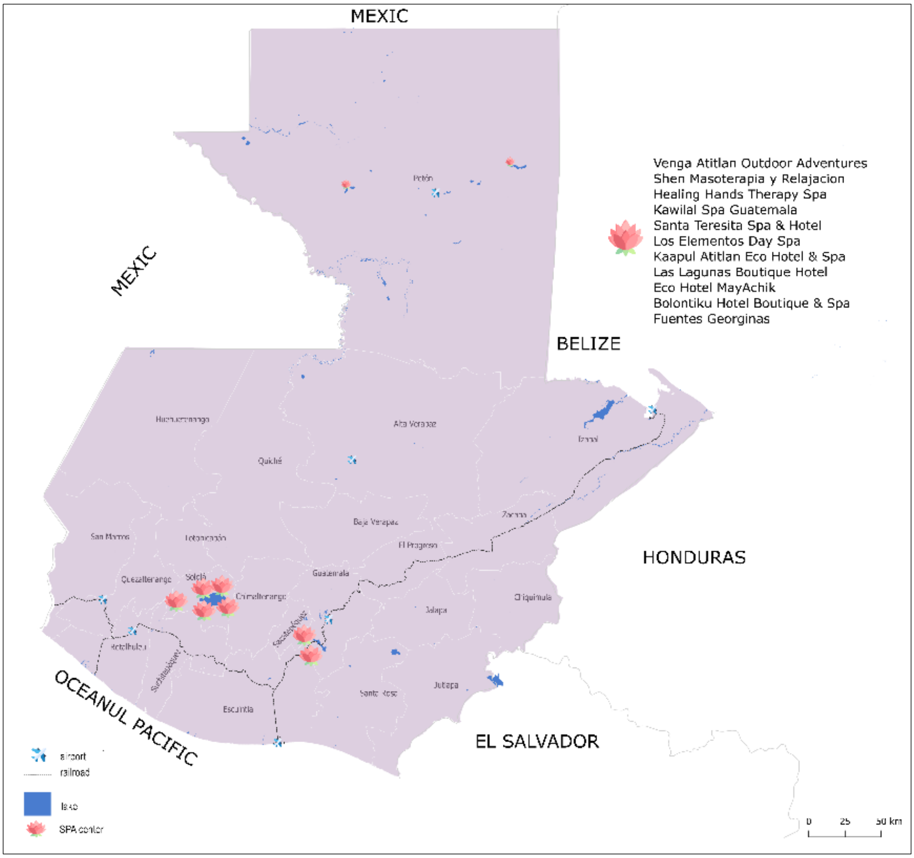


Fig. 4 Potential SPA centers for medical tourism

Typology of medical tourists in Guatemala

Historical migration trends have also influenced the healthcare sector in Guatemala. The 1970s and 1980s marked the beginning of cross-border travel for healthcare services between Guatemala and neighboring countries (Jonas, 2013). On the one hand, the growing number of Guatemalans living in the U.S. created the category of patients from Guatemala who visit the country for medical procedures. Immigrants from Guatemala represent the sixth largest Hispanic population living in the United States, 2% of the Hispanic population in 2010 (Brick, 2011). Between 2000 and 2017, the Guatemalan population increased by 255%. from 406,000 to 1.4 million (United Nations Population Division, 2020.).

On the other hand, the medical industry in Guatemala, which is more extensive in terms of medical services provided compared to the one in southern Mexico, El Salvador and Honduras, has created the category of patients who prefer to travel to Guatemala City and Quetzaltenango for medical services (Cerón et al., 2013). The demand for health care services has been extended by referrals to other people. Also, the growing number of Guatemalan doctors training abroad in a variety of medical specialties is another reason for foreign to access medical services in Guatemala. (Green, 2009).

CONCLUSIONS

Guatemala's medical tourism industry is in "embryonic stage." Although some clinics and hospitals provide services to cross-border patients, medical tourism is far from representing the majority of profit. Dental, cardiovascular, cosmetic and reparatory clinics and SPA centers represents point of attraction for potential medical tourists. The advantages for development of medical tourism are supported by low prices and qualification of medical staff. Lack of regulations at the legislative level, high crime rate and lack of clinics` accreditation are the main impediments in the development of medical tourism. Currently, according to the available information, Government involvement is minimal and plans for future investments are not in sight. The findings provide a scientific basis for a better image of Guatemala`s potential for medical tourism but also for planning health resources.

REFERENCES

Argueta, C. M. (2014). Mending Guatemala's Tourism Industry through Private Regulation. NYUL Rev., 89, 1381.

Becerril-Montekio, V., López-Dávila, L. (2011). The health system of Guatemala. Salud pública de México, 53, s197-s197.

Bowser, D. M., Mahal, A. (2011). Guatemala: the economic burden of illness and health system implications. Health policy, 100(2-3), 159-166.

Brands, H. (2011). Crime, irregular warfare, and institutional failure in Latin America: Guatemala as a case study. Studies in conflict & terrorism, 34(3), 228-247.

Brick, K., Challinor, A. E., Rosenblum, M. R. (2011). Mexican and Central American immigrants in the united states. Washington: Migration Policy Institute.

Cabrera, F. C., Haase, D. (2018). Guatemala City: A socio-ecological profile. Cities, 72, 379-390.

Cerón, A., Flores, W., Crooks, V., Labonté, R., Snyder, J. (2013). An Overview of Guatemala's Medical Tourism Industry-Version 1.0.

Estrada, M. A. R., & Ndoma, I. (2014). How crime affects economic performance: The case of Guatemala. Journal of Policy Modeling, 36(5), 867-882.

Green, T., Green, H., Scandlyn, J., Kestler, A. (2009). Perceptions of short-term medical volunteer work: a qualitative study in Guatemala. Globalization and health, 5(1), 1-13.

Jonas, S. (2013). Guatemalan migration in times of civil war and post-war challenges. Migration Policy Institute, 27.

Kenning, S. E. (2006). A Case Study of the Policies and Challenges of Healthcare in Guatemala.

Ketelhöhn, N., Arévalo, R. (2016). The Guatemalan public hospital system. Journal of Business Research, 69(9), 3900-3904.

Little, W. E. (2014). Police and Security in the World Heritage City of Antigua, Guatemala. The Journal of Latin American and Caribbean Anthropology, 19(3), 396-417.

Little, W. E. (2014). Police and Security in the World Heritage City of Antigua, Guatemala. The Journal of Latin American and Caribbean Anthropology, 19(3), 396-417.

Marini, A., Gragnolati, M. (2003). Malnutrition and poverty in Guatemala. Available at SSRN 636329.

Plan, P. S. (2007). Pan American Health Organization. World Health.

Snyder, J., Crooks, V. A., Johnston, R., Cerón, A., Labonte, R. (2016). “That’s enough patients for everyone!”: Local stakeholders’ views on attracting patients into Barbados and Guatemala’s emerging medical tourism sectors. Globalization and health, 12(1), 1-13.

United Nations Population Division (2020). International Migrant Stock 2020: Destination and Origin, https://www.un.org/development/desa/pd/content/international-migrant-stock

World Bank Group Total Population. The World Bank. 2020.

NOTES ON THE AUTHOR

PhD Student Alexandra CIOCLU - University of Bucharest, Faculty of Geography, “Simion Mehedinti” Doctoral Scool, Bucharest, Romania, Bd. Nicolae Bălcescu, Sector 1, 0100411, Bucharest, Romania, e-mail: alexandra_cioclu@yahoo.com.

RESEARCH REGARDING SPENDING LEISURE TIME AT THE AGROTOURIST FARM

Cornelia PETROMAN
Loredana VĂDUVA
Cipriana SAVA
Ioan PETROMAN

Abstract. *Agrotourism can be seen as an effective way to apply the idea of sustainability by diversifying leisure activities and the emergence of new forms of niche tourism, farm tourism, village tourism, ecotourism, nature tourism. Corresponding to the established structures of the economy or tourism products and services, we do not find a tourism industry on the farm, but still the term agrotourism is frequently used on the agricultural, horticultural, animal farm. Well-managed farm tourism, practiced by tourists for various reasons, can act as a stimulating element of the agro-zootechnical economy and small local economies, its development implying a specific demand for products and services, which leads to an increase in the production of certain goods determined by the adaptation of the offer to the reasons for spending the leisure stay or visit at the farm.*
Keywords: *sustainability, farm, leisure time, agrotourism*

INTRODUCTION

The sustainable development of the rural area implies the conservation and rational use of natural and anthropic resources in order to maintain their viability, the success being due to the following aspects, the development of the continuous growth of rural areas and their sustainability for a slow growth. Sustainable development represents an attractive opportunity for economic development, without forcing the ability to sustain the environment because tourism resources must be used in the same way, giving up overexploitation especially when resources are slowly regenerating and can not be replaced by others. [1, 7, 9, 20]

Well-managed, sustainable farm agrotourism can be seen as a way of applying the idea of sustainable development in the tourism sector in the sense of developing new forms of tourism, which should come in: [2, 3, 5, 10, 19]

- meeting the needs of the present;
- compromising the capacity of future generations;
- satisfying one's own needs for forms of tourism that are gentle with nature;
- long-term conservation of natural and human resources.

In this way, sustainable agrotourism can help reduce the negative impact on areas and increase the positive impact because economic sustainability contributes to improving rural life, maintaining a healthy environment, preserving the biodiversity of tourist areas. For this thing, through the managerial measures undertaken, it is necessary to make an accomplishment and zoning of the territory according to the degree of affordability and to ensure the achievement of the following objectives: [4, 6, 8, 18]

a. understanding the educational effects of agrotourism on the farm on the different profiles of agrotourists;
b. the development of more efficient activities that will become recreational-fun and recreational tools on the farm;
c. reducing the impact on the human, cultural and natural environment;
d. cost-effective use of resources;
e. respect for environmental management.

The promotion of this form of sustainable farm agrotourism, from the point of view of environmental management, will be advantageous for the following reasons and for the fact that it favors: [11, 13, 15]

- understanding the educational effects of practicing this form of tourism;
- cost-effective use of high resources;
- creating a technical-material base specific to recreational-recreational and leisure activities: accommodation, food, trade;
- efficient conservation of fauna and flora. [16, 17]

MATERIAL AND METHOD

The structural approach of the factors that determine the evolution of tourism and the ways of spending free time in the rural area on the farm can be completed with elements and ways of grouping them according to the purpose and objectives to be analyzed in research. Taking into account these elements in this scientific approach were analyzed the factors that determine the evolution of tourism in rural areas with its niche forms depending on the demand for leisure time at the agrotourism farm, in order to achieve a technical-material basis specific to farm activities.

RESULTS AND DISCUSSIONS

The determining factors of the evolution of tourism with its niche forms can be structured according to their influence on the 2 correlative sides of the market in:

- factors of tourist demand: income, free time;
- factors of the tourist offer: natural conditions, technical-material basis, quality of services;
- factors of the supply-demand confrontation: quality of access infrastructure.

Corresponding to the established structures of the national economy or the marketing of tourism products and services, in the literature, we do not find a farm tourism industry, but still the term agrotourism is often used on the farm. We note the complexity of the tourism industry and its interference with many other areas of the economy, which increases the difficulty of assessing its size and economic contribution to the sustainable development of local industries.

We consider that the main objectives of the stay on the farm are to highlight the activities that motivate tourists to spend their stay on the farm, to make them attractive to visitors, to convince them to recreate in nature and to participate in recreational-fun and leisure activities. For this purpose, the management systems proposed for implementation in agritourism farms. Timis County, must:

- identify the reasons for visiting the agrotourism farm;
- consumption behavior of agrotourists;
- to propose solutions for the improvement of recreational-fun and leisure activities;
- to extend the duration of the stay on the farm because when he buys a stay on the farm he buys:
    a. not just a collection of services (accommodation, food, transport or leisure);
    b. but also the image of a healthy and unspoiled environment in the rural area of Timisoara.

In order to identify the ideal type or that of a farm agrotourist, the new concepts that stand out through several elements synthesized in figure 1 must be taken into account.

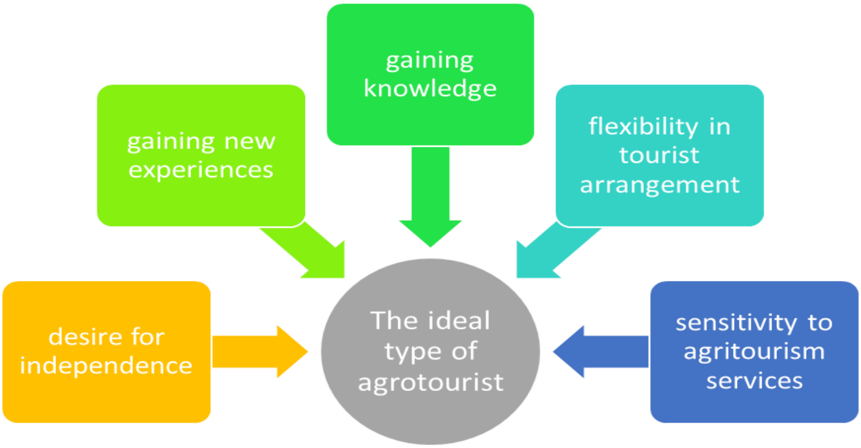


Figure 1. Identifying the ideal type of farm agrotourist

Farm tourism is practiced by this category of tourists for various reasons, it acting as a stimulating element of the farm economy and small local economies. Its development in optimal conditions implies a specific demand for farm products and services, a demand that leads to an increase in the production of goods and the demand of agrotourists, determines an adaptation of the offer to the reasons of visiting/accommodation on the farm stimulating:

- improving the material base;
- stimulating the productions of other economic branches that participate in obtaining the tourist product or service.

Farm tourism when well managed can contribute to the added value of production through the following effects of:

- training in the realization of products and services;
- stimulating the production of goods and services in other areas upstream and downstream of the agrotourism farm;
- the influence on the efficient use of local human resources.

In the development strategies of farm tourism regardless of reasons, purposes, recreational, fun, agreement, educational-cultural, several managerial measures are proposed for implementation to contribute to the development of this industry of niche tourism - agrotourism on the farm:

- protection of the health of agrotourists and visitors;
- protection of products offered by the farm for consumption
- protective in activities that involve direct contact with animal species - favorite animal care;
- to protect the natural environment in the farm area;

- environmental management and sanitary-veterinary;
- conservation of the fundamental values of human existence - flora and natural landscape.

The analysis of the increase of the agrotourism circulation highlights the receptivity of this form of tourism to the social dynamics, the evolution under the incidence of some situational factors, different in nature and role. These factors participate in different proportions in determining the agrotourism phenomenon, the accommodation on the farm being motivated by:

- social, economic, technical and demographic factors:
    a. leisure, fashion, type of tourist;
    b. incomes, prices and tariffs of farm tourism products;
    c. equipment, products for sale:
    d. number of tourists, length of stay on the farm, age structure and sex.
- civilization, educational, psychological:
    a. interest in rural areas;
    b. level of training;
    c. desire for training;
    d. knowledge of traditional raw materials processing.
- natural:
    a. the geographical location of the farm;
    b. access roads;
    c. recreational-entertainment and leisure possibilities;
- duration of the action:
    a. permanent;
    b. seasonal.

We consider that the main reasons that determine agrotourists to visit or stay at the agrotourism farm are (figure 2):

- recreation, entertainment, leisure;
- farm visits and friends who own such a farm;
- desire for professional training;
- treatment by interaction with animals;
- special events;
- education on farm activity.

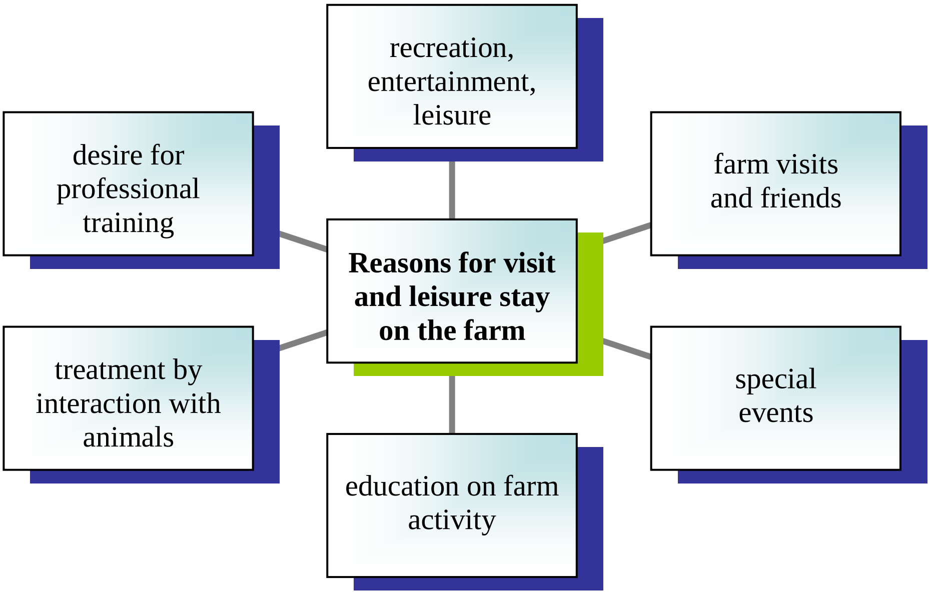


Figure 2. Reasons for visit and leisure stay on the farm

Some factors such as administrative, health, political, economic, natural or seasonal may slow down or interrupt the attraction for a particular agrotourism farm, the main motivational constraints being determined by:

- Demand for products and services offered. Every agrotourism farm that offers products or services is constrained by consumer demand, which binds the quality and quantity of products and services purchased at a price. We can mention the factors that have restrictive effects on the agrotourism activity: the quality of the products or services offered for consumption and the cost of living.
- Resource supply. The constraints faced by the agrotourism farm refer to the quantitatively limited nature of the resources for accommodation, food, care of the favorite animal, recreational-entertainment and leisure activities.
- Technical constraints. They are related to the place where the farm is located and involve relational aspects between the host and the agrotourist, the animal species and the accommodation capacity, in order not to disturb the basic activities of the agrotourism farm.
- Time constraints. Availability for longer or shorter period of leisure stay.
- Sanitary-veterinary constraints due to quarantine or diseases specific to humans and animals.
- Lack of knowledge about certain activities and opportunities offered on the farm.

- Information about recreational-entertainment and leisure possibilities.
- The limits of financial resources to support some large-scale activities: festivals, fairs, country holidays.

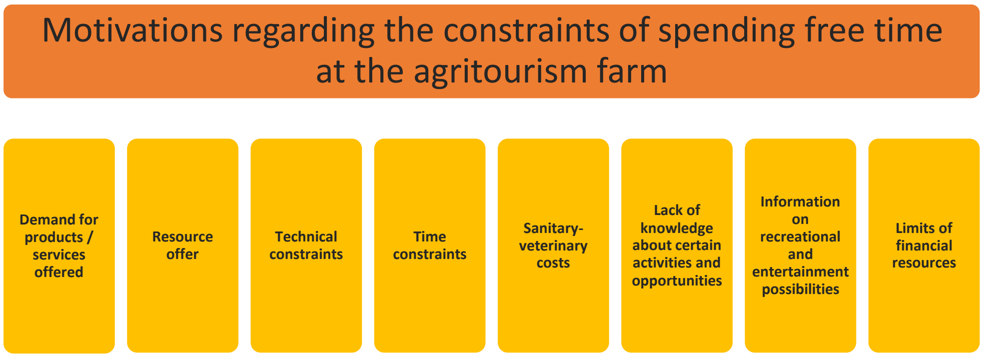


Figure 3. Motivations regarding the constraints of spending leisure time at the agrotourism farm

We find the multitude of reasons for accommodation, food, recreational-leisure and leisure activities at agrotourism farms for agrotourists who want to know their rural roots, local cuisine, to educate and spend their free time in a pleasant way on agrotourist farm. However, there are many constraints that reduce the number of farm visitors and tourists in rural areas, due to lack of information, poor promotion, lack of knowledge and opportunities offered by farm agrotourism in this multicultural area that is Timis County located in the western region of Romania.

CONCLUSIONS

Farm well-managed tourism determines the optimal development of this form of niche tourism and involves a specific demand that increases the production of goods and services, determining the adaptation of the offer to the reasons for visiting and spending free time on the farm, contributing to added value on production by training, stimulation of production upstream and downstream of the agrotourism farm and with influence on the sustainable development of the rural area.

The main reasons that determine the visitors and farm tourists to spend their free time in the Timisoara countryside are related to recreation, fun, leisure, leisure, visits to friends who own an agrotourism farm, the desire for professional training, medical treatment, events special education and education on agro-zootechnical and leisure activities that take place on the farm.

In order to attract as many visitors to the farm as possible and increase the length of stay on the farm, strategies for the sustainable development of farm tourism for whatever reason and purpose must include managerial measures to contribute to the development of this niche tourism industry, meaning agrotourism on the farm, conserving resources, fundamental values of human existence, flora, fauna and natural landscape.

REFERENCES

[1]. GRĂDINARU I., (2019) - Protecția mediului, Editura Economică, București.

[2]. GRECU FLORENTINA (2004) - Hazardele și riscurile naturale, Editura Universitară, București.

[3]. GRUIA R., (2013) - Bazele managementului și direcțiile viitoare de evoluție, Editura Lux Libris, Brașov.

[4]. HEBER LOREDANA, PETROMAN CORNELIA, PETROMAN I., BĂLAN IOANA, MARIN DIANA, IVAȘCU GABRIELA, POPOVICI C., (2010) - Pork and carcasses quality in swine exploited in family farms, Scientific Papers Animal Science and Biotechnologies 43(2), 406-408.

[5]. MABRY J.W., CULBERTSON M.S., REEVES D, (1996) - Effects of lactation length on weaning-to-fist-service interval, first-service farrowing rate, and subsequent litter size. Swine Health and Production 4(4): 185-189.

[6]. NICULESCU O., VERBONCU I., (2008) - Metodologii manageriale, Editura Universitară.

[7]. NUTHALL P.L., (2010) - Farm Business Management: The Human Factor. Wallingford - Cambridge: CABI.

[8]. ORBOI MANUELA DORA, BĂNEŞ A., MONEA MIRELA, (2009), A study on the Romanian organic market and consumers, Journal of Food, Agriculture &Environment, Vol. 7 (2), 182-188, Helsinki, Finlanda, *www.world-food.net.*

[9]. PANDURU ELISABETA BIANCA, HUZĂU G., VADUVA LOREDANA, PETROMAN I., (2021), The role of the diversification of farm tourism activities in the sustainable development of areas near animal farms, Quaestus Multidisciplinary Research Journal, No.18, 330-337.

[10]. PETROMAN CORNELIA (2010) - Procesarea materilor prime agricole, Eurostampa.

[11]. PETROMAN CORNELIA, BIDIREAC IONELA CRISTINA, PETROMAN I., ȘUCAN MOISINA, MARIN DIANA, TURC B., MERCE IULIANA, CONSTANTIN ELENA CLAUDIA (2015) – The impact of education on the behaviour of the consumer of animal origin food products, Procedia-Social and Behavioral Sciences,190.429-433.

[12]. PETROMAN I, CULEA C., NICOLAE M., PETROMAN CORNELIA (2002) - Creșterea porcinelor, Editura Mirton.

[13]. PETROMAN I (2007) - Managementul sistemelor de creștere și exploatare a animalelor, Editura Eurostampa, Timișoara;.

[14]. QUINIOU N., RENAUDEAU D., DUBOIS S., NOBLET J., (2000) - Influence of high ambient temperatures on food intake and feeding behaviour of multiparous sows. Animal Science 70: 471-479.

[15]. SALAZAR LAURA, KOC H.L.,YANG C.H., LLONCH LOURDES, MANECA X., CAMERLINK IRENE, LLONCH P., (2018) - Early Socialisation as a Strategy to Increase Piglets Social Skills in Intensive Farming Conditions. Applied Animal Behaviour Science, 206, 25-31.

[16]. SKORJANC D., HOHLER M.,BURS M., (2008) - Effect of Backfat Loss During Lactation on Weaning-to-Oestrus Interval of Sows at Gonadotropin Application. Animal Breeding 51(6):560-571.

[17]. TODEROIU F., (2014) - Agricultura României - Resurse și eficiență, Editura Expert, București.

[18]. TRICĂ C., (2004) - Economia mediului. Teorie și practică, Editura ASE, București.

[19]. VĂDUVA LOREDANA, PANDURU ELISABETA BIANCA, PETROMAN CORNELIA, ADAMOV TABITA, MARIN DIANA, PETROMAN I., (2020), Tourism forms practicable in protected areas, Lucrari Stiintifice Management Agricol, Seria I, vol 22 (1), pg 235-241.

[20]. VÎRTOSU D., PANDURU ELISABETA BIANCA, VĂDUVA LOREDANA, MARIN DIANA, PETROMAN CORNELIA, PETROMAN I., (2019), *Possibilities to improve the management of the exploitation of cattle meat in extensive system*, Lucrări Științifice Management Agricol, vol. 20 (3).

NOTES ON THE AUTORS

Cornelia PETROMAN, Professor at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: c_petroman@yahoo.com.

Loredana VĂDUVA – Lecturer at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: loredana_heber@yahoo.com.

Cipriana SAVA, Associate Professor at the Faculty of Management in Tourism and Commerce Timişoara, „Dimitrie Cantemir" Christian University. Email: cipriana.sava@ gmail.com. She holds a PhD. in Management and is the author of a large number of books, articles and studies in the field of tourism, regional and rural development. Cipriana Sava is also a member in „Asociaţia Româna de Ştiinţe Regionale" (ARSR), in the „European Regional Science Association" (E.R.S.A.), in the „Science Association International" (RSAI) and in the "Romanian Association of Tourism Journalists" (AJIR). https://orcid.org/ ID 0000-0002-6521-6596

Ioan PETROMAN, Professor at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: i_petroman@yahoo.com.

BALANCED SCORECARD AND ITS PERSPECTIVES

Pavle BRZAKOVIĆ
Katarina ĐORĐEVIĆ
Miloš MASTILOVIĆ

Abstract*: In the contemporary environment whose main feature implies constant and unpredictable change in competition, companies have to pay additional attention to the time and resources both financial and human resources in order to be capable of measuring success performances in their organization. Such a state of the contemporary environment has led to the situation where, apart from the financial aspects of doing business, an organization also has to monitor the other key performance elements, where traditional financial indicators are considered as insufficient for the current environment, which makes performance measurement systems much more complex. The BSC represents the model that came to light in 1990, when Kaplan and Norton conducted a research study entitled: "Performance Measurement in the Organization of the Future." The main reason why Kaplan and Norton conducted the research study was the belief that the financial performance measures were inappropriate for the modern business operations of organizations given the fact that the then organizations were exclusively using financial measures to manage their business operations based upon historical data. The BSC model proposed by Kaplan and Norton is a management tool supportive of the successful implementation of corporate strategies. This was discussed and broadly considered in practice and research. Connecting operational and nonfinancial corporate activities with the causal chains in the context of a company's long-term strategy, the BSC supports the compliance and management of all corporate activities in compliance with their strategic relevance. The balanced scorecard enables taking into consideration the nonmonetary strategic success factors, which exert a significant influence on an organization's economic success. The BSC is therefore a promising starting point which also includes ecological and social aspects in the main management system of an organization.*

Key words*: balanced scorecard, BSC model, financial perspective, internal processes, performances, buyer perspective*

1. Introduction

The Balanced Scorecard (hereinafter referred to in the abbreviated form BSC) originated from the sports world, namely from boxing. During a boxing match, the referee uses a card called a scorecard to record a boxer's successful and correct hits. In case the match does not end in a knockout, the referee makes a decision based upon the records in the already mentioned scorecard.

In today's contemporary business and business operations, an organization not only has a goal to survive, but also to win a market game. Global technological, economic, political, legal, sociocultural and other factors have had an influence on changes being made faster and on the modeling of the management methodology and practice as well. There are authors who refer to a new strategy management theory which would enable development in the field of creative, proactive strategic contemplations. In today's dynamic networked world, the fact that a whole is greater than the sum of its parts, on the one hand, and that holistic contemplation and such approached should be replaced by or at least amended with analytical ones, on the other, are increasingly being accepted (Hamel, 1998). Today's environment is becoming more and more dynamic and more and more uncertain. The availability of an increasingly larger number of pieces of information, a simple approach to information, as well as oversaturation with information, have led to the world being reoriented from the industrial economy to the knowledge economy (Drucker, 1998).

In the contemporary environment, the companies whose main feature reflects in permanent and unpredictable change in competition have to pay additional attention to the time and resources, both financial and human resources, so as to be able to measure success performances in their organization. Such a state of the contemporary environment has led to the situation in which the organization also has to monitor the other key performance elements apart from the financial aspects of doing business, where the traditional financial indicators are considered as insufficient for the current environment, which makes performance measurement systems much more complex. "The traditional financial indicators were good in the industrial era, but they are obsolete in relation to the necessary competencies and capacities which today's enterprises are doing their best to develop." (Kaplan & Norton, 1992)

It is also due to the changes in the character of labor and doing business that there have been changes from labor-intensive towards capital-intensive, all the way to knowledge-colored-intensive labor and business operations which we are in today, which has led to the key problem faced by management – namely the application of the formulated organizational strategy (Papalexandris et al., 2005).

The key problem identified in the traditional performance measurement and management models is a great tendency to manage business operations only founded on financial performances reporting on past events. Such a performance measurement and management model is insufficient for the successful implementation of the organizational strategy (Niven, 2002; 2014).

The BSC is a model which came to light in 1990, when Kaplan and Norton conducted their research study entitled "Performance Measurement in the Organization of the Future." That research study included ten organizations in which new performance measurement methods were being studied. The main reason why Kaplan and Norton conducted that research study was the belief that the financial performance measures were inappropriate for the modern business operations conducted by organizations given the fact that the then organizations had exclusively been using financial measures to manage their business operations based upon historical data. Because of all the mentioned problems and challenges encountered by contemporary organizations, a later research study carried out with a very small number of the organizations included in the survey assessed the existing approaches to performance measurement as either efficient or very efficient (Kaplan & Norton, 2001).

The BSC model proposed by Kaplan and Norton represents a management tool supportive of the successful implementation of corporate strategies. This was discussed and broadly contemplated in practice and research. Connecting operational and nonfinancial corporate activities with causal chains in the context of a company's long-term strategy, the BSC supports the reconciliation and management of all corporate activities in compliance with their strategic relevance. The balanced indicator enables taking into consideration the nonmonetary strategic success factors that exert a significant influence on the economic success of the organization. The BSC is therefore a promising starting point, which also includes ecological and social aspects in the main management systems of an organization.

Not only is this approach a set of performance indicators, but it also represents something much more than that – it is a management structure modelling an integral planning, management and control process. There is also the need to emphasize the fact that certain segments' and employees' goals are brought into harmony with the company's organizational strategy, so that the BSC approach is considered as the central and organizational framework for the whole management process.

In relation to the first time that it appeared, the BSC approach has changed so some extent, those changes leading to the yet better integration of the strategy into the organizational business operations. This new version of the BSC approach is based upon the continuous improvement of the approach and encompasses six stages (Kaplan & Norton, 2008):

1. The development of a strategy based upon the internal context, the external context and the existing strategy.
2. Strategy planning by developing a "Map Strategy."
3. Bringing to compliance all initiatives with the organizational strategy.
4. Planning operations – the budget and the strategy need to be connected with each other.
5. Testing and adaptation – whether the strategy is being implemented is checked and necessary modifications to the same are made.

To be even more precise, the BSC concept is implicative of a balanced organizational performance measurement system which implies a balance between short-term and long-term goals, financial and nonfinancial indicators, the leading indicators, as well as both internal and external perspectives of the organization's performances (Kloppenborg & Petrick, 2002).

2. The Four Fundamental Perspectives of the BSC Approach

2.1. The four perspectives of the BSC Approach

The starting basis of the BSC approach methodology implies that no management is possible of what cannot be measured; in the same way, it is also impossible to measure what cannot be described (Kaplan et al., 1996; Anthony et al., 2007).

The BSC model presented by Kaplan and Norton in 1992 is a popular performance measurement system categorizing the goals of the organization into the four measurable and operational perspectives: learning and growth, the financial perspective, the user perspective, and internal business processes (Kaplan & Norton, 1992).

As has already been mentioned, the BSC approach consists of the measures of financial successfulness, buyer relationships, internal business processes, organizational learning and growth. Each business unit in the organization should develop its own BSC measures so that they should reflect the organization's goals and strategies. Some of those measures will be common to all participants, i.e. to all units, whereas others will be unique for each business unit (Gascho et al., 2000).

The four main perspectives of the BSC approach according to (Hannabarger et al., 2011) are as follows:

1) the financial perspective – it measures the success made by a company in increasing value for its shareholders, i.e. whether the organizational strategy does contribute to the improvement of the financial state of the organization or not;
2) the buyer perspective – it measures how the organizational strategies and activities oriented towards buyers influence buyer loyalty and greater profitability;
3) the internal business processes perspective – it measures how the processes inside the organization should be carried out so as to increase the efficiency of the organization itself; and
4) the learning and development perspective – it measures how innovations, employee education and employee satisfaction contribute to the achievement of strategic goals.

The foregoing four perspectives do not eliminate one another, but they rather support the goals of different management techniques (such as strategic planning, Total Quality Management), which were being used in the years when the BSC appeared for the first time. Each mentioned perspective contains and is observed through the following four parameters, namely:

- goals – What is it that needs to be done in order to make a success?
- measures – Which parameters will be selected and monitored in order to prove a business success?
- target values – Which quantitative values are going to be used to determine the measurement success?
- initiatives – What is it that needs to be done so as to achieve such set goals?

According to the BSC concept, all financial and nonfinancial measures should be included and they should be a part of the information system at all the organizational levels (Kaplan & Norton, 2006).

The BSC contributes to the improvement of organizational performances, enabling the existence of the four main elements, which, in comparison with the other frameworks, make a difference between strategic management and learning (Kaplan & Norton, 2007):

1. the clarification of the vision and mission for all the employed inside the organization;
2. the role of communication as a factor of the integration of all the efforts made by individual business units intended to meet the organizational goals;

3. be focused on the importance of the approach as the tool enabling a revised strategy; and
4. be focused on strategic feedback by including professional types of knowledge of changes in the competitive environment.

It would be desirable that the BSC approach should be implemented in all organizations as a performance measuring and improvement system. In that manner, based upon a set of different financial and nonfinancial indicators, the organization would be knowledgeable of where it stands in relation to its set and planned goals (Kaplan & Norton, 1996).

The BSC approach offers a possibility for strategic goals to be transparent and converted into the goals of all the organizational segments and all employees as well. A strategy would have to be so defined as to make it possible for each organizational whole, for each segment, for each process owner, even for each single employee in it to be able and obliged to recognize their role in such defined strategic goals, determining their own goals and activities towards meeting them and improving the very indicators of organizational performances in that manner.

The BSC approach has the role to contain in itself regular mixes of measuring and process assessment and additional value for buyers, which may lead to the financial results previously wanted and planned (Niven, 2010).

2.2. The financial perspective

Generally viewed, financial performance measures can be considered as the most important component in the application of the company's strategy. That is a consequence of the main role of support and organizational improvement. The goal to be achieved b the main financial perspective reflects in an increase in shareholder value, growth and profitability.

The construction of a strategy map itself as a rule starts with a financial strategy. As has already been mentioned, this perspective's goal is to increase value for shareholders, to increase income, and to increase organizational growth. An increase in income can be achieved via penetrating new markets, offering new products and services, or attracting new buyers, as well as increasing the value of the existing buyers through strengthening the relationships by broadening the offer. As a rule, there are two productivity approaches: the first relates to the improvement of the cost structure by decreasing direct and indirect costs; the second approach relates to a better utilization of the existing assets through a decrease in labor and fixed capital.

The financial perspective represents the most important aspect of doing business given the fact that profit achievement is the most important goal aspired to by every single organization. The financial perspective of the

BSC approach consists of the goals and measures that represent the ultimate measure of successfulness for the organization for the purpose of profit maximization. The achievement of such goals in the learning and development perspective, the internal business processes perspective and the buyer perspective result in the financial perspective, which indicates the importance of financial performance indicators, but not as the only indicator of the achievement of organizational goals, for which reason long-term financial growth may be achieved using the BSC approach to setting goals which measure such financial performances in combination with a series of the other activities that can be used to engage employees, improve the financial processes, the internal processes and the buyer relationships.

If organizations want to achieve the optimal advantage using the BSC approach, they should also consider the nonfinancial factors, too. If organizations are only focused on achieving short-term financial outcomes, that might lead to that organization only developing short-term goals and ignoring long-term value and investments, simultaneously also neglecting the significance of intellectual and intangible assets, whose main role reflects in organizational development (Kaplan et al., 1996). It is indicative that some among the applicable financial measures are as follows: gross marge percentage, cost reduction in key areas, investment return and invested capital return (Kaplan et al., 1996; Collis et al., 2012).

2.3. The buyer perspective

In the last few years, the majority of organizations have developed their own vision based on the own buyer, given the fact that the buyer focus and satisfaction are considered to be important for any sector. The basic organizational goal based upon the buyer perspective is offering excellent services, an excellent quality and the provision of buyer satisfaction so that business operations would be able to maintain a good reputation amongst them (Amaratunga et al., 2000).

The main leading indicator of this perspective is meeting key user, i.e. key buyer needs and expectations. Yet another factor of importance which all business entities have to consider is ensuring that all the products and services are delivered in time and that market circumstances are so classified to enable the measuring of a share in particular sectors (Kaplan et al., 1996).

The buyer perspective is focused on the buyer's opinion about the organization and about how the organization wants to be seen by buyers (Norreklit, 2000). Buyer satisfaction is a priority for many organizations, especially today, when the business environment is even more competitive and can act as a very important, even key, performance indicator, which testifies to the efforts made by the organization to be yet more successful (Anderson & Sullivan, 1993). When defining a strategy, it is very important that the market segment and the buyer segment, as well as their wishes with respect to prices, the quality, functionality, etc. should be defined through market research. The organizations that opt for performance excellence have to be very careful about the competition's prices, product and service quality, and the quick realization of the orders made and delivery within the deadline. A personal approach to the buyer (user) requires a quality relationship with the buyer through an exceptional service level and product offer. If the product and service leadership has already been selected, the strategy must be redirected towards such product and service functionality, features and total performance.

There are usually the main four concerns on the user's part related to a product or service offered by an organization, those concerns being the time, the quality, the performances and the service, and the costs. For the reason of that fact, the organization has to bring to compliance its goals according to these four elements, and then to have these goals transformed into special measures.

2.4. The internal processes perspective

Internal process can be used to categorize buyers' and the organization's goals. This is achieved by measuring the company's processes with the aim to achieve the best performance outcome. Conducting the internal process perspective, customer satisfaction and financial strategic goals can be achieved (Kaplan et al., 1996).

Organizational process can also be observed through the use of the BSC approach, and they can ensure that results will be sufficient, i.e. satisfactory. There are two main differences between the traditional approach and the BSC style when performance measurement is concerned. The main two differences are as follows according to (Amaratunga et al., 2000):

- the main method used in the traditional approaches pertained to observing and developing the existing processes, whereas the BSC approach generates new processes, which enable the organization to overcome meeting financial goals and clients' goals;
- in order to introduce new products and services, the BSC approach integrates innovative processes so as to increase the outcome of the introduction of novel products and services.

The goals of this perspective are usually set after the financial perspective and the buyer perspective, since this element de facto identifies the processes critical for the achievement of buyers' and the owners' goals, thus also creating value for the organization itself.

The connectedness of the processes and buyers is very important, since there are two big transitions signalized here, namely the transition from the internal (the employees, the atmosphere, the processes) towards the external (clients), and from the intangible (know-how) towards the tangible (outcomes with buyers and financial rewards). Outcomes with buyers signalize "what?" and the internal processes give the answer to the question "how?" to have it strategically conducted (Niven, 2010).

Financial gains founded on improved business processes may appear in several stages. Stage one is a cost reduction which appears due to the improvement of business processes. It is in this stage that short-term gains for the organization are generated. Stage two represents income growth based on a deepened relationship with buyers, and it leads to the improvement of the financial result in the medium term. Stage three implies innovativeness, which may lead to long-term income and a profit improvement. For that reason, an organization should implement all the three stages in the improvement of its business processes.

2.5. The learning and development perspective

The fact that the learning and development perspective is the weakest perspective in the BSC approach has been recognized as such. As an executive body has described it, learning and the growth perspective have for many years now been "the black hole of the BSC." Although companies had generic measures for their employees, such as worker satisfaction and moral for example, there was not one single company that had the metrics to measure and connect their employees' capabilities with the organizational strategy. A few scientists have done research in the connection between the improvement of human resources and the improvement of financial performances (Becker et al., 1998; Huselid, 1995).

According to Kaplan Norton, the learning and growth perspective can be divided into the two main parts (Kaplan & Norton, 1996):

- employee goals: employee competencies can be improved using a training program. Also, employee productivity and retention are achieved through the personal satisfaction they will be provided with by a suitable environment for them to perform their activities and work in.
- the system processes and goals: this aspect is focused on the improvement of the practical infrastructure of the organization, so that permanent and continuous learning can improve the information management ability (for example, communication skills, the data structure and databases).

The BSC approach highlights the importance of investing in the human potential and directs measurements towards the three basic indicators, according to (Podrug et al., 2012):

1. employee satisfaction and their motivation represent a precondition for the improvement of the quality, productivity and buyer satisfaction;
2. employee retention represents the task the organization has to retain those employees with respect to whom the organization has a long-term interest. In the long run, the organization invests in its employees, so their leaving the organization would mean a loss of its intellectual capital.
3. Employee productivity is measured by the manufactured product or service per employee. A product or service can be measured by means of physical measures (the number of products per employee, the number of the miles travelled, etc.) or by means of financial measures (income per employee, a profit per employee, additional value per employee, etc.).

The learning and development perspective is the most neglected one in organizations. An organization’s growth and development are impossible to achieve without employees. Employee satisfaction is most frequently measured by filling out anonymous questionnaires or surveys at the level of the organization as a whole. The greater employee satisfaction, the better employee performance, which can be achieved in numerous manners: taking part in the organization’s campaigns, providing them with opportunities to meet personal goals, a quality working environment, a good internal communication. Employees are aware of the organization’s common vision, mission and strategy, so they do completely understand it and they do identify their own goals with the organization’s goals (Atkinson et al., 2007; 2010).

It can be concluded that, in order to achieve ambitious goals in the first three perspectives of the BSC approach, they will depend on the organizational abilities of the learning and growth perspective, which are the driver of excellent achievements according to (Kaplan & Norton, 2010).

2.6. Conclusion

The strategy of the BSC approach in nonprofit organizations is retained at the heart of the system irrespective of the activity. Nonprofit organizations, however, often have no clearly and precisely defined strategy, especially in relation to the time component. While profit organizations are trying to define and implement a strategy, nonprofit ones are turning to creating plans and programs for securing the budget. As a result of that, nonprofit organizations are primarily focused on the internal measurements of efficiency and quality within the framework of the available funds, frequently forgetting the purpose of the existence and the final goal (a service to clients), for which reason the mission (as the most important driver) is put at the top of the BSC card. Yet, it is clear that nonprofit organizations are in need for strategic goals which first clearly define the reasons for the existence of that organization, and only ultimately describe the priorities which the organization has brought itself in compliance with so as to achieve and perfect its own mission. Given the obligation to permanently improve itself through the defined mission and strategic goals, the strategy has yet centrally been placed in the BSC in nonprofit organization as well.

The basic difference between profitable and nonprofitable organizations lies in the fact that profitable ones are strategically oriented, whereas nonprofitable ones are yet prevalently mission-oriented. Nonprofitable organizations start from top (a mission) and come to the user (client) perspective, not the finance one, which is the case with profitable organizations. The private sector has the responsibility towards its shareholders through the results of the financial perspective, whereas the public sector's focus is on client satisfaction and the satisfaction of their needs in accordance with the mission defined by the organization.

REFERENCES

Anderson, E. W., & Sullivan, M. W. (1993). *The antecedents and consequences of customer satisfaction for firms*. Marketing science, 12(2), 125-143.

Anthony, R. N., Govindarajan, V., & Dearden, J. (2007). *Management control systems* (Vol. 12). New York, NY, McGraw-Hill.

Amaratunga, D., Baldry, D., & Sarshar, M. (2000). *Assessment of facility management performance—What next?* Facilities, 18(2), 66-75.

Atkinson, A.A., Kaplan, S.R., Matsumura, M.E., & Young, M.S. (2007). *Management accounting*, fifth edition, Pearson Education, Inc., New Jersey.

Becker, B. E., Huselid, M. A., Becker, B. E., & Huselid, M. A. (1998). *High performance work systems and firm performance: A synthesis of research and managerial implications. In Research in personnel and human resource management.*. Greenwich, CT: JAI Press: 53-101.

Collis, J., Holt, A., & Hussey, R. (2012). *Business Accounting: An Introduction to Financial and Management Accounting. Basingstoke*, Palgrave Macmillan.

Drucker P. (1998). *Managing in a Time of Great Change*, Routledge, New York.

Gascho, Lipe, M., & Salterio, S., E. (2000). *The Balanced Scorecard: Judgmental Effects of Common and Unique Performance Measures.*

Hannabarger, C., 1992Buchman, F., & Economy, P. (2011). *Balanced scorecard strategy for dummies.* John Wiley & Sons.

Hamel, G. (1998). *The challenge today: Changing the rules of the game*. London Business School Review, 9(2), 19-26.

Huselid, M. A. (1995). *The impact of human resource management practices on turnover, productivity, and corporate financial performance.* Academy of management journal, 38(3), 635-672.

Kaplan, R.S., & Norton, D.P. (1992). *The balanced scorecard–measures that drive performance.* Harvard business school review (70), 70–79.

Kaplan, R. S., & Norton, D. P. (1996). *The balanced scorecard—Translating strategy into action.* Harvard College, America, 91-120.

Kaplan, R. S., & Norton, D. P. (1996). *Using the Balanced Scorecard as a Strategic Management System.* Harvard Business Review, 74(1), 75-85

Kaplan, R. S., & Norton, D. P. (2001). *The Strategy-Focused Organization: how Balanced Scorecard Companies Thrive in the New Business Environment.* Boston, MA: Harvard Business School Press.

Kaplan R., & Nortoн D. (2006). *Alignment: Using the Balanced Scorecard to Create Corporate Synergies.* Harvard Business School Press, Boston.

Kaplan, R. S., & Norton, D. P. (2007). *Using the Balanced Scorecard as a Strategic Management System.* Harvard Business Review, July-August.

Kaplan, R. S., & Norton, D. P. (2008). *Execution Premium: Linking Strategy to Operations for Competitive Advantage.* Boston, Mass: Harvard Business Press.

Kaplan, R.S., Norton, D.P. (2010). *Uravnotežena tablica rezultata*, Mate, d.o.o., Zagreb.

Kloppenborg, T. J., & Petrick, J. A. (2002). *Managing project quality*. Management Concepts Inc.

Niven, P. R. (2002). *Balanced Scorecard Step-By-Step: Maximizing Performance and Maintaining Results*. John Wiley & Sons, Inc., New York.

Niven, P. R. (2010). *Balanced scorecard*, korak po korak. Masmedia, Zagreb.

Niven, R.P. (2014). *Balanced Scorecard Evolution*. John Wiley & Sons, Inc., New Jersey.

Norreklit, H. (2000). *The balance on the balanced scorecard a critical analysis of some of its assumptions*. Management accounting research, 11(1), 65-88.

Papalexandris A., Ioannou G., Prazvojacos G., & Soderquist K. E. (2005). *An Integrated Methodology for Putting the Balanced Scorecard into Action*. European Management Journal, 23(2), 214–227. New Jersey.

Podrug, N., Raguž, V. I., & Pavković I. (2012). *Istraživanje primjene bilance postignuća u hrvatskim poduzećima*. Ekonomska misao i praksa, (2), 697.

NOTES ON THE AUTHORS

Pavle BRZAKOVIĆ, prof. Dr., is Assistant professor at the Faculty of Applied Management, Economics and Finance – MEF, Belgrade/Serbia, University Business Academy in Novi Sad. He holds a PhD. in Strategic Management at MEF Faculty of Applied Management, Economics and Finance. He has also published numerous articles, studies and reviews in specialized journals and volumes. His main areas of interest are management, digital marketing, advertising, event planning, strategic management, market research. pavle.brzakovic@mef.edu.rs

Katarina ĐORĐEVIĆ, bachelor's degree in management, is Teaching Associate at the Faculty of Applied Management, Economics and Finance – MEF, Belgrade/Serbia, University Business Academy in Novi Sad. She is also active as an associate at the Center for Career Guidance in Faculty of Applied Management, Economics and Finance – MEF. Her main areas of interest are human resources, management, company organization, recruitment and training and the social network. katarina.djordjevic@mef.edu.rs

Miloš MASTILOVIĆ, MA, is Teaching Associate at the Faculty of Applied Management, Economics and Finance – MEF, Belgrade/Serbia, University Business Academy in Novi Sad. He is also the owner of the digital marketing agency Click Media. His main areas of interest are digital marketing, CEO, social media, marketing strategy, google analytics and management. office@clickmedia.rs

MAXIMIZING BUSINESS IN FARM AGROTOURISM ACCORDING TO CONSUMER PROFILE

Denisa TARPIAN
Cornelia PETROMAN
Loredana VĂDUVA
Ioan PETROMAN

***Abstract**: The products or services offered by the farm can be requested by the consumers only if the marketers understand what the consumers want, how they look at the price, how the promotion is done and why they buy the products and services offered by other agrotourism farms. In order to maximize agrotourism business, must be established an order of farm priorities, turnover, profit and revenue, revenue and profit, as well as the need to diversify the farm activity according to the profile of farm tourism consumers. Comparing the result of the shopping experience with what is anticipated, depending on the profile of consumers of farm agrotourism products and services, we consider that it is not only the relationship between the consumer's available budget and price or income and expenses, but also other factors such as the system of impulses, mental states which justify their acquisition or non-acquisition.*
***Keywords**: farm, agrotourism, business*

INTRODUCTION

Marketing of farm agrotourism products and services represents an economic activity that aims to meet the actual and potential requirements of the consumer of farm products. [7, 8, 20] The term "consumer" in agrotourism farms is attributed to visitors visiting the farm, farm tourists and consumers of farm events. Without including the element "consumers of farm products and services", the discussion about effective marketing does not make sense, because any producer acts only in the sense of satisfying the will, satisfying the needs and desires of those who visit the farm, satisfying the needs and desires of those who are accommodated and the satisfaction of the needs and desires of those who consume the products obtained on the farm. [1, 2, 23]

Consumers of farm products and services are characterized from an economic point of view by the option to select from the competitive agrotourism market, they are people who, outside their professional activity, conclude contracts with suppliers of farm products and services and have a budget which they spend it on the purchase of farm goods and services. [16, 24]

In order to maximize purchases of farm products and services within the available consumer budget, the following must be taken into account: [6, 11, 17]

- the profile of potential consumers for defining profiles;
- their economic power;
- zoning of farms; [3, 10, 12, 20]
- the level of consumer preparation;
- age categories.

The analysis of the profile of consumers of farm tourism activities is based on the following characteristics: [4, 5, 9, 13]

- the economic criterion where we distinguish:
  - farm tourists with average incomes;
  - high income farm tourists.
- territoriality criterion:
  - national tourists;
  - international tourists.
- the criterion of education: [15, 18, 21]
  - tourists with higher education;
  - tourists with secondary education;
  - tourists with high school education;
  - other categories: pupils, students.
- age category: [14, 22]
  - children;
  - adolescents;
  - young farm tourists;
  - adults;
  - pensioners;
  - nostalgic for rural accommodation on the farm.

MATERIAL AND METHOD

Because the analysis of the profile of those who visit agrotourism farms is based on several criteria, economic, level of training, and age category, in this study we did research on several agrotourism farms in order to maximize their business by improving marketing products and services offered by them to consumers of farm activities. These aspects must be taken into account in the analysis of the profile of consumers of farm products and services and the six areas of development of the farm tourist.

RESULTS AND DISCUSSIONS

The development areas of farm agrotourism are related to social, intellectual, emotional, spiritual, character and physical development. Due to the fact that marketing has undergone a great development lately, this process of improvement must be oriented towards the following directions, deepening the marketing research itself, improving marketing on conceptual and applicative level, studying consumer behavior and researching the type of consumers.

Consumer behavior is represented by what they buy for consumption on the agrotourism farm, the services purchased and why they purchase certain products and services. We believe that consumer behavior must also assess the influence it has on visiting groups, who stay at the agrotourism farm, requiring an interdisciplinary approach, due to the multiple processes that influence the behavior from an economic point of view. Often those who deal with marketing through the products and services offered on the farm, fail to get them to buy these products or services. The products or services offered by the farm may be requested if the marketers understand the following:

- what consumers want;
- how they look at the price;
- how to promote;
- why they buy products/services offered by other agrotourism farms.

Expectations are constantly evolving, which is why farmers need to consider:

- the new type of consumer of farm products and services;
- responsible consumers, having to harmonize products and services with the values they share, paying attention to: the social, environmental, ethical characteristics of the products and services they buy.

Marketing strategies must be focused on analyzing the behavior of consumers of farm products and services, trying to understand:

- the way of thinking, rationalizing and choosing the alternatives available on the farm;

- the influence of the social environment, the degree of culture, incomes and information flows;
- time of purchase;
- the way in which the decisions taken influence the knowledge, quality and technologies of obtaining;
- the strategies proposed to be achieved;
- consumers' motivations depending on the importance of the products/services;
- interest of products/services for consumers.

Attitudinally, the consumer expresses what he feels and the behaviors are not observable, and if he is satisfied he returns to the farm. The attitudes of these consumers are based on:

- existing opinions - what he thinks about the farm product or service;
- what the farmer offers as a guarantee that the product or service is genuine;
- the affective dimension of the agrotourism product or service;
- the conative dimension - the intention to buy or refuse from the farm pantry.

The analysis of these aspects regarding the products and services offered by the farm depends on the decision to prefer the accommodation on the farm, to choose to practice a certain form of tourism. These attributes can be:

- important: they meet expectations and are typical of the known.
- determinants: because they differ from other products/services offered and respect traditional technologies.
- striking: being noticed at the time of choice and became specific to the agrotourism farm.

Comparing the outcome of the acquisition experience with what you anticipate results in what is called post-acquisition satisfaction. Regarding the purchase of agrotourism farm products/services, we consider that it is not only about the relationship between the consumer's available budget and price or income and expenses, but also about other factors such as:

- the system of impulses, mental states that justify the purchase or non-purchase - reasons for the purchase or non-purchase of a certain agrotourism product/service;
- nostalgia for country life - affection for the product;
- satisfying the needs that determine them to return to the farm;
- repeatability of consumption;
- consumption habits.

However, we also find that consumer behavior is also influenced by other factors that systematically contribute to the visit of the agrotourism farm:

- the internal structure of the consumer;
- endogenic factors;
- appreciation of rural life on the farm;
- living environment;
- exogenous factors;
- rural roots.

We believe that in the endogenous factors, the consumer of agrotourism products/services emphasizes the observation, the knowledge of influences directly observable, but here can also be included the factors of nature: demographic, economic, marketing mix and situational. In the category of observable influences that have an influence on behavior, there are also specific variables of the marketing mix, product policies, price, distribution, promotional.

An important role in the manifestation and formation of the behavior is played by the product/service offered, respectively its characteristics and the way of presentation made by the farmer.

Within the agrotourism farms there are three commercial objectives: financial - the turnover, the profit achieved by the agrotourism farm - the revenues realized in a certain period of time. In order to maximize these objectives for a certain period, an order of farm priorities, turnover, profit and revenue, as the need to diversify farm activity must be established.

In order to maximize revenue, the following options must be considered:

- granting discounts on sales of products/services with effects on:
    a. increase sales;
    b. profit reduction;
    c. increase in revenues.
- granting grace periods to payments to loyal visitors with effects on:
    a. increase sales;
    b. reduction of revenues;
    c. increase profit.

To maximize profit, the following must be done:

- marketing of products/services that produce high profit with effects on:
    a. profit increase;
    b. reduction of turnover;
    c. increase the turnover by granting loans to loyal customers.

- reviewing the discount policy with effects on:
  a. profit increase;
  b. reduction of turnover;
  c. reduction of revenues.

We recommend the following actions to maximize revenue:

- special offer for events, holiday offers with major effects on:
  a. decrease in prices;
  b. increase in turnover;
  c. decrease in profit.
- customer focus that will have the following effects:
  a. increase of farm revenues;
  b. decrease in sales of products/services;
  c. profit reduction.

We believe that there is interdependent connection between the 3 dimensions of the business, relationships that need to be managed and optimized by:

- setting financial priorities;
- the stages of farm development;
- possibilities for developing a new activity;
- diminishing an activity according to needs.

CONCLUSIONS

Marketing strategies must be focused on analyzing the behavior of consumers of farm products and services, trying to understand the way of thinking, rationalizing and choosing alternatives available on the farm and the influence of social environment, culture, income and information flows, the time of purchase. In order to maximize the business in farm tourism according to the consumer profile of agrotourism products and services, we must take into account the profile and needs of agrotourists and design new products and services in the farm activities, to provide guarantee and credibility to the consumer. Farm-specific products and services that are not found on other farms indicate that they are of good quality and the farm is successful. The consumer is convinced that he has chosen the best alternative even if there are similar products and services on the agrotourism market at lower prices, because the characteristics that determine their economic efficiency and positively influence the market are the degree of product specificity, its ability to to withstand innovation, market stability and the ability to increase farm sales.

REFERENCES

Abdelmalki I., Mundler F., (1997) – *Economie de l'environnement*, Ed. Hachette, Paris.
Barret S., (1996) - *Economic Development and Environmental Policy*, FAO.
Bolocan Rodica, Petroman I., Petroman Cornelia, Ocnean Monica, Marin Diana, (2015), *Ways of preventing and reducing negative effects on the environment on pig farms*, Lucrări Științifice Management Agricol, ISSN 1453-1410, Seria I., Vol. XVII (2), pp. 73-77.
Bran Florina., Ioan Ildiko., Rojanschi V., Grigore F., (2006) – *Cuantificarea dezvoltării durabile*, Editura Economică, București.
Bucur, C., (2001) – *Dezvoltare durabilă și ecoeficiență, în Reglementări de mediu și dezvoltare durabilă, Simpozion*, Universitatea Transilvania, Brașov.
Froman B., (1998) - Quality & environment - Vers un systeme de management integre, AFNOR, Paris.
Goodland R., Ledec G.,(1987) - *Environnmental Management in Sustenable Economic Development*, International Asssociation of Impact Assessment.
Gore, A., (1994) – *Pământul în cumpănă, Ecologia și spiritul uman*, Editura Tehnică, București.
Gruia R.., (2013) – *Bazele managementului și direcțiile viitoare de evoluție*, Editura Lux Libris, Brașov.
Ionescu C., (2000) – *Cum să construim și să implementăm un sistem de management de mediu în conformitate* cu ISO 14001, Editura Economică, București.
Negrei C., (1999) – *Instrumente și metode în managementul mediului, Editura Economică*, București.
Nicolescu O., Verboncu I., (2008) - *Metodologii manageriale*, Editura Universitară.
Panduru Elisabeta Bianca, Huzău Gelu, Loredana Văduva, Petroman Ioan, (2021), *The role of the diversification of farm tourism activities in the sustainable development of areas near animal farms*, Quaestus, Issue 18, pg. 330-337.
Părăușanu, V., Ponoran I., Ciobotaru V., (1993) – *Economia protecției mediului ambiant*, Editura Metropol, București.
Petrescu I., (2006) – *Managementul mediului*, Editura Expert, București.
Petroman Cornelia (2010) – *Procesarea materiilor prime agricole*, Editura Eurostampa, Timișoara.
Petroman Cornelia, Panici Gheorghe, Panduru Eugen, Marin Diana, Văduva Loredana, Petroman Ioan, (2019), *New possibilities for improving the environmental management risk in swine farms*, Journal of Biotechnology, ISSN 0168-1656, volume 305, Supplement, Pg S74, https://doi.org/10.1016/j.jbiotec.2019.05.257, WOS:00049111840023.
Petroman I., (2007) – *Managementul sistemelor de creștere și exploatare a animalelor*, Editura Eurostampa, Timișoara.
Pillet, G., (1990) – *Economie de l'environnement et du patrimoine naturel*, Revue economique, vol. 41(2).
Pillet G., (1993) – *Economie ecologique - introduction a l'economie de l'environnement et de ressources naturelles*, Georg Editeur SA, Geneva.
Sadgrove K., (1998) – *Ghidul ecologic al managerilor*, Editura Tehnică, București.
Thietart R. A., (1989) – *Management, Presses Universitaires de France*.
Văduva Loredana, Petroman Cornelia, Petroman I. Marin Diana (2013) – *The Influence of Endogenous an Exogenous Factors on Meat Quality of Pigs*, Scientific Papers Animal Science and Biotechnologies 46(1), 404-406.
Voicu R., Rădulescu Carmen, Valentina (2003) - *Managementul unităților agroalimentare*, Editura ASE, București.

NOTES ON THE AUTORS

Denisa TARPIAN, PH-D at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address:denisatarpian97@yahoo.com.

Cornelia PETROMAN, Professor at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: c_petroman@yahoo.com.

Loredana VĂDUVA, Lecturer at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: loredana_heber@yahoo.com.

Ioan PETROMAN, Professor at the Banat's University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: i_petroman@yahoo.com.

DOMESTIC WASTEWATER PROBLEMS AND STRATEGIES FOR ITS MANAGEMENT IN ILORIN, NIGERIA

Kayode Ademola IROYE

***Abstract**: This paper examined the problems of domestic wastewater management in tropical city of Nigeria. Specifically, the study examined the sources from where domestic wastewater is being generated, it investigated the methods of wastewater management practices, assess the effects of some socio-economic characteristics of household heads on wastewater management and propose strategies for wastewater management in the study Area. The research used systematic unaligned random sampling to select 118 houses and their household heads for investigation using both direct observation and the use of questionnaire. The results of the study indicates nine main sources of wastewater generation. It shows that wastewater management practice in the city is very poor, most especially in the traditional area where direct observation revealed unhealthy and unsightly street, highly polluted soil and noxious odors. The result further shows that family size, level of education and income of household heads affects wastewater management practices in the city. Strategies for domestic wastewater management were subsequently suggested.*

***Keywords**: Wastewater; Domestic; Household; Management; Environment*

INTRODUCTION

The increasing population in most cities in developing countries brought about by rapid population growth and rural-urban migration is increasing domestic water usage and consequently, resulting in significant increase in volume of waste water being generated.

Wastewater comprises of all used water in homes and industries including storm water and runoffs from lands. According to Corcoran, et al (2010), wastewater can be defined as a combination of one or more of the following:

i. domestic effluent consisting of blackwater (excreta, urine and fecal sludge) and grey water (kitchen and bathing waste water);
ii. water from commercial establishments and institutions, including hospitals;
iii. industrial effluents, storm water and other urban-runoff; and
iv. agricultural, horticultural and aquaculture effluent, either dissolved or as suspended matter.

The above definition thus depict wastewater as encompassing domestic, commercial, industrial agricultural and storm water runoff as can be seen on Figure 1 where commercial, industrial and agricultural wastewater has been grouped as industrial.

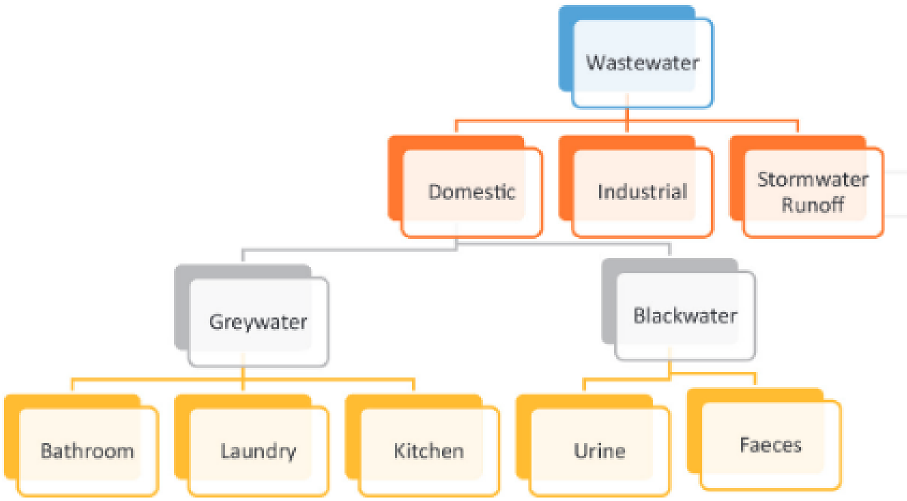


Fig. 1: Types of Wastewater

Problem induced by poor wastewater management in most cities in developing countries is being compounded by poor sewage system. According to Oladoja (2017) the relatively low gross national product of most of developing countries had made investment in social infrastructure to wane. This situation thus makes the wastewater being generated in these countries to be discharged directly into the environment without any treatment. Edokpayi, et al (2017) observed that, most cities in developing countries generate an average of between 30 and 70 million m^3 wastewater per person per year. According to the report, much of this wastewater and its effluents are often discharge into surface water sources owing to lack of or improper wastewater treatment facilities.

Domestic wastewater which is the focus of this particular research is a by-product of utilized potable water. Domestic wastewater consist of blackwater (excreta, urine and faecal sludge and grey water, kitchen and bathing waste water). The mix and composition of domestic wastewater is a function of the water supply and sanitation facilities available, water use practices and social norms (UN Water, 2014). According to Laugesen et al (2010), almost half of the world's population have no means of disposing sanitary wastewater from toilets, and even greater number lack adequate means of disposing wastewater from kitchen and baths. The production of domestic wastewater especially in developing countries is being exacerbated by urbanization and rapid population growth which represent the two factors of increased domestic water demand. These two factors result in corresponding increase in volume of wastewater generated from toilet usage, dish washing, laundry and other income generating activities.

Untreated wastewater can spread disease and contaminate drinking water source. According to Macros (2007), wastewater contains 99.7 percent water with the remaining 0.03 percent made up of dissolved and suspended matter containing many microorganisms such as viruses, bacteria, Fungai and parasitic organisms which may be harmful to humans, animals and environment. Edokpayi, et al., (2015) and Toze (1997) observed that health risk from wastewater usually comes from microbial pathogens, nutrient loads, heavy metals and some organic chemicals.

Amongst the diseases that can be contacted when exposed to wastewater or its product include gastroenteritis, giardiasis and cryptosporidiosis, viral infections and infections of the skin or eyes. Foul odours can also be generated by wastewater; though this may not be a direct health concern. The danger inherent in access to unsafe water, particularly in developing countries are many. Infact; the World Bank as far back as over two decades ago reports thus:

> "microbial diseases-costing billions dollars in lost lives and unhealthy workers are endemic in the poorest parts of most cities of the developing world; where water source are contaminated and sanitation facilities are minimal or non-existent; where, rats, flies and mosquitoes abounds, typhoid, dysentery and encephalitis are among the scourges of the poor" (World Bank Report, 1998).

Unfortunately, the above-described situation still persists in most parts of developing countries. In Ilorin, the study area, domestic wastewater in most houses is subjected to either direct disposal to water bodies or land. It is only in few houses that autonomous sanitation systems such as septic tank and traditional latrines are used in managing wastewater. In some cases, the traditional systems used in managing wastewater also generate effluents rich in fecal coliform. Urban safety in most parts of the city is constantly threatened by stagnant sewage on floor in open spaces, on the street and in drains. Where wastewater sewage remain stagnant, especially in places where the ground water table is high, there is a high risk of ground water contamination though infiltration and percolation processes.

Proper wastewater treatment and disposal is as important for protecting community health as drinking water treatment and garbage collection. The release of wastewater which comprises of several macro organisms, heavy metals, nutrients and radio molecules has led to the increase in freshwater pollution and depletion of clean water resources. According to Edokpayi et al (2017) the major sources of freshwater pollution are raw and partially treated waste water.

Wastewater needs to be adequately treated prior to its disposal or reuse in order to protect receiving water bodies from contamination. The fact that improper management of wastewater is increasingly causing irreversible damage to the ecosystem calls for an investigation on domestic wastewater management problems in the study area. Specifically, the study seeks to examine the sources from where domestic wastewater is being generated, investigate the methods and practices of wastewater management and practices, asses the effects of socio-economic characteristics of household heads on waste water management and propose wastewater management strategies for the study area.

THE STUDT AREA

Ilorin, the capital city of Kwara State, Nigeria is the study area in this investigation (Fig. 1). The city lies at the intercept of latitude $8^{0}30^{1}$ North and longitude $4^{0}35^{1}$ East. The city is characterized by humid tropical climate with distinct wet and dry seasons (Geography Dept., 1981). Wet season in Ilorin begins towards the end of March when Tropical Maritime Airmass is prevalent and ends in October, often abruptly. Dry season in the city begins with the onset of Tropical Continental Airmass which is prevalent between the months of November and February. The mean annual rainfall for the town is 1200 mm (Olaniran, 2002). Rainfall concentration is usually between the months of May and September, exhibiting double maxima pattern with peak periods in the months of June and September and a period of dry spell in August.

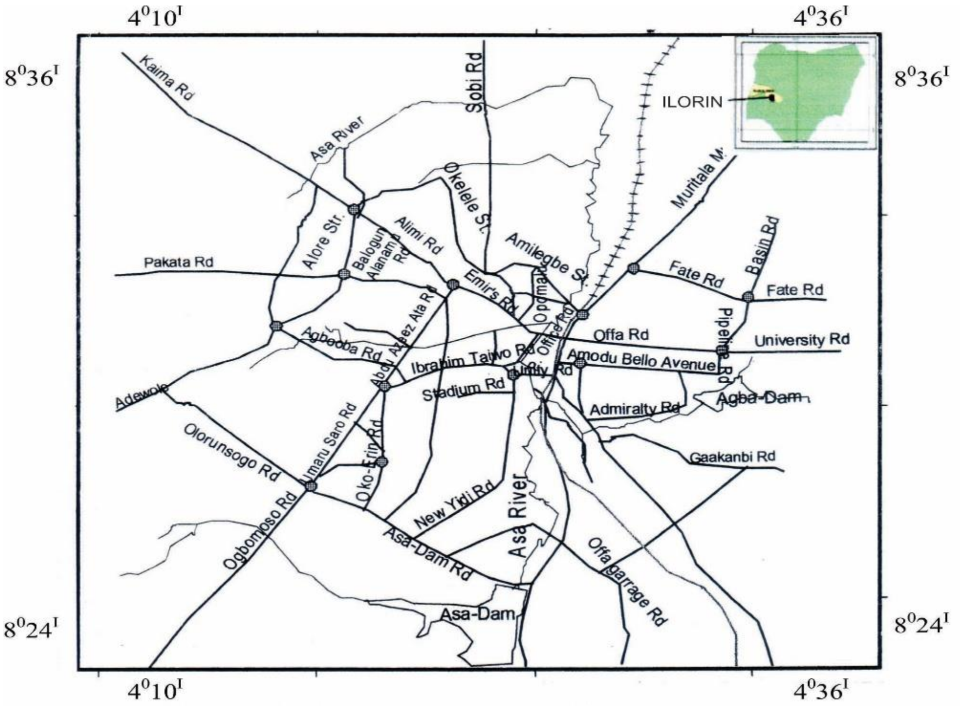


Fig. 2: Street Map of Ilorin, the Study Area with Nigeria as Inset

The soil type in Ilorin has both Sandy and Clayey deposits lying on each other. Urbanization is fast replacing the natural surfaces in the town with artificial surfaces with consequent effects on runoff generation. The four major residential structures of a Nigerian city as identified by Sada (1977) can clearly be recognized in the city. These are Government Reserved Area (GRA), Traditional Area (TA), Modern Private Layout (MPL) and Urban Fringes (UF). These four divisions which coincides with the socio-economic strata in the city aided in sampling process in this study.

METHOD OF STUDY

The sampling technique adopted in this research is the systematic unaligned sampling as explained by Harvey (1974). This sampling method involves the gridding of the study area into a total of fifty two (52) 2km square grids which altogether cover almost 83%t of the entire study area.

A total of ten (10) 2km square grids were finally chosen systematically as sampling units for acquiring data used in the study; this was however based on ratio analysis as the four residential structures are not of the same size (Table 1). The number of households investigated in each of the ten (10) 2 km square grids ranged between five and thirteen. In all, 118 houses and their household heads were investigated using both field observation and use of questionnaire. While the field observation involves the inspection of living environment and monitoring of wastewater management practices, the questionnaire was used in soliciting information on socio-economic characteristics of household heads such as level of education, income and family size. Other information sourced through the questionnaire include sources of domestic wastewater production, and domestic wastewater management practices.

Table 1: Number of Questionnaire Administered in each Residential Structure

Residential Structure	Area Occupied (Km^2)	Total No of 2 km Square Grids	No of 2 km Square Grids Investigated	No of Household Administered with Questionnaire
Government Reserved Area	12	4	1	5
Traditional Area	28	6	2	37
Modern Presidential Layout	78	18	5	52
Urban Fringes	32	8	2	24
Total	150	36	10	118

Source: Author's Fieldwork (2020)

RESULTS AND DISCUSSIONS

Wastewater Production in the Study Area

Wastewater is generated mainly from nine different sources in the study area, these sources are cooking, bathing, laundry, dishwashing, car/motorcycle washing, religious activity of ablution, clearing of domestic animals, flower wetting and from economic activities such as pepper grinding, saloon work (washing and setting of hair) and food vending. While wastewater is being generated from all the aforementioned sources with the exception of flower wetting in Traditional Area of the city, wastewater production from cleaning of domestic animals and from economic activities were not reported in GRA. All the nine sources of wastewater production can however be identified in both Modern Residential Layout and Urban Fringes of the town.

Although this particular study did not investigate the amount of wastewater being generated from different sources, earlier result obtained by Oyegun (1985) on the use and waste of water in the same city which indicates social-stratification in the use and waste of water did not deviate much from observations made in this study. While residents in Traditional Area use a cup of water to rinse their mouth in the morning after "chewing stick", residents in GRA use liters of water to carry out the same task as those people usually keep tap running continuously while brushing. In the same vain, while an adult in Traditional Area uses a 20 litres bucket to bath, an adult in GRA will use more than 50 litres of water to bath with a shower; this according to Oyegun (1985), is because, once the shower is opened at the beginning of a bath, it is left opened till the end; sometimes fully opened.

Methods of Wastewater Management

There is no single wastewater treatment facility in the study area. Domestic wastewater being generated in city are mostly discharged into individual facility (usually septic tanks) in GRA and in few houses in Modern Residential Layout. Wastewater in most houses in Modern Residential Layout and in Urban Fringes are usually discharged into undersized open drains that are designed for storm water conveyance. Such drains where available are also clogged in many places (Fig. 3).

The reason for lack of wastewater treatment facility in the study area may not be unconnected with the fact that wastewater management is capital intensive. Wastewater management cost according to UNEP/GPA (2000) tends to be two or three times more expensive than the costs of abstracting, treating and distributing tap water.

In Tradition Area of the city, living environment is highly deteriorated by wastewater. Out of the thirty seven houses investigated in this study, only four have septic tank, this is because the four houses use modern toilet. Seventeen (17) houses in the area use improved latrines (defecation pit covered with concrete slab). Because the area is unplanned, there are no drainages. Out of the four (4) houses with septic system in the area, it is only in three (3) that domestic wastewater is being partially managed through septic tank. Wastewater in the fourth house is not being directed into septic tank; it is being discharged directly into the open space. In response to the reason why wastewater from the building is not being discharged into the septic tank; the household head express his worry that the septic tank might get filled up quickly because of the number of people (14) living in the building.

The above reported observations thus shows that domestic wastewater management in Traditional Area of the city is very poor. Only 8.1% of respondents in the area are managing their wastewater while the remaining 91.9% do not. Much of the wastewater being generated here are disposed-of directly on the street. In some houses, wastewater is discharged right in the courtyard while others discharge it in front of their houses. These actions thus makes the soil in the area to be polluted, the streets to be unsightly (Fig. 3) and the environment to be filled with foul odours. Disposing wastewater in this manner can make groundwater to be contaminated, especially in places with high water table.

Complacency about wastewater management can be dangerous. UN Environment (2015) estimates that, worldwide, 80 % of infectious diseases may be water related. The report further revealed that diarrheal disease traced to contaminated water kill approximately two million children and cause about 900 million episodes of illness each year.

Effect of Socio-Economic Characteristics of Household Head on Wastewater

Behaviour of man has greatly been influenced by his social and economic environment since time immemorial. While family size and educational level of household heads were used in studying the effects of socio characteristics on wastewater management practices income of household heads was used in evaluating the influence of economic condition on wastewater management practices in the study area. Table 2 shows the result of household family size.

Fig. 4: Domestic Wastewater Disposal Problems in the Study Area
Source: Author's Fieldwork, (2020)

Table 2: Household Family Size in the Study Area

Household Family Size	GRA		Traditional Area		Modern Private Layout		Urban Fringes		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
4 and Below	2	40	2	2.7	14	26.9	9	37.5	27	22.9
5-7	3	60	18	46.7	34	65.4	12	50.0	67	56.8
8-10	-	-	12	33.4	3	5.3	2	8.3	17	14.4
Above 10	-	-	5	15.5	1	1.9	1	4.2	07	5.9

Household family size in the study area is smallest in GRA where 40 % of respondents have family size that is not more than 4 persons. No household in this housing structure is having up to 8 persons. Household family size is largest in the Traditional Area of the city where 47.9 percent of respondents have more than 8 persons in their households. However, more than 77% of households in the study area have more than 5 persons. The larger the household size, the greater the need for wastewater management; this is because volume of household waste generation has been shown to exhibit positive correlation with family size (Suthar, 2014; Tramg et al 2016; Ogwueleka, 2013). Household size, no doubt has a direct relationship with volume of wastewater that is generated. Households with small population in this study were observed to have modern toilets with septic tanks. The septic tanks are use in managing the wastewater being generated. Households with large population however do not have modern toilets; such households make use of latrine which do not require the construction of septic tank.

In response to a question directed to heads of households on the reason why they are not using modern toilet, all the household heads complained of irregular water supply which is required for cleanliness of the toilets. Some household heads however indicates that, even with regular supply of water, they will still prefer to use latrines instead of modern toilet that requires the construction of septic tanks; according to them, septic tank will quickly be filled up because of the large population in their houses.

The fact that more than 65% household heads in this study are not educated beyond secondary level (Table 3) further compounds the problem of wastewater management in the study area.

In the traditional area of the city, only 18.6% household heads possess tertiary education as compared with 100% in GRA. In Modern Private Layout and Urban Fringes the percentages of household heads with tertiary education are 36.6 and 29.2% respectively. The fact that all the houses investigated in this study in GRA have flushing toilet that are used in managing wastewater demonstrates the importance of education in wastewater management in the study area. The Higher the level of education of household head, the more the adoption of healthier practices for wastewater management in the study area. Formal education according to Adzawla, et al (2019) is expected to improve people's understanding of the need to keep a healthy and hygienic environment. It is one of the most effective tool to shape the world and solve its problems. When man is better informed, he pay more attention to what may cause health problems for his family. Troschinetz and Mihelcic (2008) has earlier observed that education, such as the extent of knowledge about waste management systems, is one of the major factors that influence sustainable waste management in developing countries.

Table 3: Educational Level of Household Heads

Household Size	**GRA**		**Traditional Area**		**Modern Private Layout**		**Urban Fringes**		**Total**	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
No Formal Education	-	-	21	56.8	3	5.8	7	29.2	31	26.3
Primary	-	-	5	13.5	8	15.4	3	12.5	16	13.6
Secondary	-	-	4	10.5	22	42.3	7	29.2	33	28.0
NCE/Diploma	-	-	4	10.5	3	5.8	4	16.7	11	9.3
Degree	4	80	2	5.4	14	26.9	3	12.5	23	19.5
Postgraduate	1	20	1	2.7	2	3.9	-	-	4	3.4

Income, which represents household per capital expenditure is a measure of household welfare. Less than 15% of household heads in this study earn more than ₦100,000 ($213) per month (Table 4).

Table 4: Income of Household Heads in the Study Area

Household Size	**GRA**		**Traditional Area**		**Modern Private Layout**		**Urban Fringes**		**Total**	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Less than 30,000	-	-	31	83.8	4	7.7	7	29.2	42	35.6
31,000 to 50,000	-	-	2	0.1	12	23.1	10	41.7	24	20.3
51,000 – 100,000	-	-	3	8.1	28	53.9	5	20.8	36	30.5
101,000 – 200,000	-	-	1	0.03	9	17.3	2	8.3	12	10.2
Above 200,000	5	100	-	-	4	7.7	-	-	5	4.3

The bad income situation in the study area is even worse in the Traditional Area of the city where 83.8% of household heads earn less than ₦30,000 ($64) per month. This is in sharp contrast with what is obtainable in GRA where all the household heads investigated in this study earn more than ₦200,000 per annum.

Wastewater management requires money. Undertaking the cheapest management practice of 10 meters drainage construction, just to lead wastewater away from building will require money to buy 8 bags of cement (₦3,800 x 8 = ₦30,400), 120 blocks (₦250 x 120 = ₦30,000), and a tipper load each of gravel (₦24,000) and sharp sand (₦14,000). This gives a total of ₦98,400 not counting the cost of labour. Carrying out this task will require more than half of the annual salary of most household heads in the traditional area of the city. The low income level of household heads may thus account for the reason why wastewater management practice seems not to be a major concern, most especially to residents in the Traditional Area of the city.

Strategies for Domestic Wastewater Management in the Study Area

Wastewater management refers to the ways by which wastewater is handled to protect the environment and ensure public health, alongside economic, social and political soundness. The main objective of wastewater management is to recycle wastewater for reuse, thereby preserving the scarce water resources.

In ancient time, there was no specific management method for wastewater. Wastewater during this period was always channeled from building into waterways through micro channels and canals. Such wastewater usually ended up in rivers, streams, lakes, and oceans which were used by man (Tarr, et al 1986). This natural treatment process based on dilution was adequate then, presumably due to smaller population, low population density as well as low human activities which resulted in lower pollution load as compared to the present situation.

However, the increase in population coupled with industrial growth has led to high generation of wastewater polluted with several microorganisms, heavy metals, nutrients, radionuclides, pharmaceutical and other contaminant whose disposal are causing irreversible damage to receiving surface water body. Wastewater management can and have proven to be a reliable and veritable tool for achieving sustainable development, by serving as a means of pollution prevention, source of alternative water for non-potable uses and disease prevention (Iheukwumere, et al 2018).

Wastewater management method can broadly be categorized into two; these are the centralized and decentralized management systems. The centralized method which is also called off-site management method collects wastewater from many wastewater producers (households, commercial areas, industrial plants and institutions) and transport it to centralized wastewater treatment plant in an off-site location outside the settlement and dispose/reuse the treated wastewater, usually in faraway place from the point of origin. Examples for centralized wastewater management system include activated sludge, trickling filter, oxidation pond integrated biological chemical system, rotary biological contactors etc. The decentralized method is referred to as on-site management. Wastewater being managed through this method is collected, treated and disposed/reuse at or near the point of generation. The decentralized method was the first to be developed before the invention of the centralized management method towards the end of the nineteenth century.

In order to safeguard the health of residents of the study area and to ensure environmental sustainability, it is necessary to suggest an appropriate wastewater management method for adoption. Any method being suggested should however meet two main qualities of affordability and appropriateness. Affordability is related to the cost of the project and appropriateness, which can be linked to complexity of construction, operation, maintenance and requirement of high and reliable water consumption.

This research is suggesting the adoption of decentralized method of wastewater management in the study area. This method of wastewater management has the advantage of combining many practical options and represent a vast choice in wastewater management technologies (Umuhoza, et al., 2010). Decentralized wastewater management method according to Burian, et al (2000) and Crites and Tehobanoglous (1998) currently serve 25% of US population and approximately 37% of new development. Bakir, (2000) observed that decentralized management method can be applied on different scales such as individual households, clusters of homes, a neighbourhood, public facilities, commercial area, industrial parks and small portion of large community.

Although the centralized wastewater management system remained the preferred urban wastewater management method in most European countries as well as other industrial nations (Burian et al 2000; Wilderer and Schreff,2000; UNEP/GPA, 2000 Marriott, 1996), its requirement of high skilled labour, large amount of capital and steady socio-economic conditions will definitely make its adoption difficult in the study area. This observation is in agreement with Oladoja (2017) finding which indicates that, the high cost and stringent requirements for the construction and operation of the centralized wastewater management method will make the technique less attractive in under resourced regions of the world. Jackson (1996) also observed that, the centralized system may be less suitable for areas with unreliable water supply system like the study area.

There are different techniques of on-site (decentralized) wastewater management; such can either be basic or more advanced. It is however the basic techniques that are being suggested in this write up. Among such basic techniques include the use of cesspools pit latrines, gravity percolation and septic tanks. All these according to UNEP/GPA, (2000) are relatively low-tech and low-cost technologies which allow construction and operation by local community and they can reduce public health problem related to wastewater.

A cesspool is an underground chamber constructed for storing wastewater without treatment on mind. Such can be constructed using a variety of different materials including concrete, plastic and fiber glass. Cesspool however need to be regularly emptied, a characteristic which makes it expensive and thus unfit for adoption in the study area.

A pit latrine is a dry technology. It collects excreta and wastewater in a pit dug in the ground beneath the toilet structure. During storage in the pit, decomposition of organic substances takes place under anaerobic conditions. Seepage of wastewater into the surrounding soil takes place through the sides and bottom of the pit, further decomposing organic matter by soil bacterial and reducing BOD levels. Pit latrines however pose problems when groundwater is shallow. It also generate odour and attract insects. When pit latrine is filled with sludge, it also need to be emptied. These shortcomings thus prevents its recommendation for usage in the study area.

Gravity percolation of wastewater through a reactive material is another decentralized technique that can be used in wastewater management. Wastewater in this technique is transisted through a percolator which can be slag and ground stones, soil materials such as sands and organic materials like bamboo and straw (Bishop and Kinner, 1986; Pell et al 1984; Kirchhof, 1988; Lowengart et al 1993). The movement of the wastewater through the percolator purifies it by physicochemical and biological processes. This technique which uses simple technology has been found to be highly effective, economical and reliable and can thus be recommended for usage in the study area.

Septic tank is waste management facility which perform function of treatment of sewage before it is finally discharged through soak-away. In septic system, wastewater flows from the household sewage lines into an underground septic tank from where the following process takes place:

i. The waste components separate, with the heavier solids (sludge) settling to the bottom and the grease and fatty solids (scum) floating to the top.

ii. Bacteria partially decompose and liquefy the solids.
iii. Baffles in the tank provides maximum retention time of solids to prevent inlet and outlet plugging, and to prevent rapid flow of wastewater through the tank
iv. The liquid portion (effluent) flows through an outlet on the septic tank to the soil absorption field.
v. The absorption field is usually series of parallel trenches, each containing a distribution pipe or tile line embedded in drain field,
vi. The effluent drains out through holes in the pipe or seams between file sections, then through the drain field and into the soil
vii. The soil filters remaining minute solids, some dissolved solids, and pathogens (disease-producing micro-organisms). Water and dissolved substances slowly percolate outward into the soil and down toward ground water or restrictive layers. A portion of the water evaporates into the air, and plant growing over the drain field lines utilize some of the water.

A septic tank may have a lagoon instead of a soil absorption field. When properly constructed and maintained, a septic system can provide a few years of safe, reliable and cost effective service (Etnier et al., 2000). Its usage in the study area for domestic wastewater management is thus being strongly recommended in this study.

CONCLUSION

Problem of domestic wastewater management is fast becoming a serious issue, especially in urban settlements in developing countries. As number of people within a given settlement increase due to rural-urban migration and rapid population growth, volume of water demand increases. The increase in water demand consequently increase the volume of wastewater being generated. Domestic wastewater is a product of utilized potable water while environmental conditions arising from poor wastewater water management pose significant threats to human healthy well-being and economic activity. The damage done by wastewater to ecosystem and biodiversity is also dire. Effort to secure access to safe drinking water and basic sanitation have been partly hindered in different parts of the world by problem of wastewater management. The problems induced by poor wastewater management can best be addressed through integrated programme.

REFERENCES

Adzawla, W., Tahidu, A., Mustapha, S. and Azuma, S.B. (2018) Do Socio-economic Factors Influence Household Solid Waste Disposal System? Evidence from Ghana. *Waste Management and Research 37* (1): 51-57.

Bakir, H.A (2001) Sustainable Wastewater Management for Small Communities in the Middle East and North Africa *Journal of Environmental Management* 61, 319-328.

Bishop, P.L and Kinner, N.E (1986) Aerobic Fixed-Film Processes In: Rhem, H.J and Reed, G (eds.) *Biotechnology* VCH, Weinheim.

Burian, S.J., Nix, S.J., Pitt, R.E., and Durrans, S.R. (2000) Urban Wastewater Management in United States: Past, Present and Future, *Journal of Urban Technology* 7 (3): 33-62.

Crites, R and Techobanoglous, G. (1988) *Small Decentralized Wastewater Management Systems* Boston, McGraw-Hill.

Edokpayi, J.N., Odiyo, J.O., and Durowoju, O.S (2017) Impact of Wastewater on Surface Water Quality In Developing Countries: A Case Study of South Africa *INTECH* Chapter 18. Accessed at http:// dx.doi.org/10.5772/66561 on 2nd Sept. 2020.

Etnier, C., Nelson, V and Pinkham, R. (2000) Economics of Decentralized Wastewater Treatment Systems: Direct and Indirect Costs and Benefits. *Department of Agricultural Engineering Report*, Agricultural University of Norway.

Geography Department (1981) *Ilorin Atlas* Department of Geography, University of Ilorin, Nigeria.

Harvey, D. (1969) *Explanation in Geography* Arnold, London, 521pp.

Healthy Western Australians (2012) Household Wastewater and Health Risks *Healthy Information for Western Australians* Health Dept. Govt of Western Australia.

Iheukwumere, S.O., Nwabudike, P., Phil-Eze, O.P. (2018) Domestic Wastewater Treatment and Reuse in Awka Urban, Anambra State, Nigeria *Int. Journal of Geog. And Env. Mgt.* 4 (2): 16-24.

Jackson, H.B (1996) Global Needs and Developments in Urban Sanitation In: Mara, D. (ed) *Low-Cost Sewage* Chicester, John Wiley & Sons.

Kirchof, W. (1989) Trials Prove Ponds and Trickling Filters Wat.Qual.Int. 1:20-21.

Lowengart, A., Diab, S., Kochba, M. and Avnimelech, Y. (1993) Development of a Biofilter for Turbid and Nitrogen Rich Irrigation Water: Organic Carbon Degradation and Nitrogen Removal Processes *Biores.Tecnol* 44:131-135.

Macros Von Sperling (2000) Wastewater Characteristics, Treatment and Disposal *Biological Wastewater Treatment Series* Vol.1 Iwa Publishing, London.

Marriot, M.J. (1996) Hydraulic Design of Unconventional Sewage In: Mara, D. (ed.) *Low-Cost Sewage* Chichester, John Wiley & Sons.

Oladoja, N.A. (2017) Appropriate Technology for Domestic Wastewater Management in Under-Resourced Regions of the World *Appl. Water Sci*. 7:3391-3406.

Sada, P.O. (1977) Environmental Sanitation in Urban Areas of Nigeria *The Nigerian Geographical Journal* 20 (1): 13-25.

Suthar, S, and Singh, P. (2014) Household Solid Waste Generation and Composition in Different Family Size and Social Economic Groups: A Case Study. *Sustainable Cities and Society* 14 (1).

Tarr, J.A., McCurley, J; McMichael, F.C and Yosie, T. (1986) Water and Wastes: A Retrospective Assesment of Wastewater Technology in United States, 1800-1923 *Technology and Culture* 25 (2): 226-263.

Toze, S. (1997) Microbial Pathogens in Wastewater. Literature Review for Urban Waste Systems in Multi-Divisional Research Programme *CSIRO Report* No 1.

Troschinetz, A.M. and Mihelcic, J.R. (2008) Sustainable Recycling of Municipal Solid Waste in Developing Countries *Waste Management* 29: 915-923.

Umuhoza, M.F.A; Nhapi, I, Wali, U.G and Banadda, N. (2010) Assessment of Wastewater Management Practices in Kigali City, Rwanda *The Open Environmental and Biological Monitoring Journal* 3, 21-28.

UN Water (2014) Wastewater Management *A UN Water Analytical Brief* .

UNEP/GPA (2000) Strategy Options for Sewage Management to Protect the Marine Environment *IHE*, Delft.

Wilderer, P.A. and Schreff, D. (2000) Decentralized and Centralized Wastewater Management: A Challenge for Technology Developers *Water Science and Technology* 41 (1): 1-8.

NOTES ON THE AUTHOR

IROYE, Kayode Ademola, Department of Geography and Environmental Management, University of Ilorin, Nigeria. Email: kayodeiroye@gmail.com, Mobile: +2348055477092.

POSSIBILITIES FOR IMPROVING THE MARKETING'S MANAGEMENT OF FARM PRODUCTS AND SERVICES OFFERED BY THE FARM

Mihaela Alexandra ROTARU
Diana MARIN
Loredana VĂDUVA
Cornelia PETROMAN

***Abstract**: The most important element of the management applied in agrotourism on the farm, is the management of the information flow that refers to the quality of products and services offered by the farm because it is directed to consumers of products and services directly and indirectly through farm tourism services. Knowledge management in agrotourism farms requires its improvement because the information flow is based on knowledge management related to farm activities, knowledge of consumer behavior and marketing management. The development of marketing management best practices should be based on adherence to the principles of modern marketing, which should contribute to the improvement of farm activities and contribute to the increase of additional income by promoting unique activities.*
***Keywords**: management, marketing, farm, agrotourism, good practices*

INTRODUCTION

The integrated management also applied in the case of agrotourism on the farm, must be based on the management of the information flow which must refer to: [2, 3, 5]

- the quality of the products offered by the agrotourism farms;
- quality of services offered to farm tourism consumers. [16, 19]

The information flow must be directed towards consumers of products and services directly and indirectly through farm tourism service providers, it is important to highlight the unique products and services of agrotourism farms. The methods used in analyzes must take into account: [6, 8, 18]

- identification of those products and services which are offered as brands and personalities to agrotourism farms;
- best practices - management; [13, 15]
- choice of destinations;
- addressability depending on: the type of farm visitors and tourists;
- the specifics of the area; [9, 20]
- compliance with traditional technologies for obtaining farm products;
- the authenticity of the products promoted on the agrotourism market; [10, 17]
- the effect on consumer health;
- hygienic and sanitary quality of the products. [4, 11]

Knowledge management in agrotourism farms requires its improvement because the flow of information is based on knowledge management related to farm activities: knowledge of consumer behavior, marketing management and loss of privacy of the farmer's family. [1, 7]

MATERIAL AND METHOD

As an important role in the analysis of the effects determined by knowledge management belongs to the information infrastructure existing in the agrotourism farm, good practices for achieving the objectives to be achieved, number of accommodation days, length of stay, establishing future clients of farm services and products offered in this scientific approach, using the known methods of analysis we have developed strategies to improve the marketing management in farm agrotourism by promoting unique brands and services.

RESULTS AND DISCUSSIONS

The elaboration of strategies that would contribute to the improvement of the information flow in the farm agrotourism requires the following steps to be taken in the elaboration of the unique farm agrotourism product and personalized services.

- ➢ the situation in the agrotourism farm which involves:
  - comparing the present strategies with the past ones according to the pursued objectives;
  - finding compliance with the current conditions for maintaining the decision, correcting or changing it.

In order to carry out a pertinent analysis of the situation in the agritourism farm, it is necessary to use a system of economic-managerial indicators:

a. the degree of profitability;
b. debt recovery;
c. indebtedness of the farm;
d. expenses with the implementation of new farm activities.

- The examination of the development perspectives of the agrotourism farm is made according to the conclusions obtained from the analysis of the current situation but also from the analysis of external and internal environmental factors, finally establishing a set of objectives to be achieved in marketing by improving management.

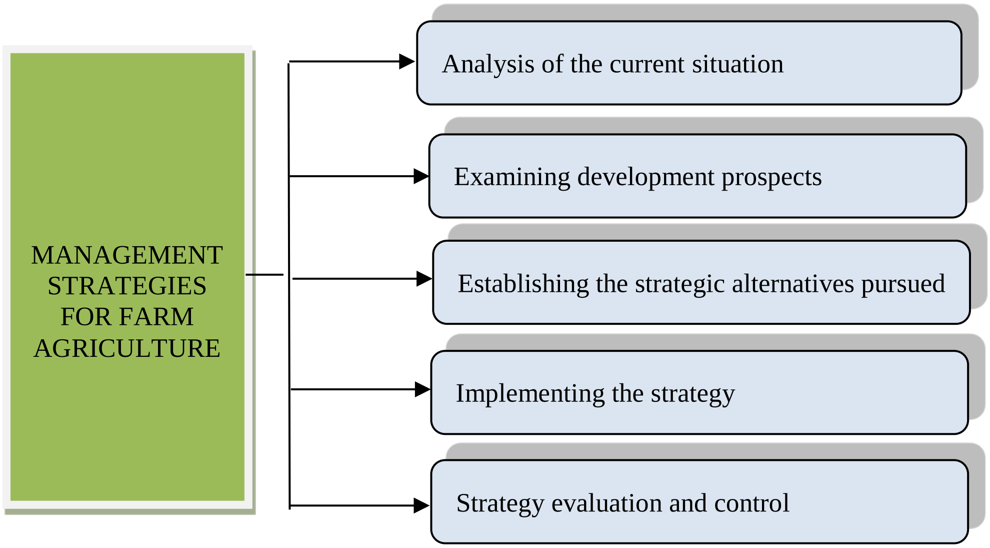


Figure 1. Managerial strategies in farm agrotourism

- Determining and establishing future strategic alternatives. It will be done by elaborating on the objectives of the previous stages of the final management strategy.
- The implementation of the strategy implies the practical application of the strategy adopted by:
  - elaboration of functional strategies;
  - their action on the organizational factors;
  - application of technical-organizational measures;
  - institutionalization of the strategy.

- Evaluation and control of the strategy, through the analysis and supervision of activities through operational controls: components of the strategy that do not give results, those that obstruct the application of the strategy, measures to eliminate the factors that disrupt the activity.

We consider that by staging the activities and by the implemented managerial measures it is possible to ensure:

a. the success of managerial activities;
b. applicability in any agrotourism farm;
c. better economic returns;
d. diversification of farm activity.

From the analysis of the steps that must be taken to improve the knowledge management, within the agro-zootechnical farms, it is found that the management of the information flow in an agrotourism farm is based on:

- knowledge management regarding farm activity, knowledge the behavior of consumers of farm products and services;
- marketing management;
- loss of privacy of the farmer's family members;

It is found from the analysis of the effects determined by knowledge management shows that an essential role belongs to the existing information infrastructure on the farm, good practices for achieving the objectives proposed to be realized, number of accommodation days, length of stay, establishing potential customers, products and services. Improving knowledge management in agrotourism farms involves completing the following steps:

- searching for information on agrotourism and farm activity provided by farmers, specialized organizations and local administrations;
- diversification of information received;
- updating events, farm programs and knowledge;
- improving farm products and services;
- creating branded products/services;
- implementation of the practical benefits resulting from the new knowledge assumed based on the information by the farmer;
- systematization of information;
- modernization of the services offered by the agrotourism farms;
- elaboration of relevant information.

We believe that in every agrotourism farm, computer/information networks are important in the management of knowledge related to:

- promoting farm activities;
- implementation of new activities based on the knowledge gained;
- creation of databases about agrotourism farms.

The management of the destination marketing can be coordinated efficiently from an economic point of view, only through the involvement of several actors on the agrotourism market and in the farm area: the public sector, private actors whose basic activity is the orientation, promotion, direction of agrotourism flows. In order to schedule the destination at the agrotourism farm, the management coordination must be carried out in optimal quality conditions, requiring the establishment of partnerships and commitments in the development of marketing management plans. The marketing management of an agrotourism farm must have in its structure:

- the objectives to be achieved;
- the measures taken to achieve the objectives;
- the tools used to achieve the proposed objectives.

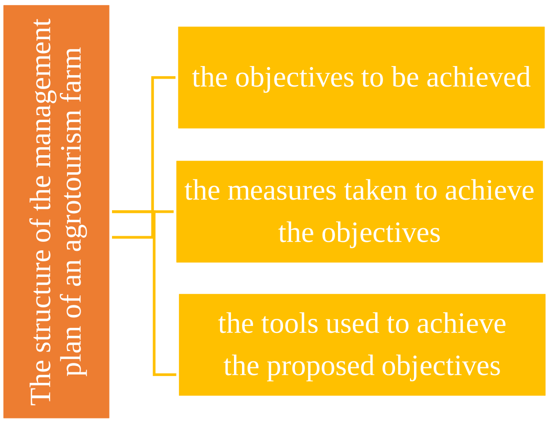


Figure 2. The structure of the marketing management plan of an agrotourism farm

We believe that this structure of the destination marketing management plan represents an opportunity to achieve the objectives which must be realized:

- promoting interactions between organizations: national, regional, local;
- levels to be achieved;
- consumer reactions;
- strengthening the interaction - strategy-action;
- the impact on visitors and tourists who spend their free time on the farm whose object of activity agrotourism activities.

The application of this type of efficient management of agrotourism destination will contribute to the obtaining of advantages for the farm because:

- stimulates competition in improving farm services, products and brands;
- consolidates agrotourism farms;
- contributes to the sustainable development of the area;
- preserves unaltered the natural environment and the floristic and faunal biodiversity;
- optimizes agrotourism flows;
- contributes to the emergence of new local activities and industries;
- has a multiplier effect on the activities carried out on the farm;
- attracts tourists to the farm through specific services uniquely promoted;
- contributes to living a quality experience through the attractions that are offered.

In addition to the information flow management of the destination, without the use of practices, the best management of the destination marketing will not be able to achieve the objectives proposed by the management plan. The achievement of these practices is done through objectives that must be realized in the farm activity:

- friendly relations with the local administration;
- secure business environment;
- personalization of unique services;
- rediscovering educational, recreational and leisure activities;
- increasing economic efficiency.

We believe that in order to improve the marketing management of agrotourism farm and to streamline the practices of a better management, the following principles must be proposed:

- originality of recreational, fun and leisure activities;
- new offers of educational activities;
- the authenticity of the farm's patrimony;
- proposing sustainable activities;
- assessing the impact of visitors on the natural environment;
- promoting local industries;
- concluding partnerships with the profile organizations from the area;
- planning, coordination, control and monitoring of farm activities according to tourist events and flows.

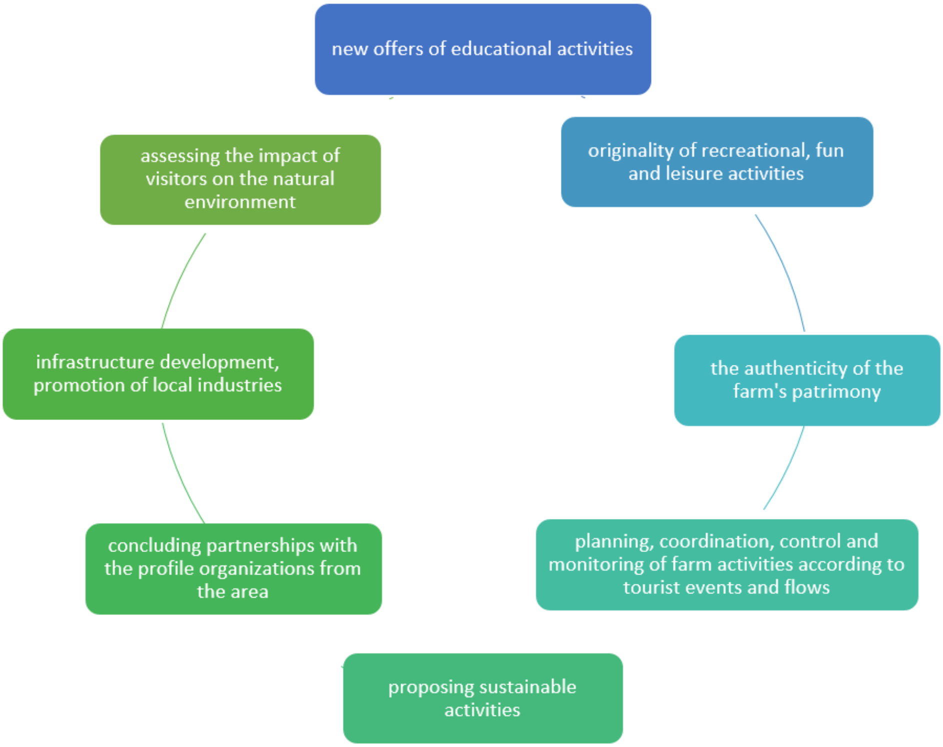


Figure 3. Good managerial practices for improving the management of the agrotourism farm

We believe that the development of best management practices must be based on compliance with the principles, presented above, which aim to improve integrated management in agrotourism farms through models to follow for farmers, improving the marketing of products and services offered by farms, all contributing to increase the visibility of farms and streamline their activity.

CONCLUSIONS

Management of the destination information flow at the agrotourism farm, without the use of practices, the best marketing management could not achieve the objectives proposed by the management plan because the achievement of these practices is done through objectives to be achieved, friendly relations with local administration, business environment of course, the personalization of products and services and the rediscovery of educational, recreational and leisure activities. Best practices in destination marketing management contribute to the improvement of integrated farm management through models developed for farmers contributing to increasing their economic efficiency, being a means of improving alternative activities by promoting unique products and services.

REFERENCES

1. ANDRICIUC, R., (2008). Managementul protecţiei infrastructurii critice. Editura, Psihomedia.
2. ADZIG P., VÎRTOSU D., BABA F., PETROMAN I., BRAD I., VĂDUVA LOREDANA, DUMITRESCU CARMEN, PETROMAN CORNELIA (2018). Judicious placement of small professional farms of cattle in order to avoid the environment pollution. Journal of Biotechnology, Volume 280.
3. CĂPEȚ V. A., VĂDUVA LOREDANA, PETROMAN CORNELIA (2021). Business improvement in swine meat processing units. Lucrări Științifice Management Agricol, Volume 23 (3).
4. BOLOCAN RODICA, BABA F., PETROMAN I., PETROMAN CORNELIA, MARIN DIANA, (2016), The Impact On The Environment Generated By The Arranging Of The Livestock Complexes. Lucrări Ştiinţifice, Zootehnie şi Biotehnologii, ISSN print 1841-9364, ISSN online 2344- 4576, ISSN-L 1841-9364, vol. 49 (2), pp. 274-276.
5. GRUIA, R., (2006). Integronic management and informational connections, HAICTA – International Conference on Information Systems in Sustainable Agriculture. Agroenvironment and Food Technology, University of Thessaly, Volos, Grecia.
6. GRUIA, R., (2013) Bazele managementului şi direcţiile viitoare de evoluţie. Editura Lux Libris, Braşov.
7. HEBER LOREDANA, PETROMAN CORNELIA, PETROMAN I., BĂLAN IOANA, MARIN DIANA, IVAȘCU GABRIELA, POPOVICI C. (2010). Pork and carcasses quality in swine exploited in family farms. Animal Science and Biotechnologies, 43 (2).
8. IONESCU GH. GH., CAZAN E. (2005). Management. Editura Universităţii de Vest, Timişoara.
9. KOTLER, PH., (2003) Marketing de la A la Z: 80 de concepte pe care trebuie să le cunoască orice manager. Editura CODECS, Bucureşti.
10. LAYARD R., GLAISTER S., (2003). Cost - benefit analysis. 2nd. Ed.Cambridge University Press, UK.
11. NICHOLSON, R,J., (1994). System of storage and disposal of livestock wastes. CAB international.
12. NUTHAL, P. L., (2010). Farm Business Management: The Human Factor. Wallingford- Cambridge: CABI.
13. PETRESCU I. COORD. (2015). Contribuţii la conturarea unui model românesc de management, Vol. 2, Editura Expert, Bucureşti.

14 PETROMAN CORNELIA, PALADE S., PETROMAN I., POPA, DANIELA, ORBOI, MANUELA DORA, PAICU D., HEBER LOREDANA (2010). Managerial strategies for the conservation of rurality in rural tourism. Animal Science and Biotechnologies, Volume 43 (2).

15. PETROMAN CORNELIA, PANICI G, PANDURU E., MARIN DIANA, VĂDUVA LOREDANA, PETROMAN I., (2019). New possibilities for improving the environmental management risk in swine farms. Journal of Biotechnology, Volume 305, S74.
16. PETROMAN, I., AMZULESCU, O., SĂRĂNDAN, H., PETROMAN CORNELIA, COMAN, ŞT., ORBOI, DORA; IVU, MARCELA., (2010). Blue Flag- a symbol of environment protection, Animal Science and Biotechnology, vol. 43(2.
17. POPESCU, G., DOBRE, B.B (2000). Protecţia civilă şi managementul dezastrelor. Editura Fundaţiei ”România de mâine”, Bucureşti.
18. RISTEA I., BOLOCAN RODICA, PETROMAN CORNELIA, IANCU T., MARIN DIANA, PETROMAN I., (2018). Implementing measure for the safety of product optained in agrotourist farms. European Biotechnology Congress, Athens, Greece.
19. SHEIN, E., (2010). Organizational Culture and Leadership. Fourth edition, Jossey Bass, A Willey, Imprint.
20. VÎRTOSU D., PANDURU ELISABETA BIANCA, VĂDUVA LOREDANA, MARIN DIANA, PETROMAN CORNELIA, PETROMAN I., (2019), Possibilities to improve the management of the exploitation of cattle meat in extensive system, Lucrări Științifice Management Agricol, vol 20 (3).

NOTES ON THE AUTORS

Mihaela Alexandra ROTARU - Ph-D at the Banat’s University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania.

Diana MARIN - Lecturer at the Banat’s University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: Diana_rachiciu@yahoo.com.

Loredana VĂDUVA - Lecturer at the Banat’s University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: loredana_heber@yahoo.com.

Cornelia PETROMAN - Professor at the Banat’s University of Aricultural Sciences and Veterinary of Agricultural Sciences and Veterinary Medicine “King Michael I of Romania” from Timișoara, Faculty of Management and Rural Tourism, Calea Aradului, 119, Timisoara, Romania, e-mail address: c_petroman@yahoo.com.

ENVIRONMENTAL FACTORS AND HUMAN MIGRATION IN RURAL AREAS OF IDO-OSI L.G.A, EKITI STATE, NIGERIA

Afolabi Monisola TUNDE
Bolakala Saheed AJADI
Irewolede FASHAGBA

***Abstract**: Environment often affects human activities and it is a major determinant of human migration. This paper examines the relationship between environmental factors and human migration in rural areas of Ido-osi Local Government Areas of Ekiti State, Nigeria. The objectives include identify the socio-economic characteristics of the migrants; examine the effects of human activities on the environment; assess the factors promoting migration and the mitigation put up to protect the environment; and evaluates the relationship between environmental factors and human migration. Both primary and secondary sources of information were employed in the study. Four hundred copies of questionnaire were administered on migrant household heads using purposive sampling technique. Simple percentages and stepwise multiple regression analysis were used to analyze the data. Findings revealed that none of the migrants was less than 30years and that majority of the migrants had spent over 7 years at their present location. Climate, agricultural practices, soil and droughts together contributed 63.7% of variation in migration. The study showed that majority of the migrants practiced shifting cultivation and grows food crops. In addition, the study revealed that climate and other ecological conditions favoured agricultural production in the area. The study therefore recommends that law relating to land use should be espoused and fully implemented in order to ensure sustainability of the environment. This could help to reduce incidence of biodiversity loss and environmental degradation while still promoting agriculture to attract rural migration and development.*

***Keywords**: Biodiversity; Environmental factors; Migration; Natural resources; Surroundings*

INTRODUCTION

Environment is the totality of all the physical and human factors within the environment of man. It is an ecological phenomenon with a socio-economic factor that is very crucial for human life, its survival, and that by implication determines human migration (Nwana 2001). Aniah (1995) pointed out that man and his environment are intractably linked together. Invariably, land, air and water that are used for various purposes as well as the general resources of an ecosystem influence man and vice visa.

Obviously, environment often influences human migration through the push or pull factors. Human migration is triggered by over stretching the environmental resources. Indeed, the interaction of man with his environment had resulted in overgrazing, over-hunting, deforestation and other unfriendly agricultural practices (Modebelu and Duvie, 2015). Nwokoro and Chima (2017) observed that the natural resources in man's immediate environment are often depleted. This is most pronounced in rural areas where people tend to destroy the environment in their quest for survival. When the resources become inadequate or depleted, people tend to migrate to places where their needs can be met. In the main time, the rural communities bear the brunt. In most developing countries of Africa including Nigeria, extraction of natural resources such as farming, fishing, hunting, fuel-harvesting, lumbering, quarrying and rural craft usually dominate the rural economies (Ikurekong and Jacob, 2013) where the natural resources are often depleted. In the main time, the number of people in these areas is about two-third of Nigeria's population (Ayichin, 2005). The changing environmental factors consequently prompt human movement. Dillon *et al.* (2011) suggests that migration is an *ex ante* diversification strategy against environmental factors.

Although there are a number of studies carried out on environment and human migration in Nigeria, only very few focused on this unique space known as Ido-osi Local Government, the present study area. Against this background, this study examines the relationship between environmental factors and human migration in selected rural areas of Ido-osi LG, Ekiti State. The objectives of this study include to identify the socio-economic characteristics of the migrants; examine the effects of human activities on the environment; assess the factors promoting migration and the mitigation put up to protect the environment; and evaluates the relationship between environmental factors and human migration. The main environmental factors in this study include climatic conditions such as rainfall and droughts, soil, loss of biodiversity and floods among others.

Environmental Factors

Environmental factors that can propel migration include scanty or excessive rainfall, soil degradation, agriculture, lumbering, deforestation, mining and quarrying activities, invasive nuisance species, desertification, water pollution, industrial pollution and biodiversity loss among others. A vulnerable population, opened to external influences from deteriorating environmental factors such as inadequate rainfall, soil degradation, nature of agriculture practice, lumbering, deforestation, to mention just a few, often move.

Migration: Migration being a multidimensional phenomenon has been defined from different perspectives. For instance, sociologists emphasis the social consequences of mobility whereas geographers focus on the significance of time and space in mobility. Economists, on the other hand, study the economic aspect of it. Generally, migration is conceptualized as movement from an origin to a destination. According to Demko *et al*. (1970), migration is the most complex component of population change.

There are several global environmental changes which may cause human migration. Climate change is, of course, a major factor, change in rainfall pattern, forest fire, increase or decrease in temperature. Land degradation in term of loss of nutrients, soil erosion, deforestation and pollution, among others can bring about change that could eventually lead to migration.

MATERIALS AND METHODS

The study area for this study is Ido-osi Local Government Area of Ekiti State. It is located between latitude $7^0$45 N and 7 ^{0}54” N of the equator and Longitude $5^0$0”5E and $5^0$15’E of the Greenwich Meridian (figure.1). It experiences both wet and dry seasons. The temperature of the area ranges from 32^0c to 35^0c. It also has high relative humidity of 85%. The population of the local government area is about 159,114 people (National Population Commission, 2006). Ido-osi local government area is characterized by crystalline rocks, ranging from the Precambrian to the Paleozoic. The agricultural produce includes palm produce, rubber, tobacco, cotton, cocoa (although in small scale) and a wide variety of fruits.

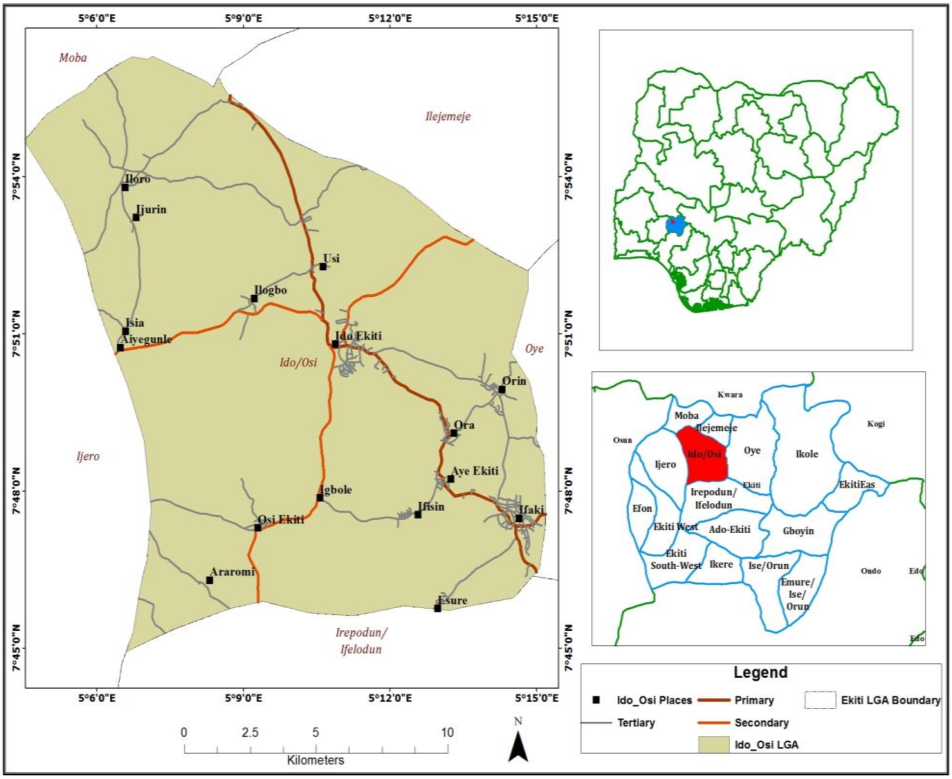


Figure 1. Ido-Osi LGA. Inserted maps show Ekiti State and Nigeria.
Source: Ekiti State Ministry of Information (2018)

Data for this study were generated through the primary and secondary sources. Purposive sampling technique was employed to sample respondents that migrated to Ido-osi Local Government Area rural areas due to some environmental factors. Sample size was determined using Taro Yamane's (1967)'s formula which stated as followed:

$$n = \frac{\mathrm{N}}{1 + \mathrm{N}\ (\mathrm{e})2}$$

Where:

n= the sample size
N= the population size
e= the acceptable sampling error
*95% confidence level and p=0.5 are assumed
thus n=400

A total of 400 respondents were selected from the rural migrant household heads with copies of a questionnaire. The copies of questionaire were distributed between the 1st week of August to the 3rd week of September of the year 2019. The data collected were analysed with simple percentages, tabulation, multiple regression and stepwise regression.

RESULTS AND DISCUSSION

Socio-economic characteristics

Data on social and economic characteristics of respondents are presented in Table 1. As shown in Table 1a, 80% of the respondents are males, while the remaining 20% are females. About 84% of the respondents are yoruba, 16% is from other ethnics of Tiv, Agatu, and Ebira, among others (Table 1). This perhaps implies that there are less number of migrants who migrated to the areas. The table further indicates that about 90% of the respondents are above 35years, 10% are from age 30 to 35, about 48% has senior secondary school education or its equivalent, 40% possesses primary education certificate while 10% B.Sc. or HND.

Table 1: General Information of Respondents

Characteristics	Location						
	Usi	**Ora Ekiti**	**AayeEkiti**	**Ugbo**	**Ido**	**Total**	**%**
Gender							
Male	48	16	32	40	184	320	80
Female	32	8	0	8	32	80	20
Total	80	24	32	48	216	400	100
Ethnicity							
Yoruba	56	24	32	48	176	336	84
Hausa	0	0	0	0	0	0	0
Ibo	0	0	0	0	0	0	0
Others	24	0	0	0	40	64	16
Total	80	24	32	48	216	400	100
Age							
< 18years	0	0	0	0	0	0	0
19-25	0	0	0	0	0	0	0
26-30	0	0	0	0	0	0	0
31-35	8	0	0	0	32	40	10
>36years	72	24	32	48	184	360	90
Total	80	24	32	48	216	400	100

Education							
No form Ed.	0	0	0	0	0	0	0
Islamic edu.	0	0	0	0	8	8	2
FSLC	24	0	0	0	136	160	40
SSC	40	24	16	48	64	192	48
B.Sc/HND	16	0	16	0	8	40	10
Others	0	0	0	0	0	0	0
Total	80	24	32	48	216	400	100
Religion							
Christianity	56	24	32	40	152	304	76
Islam	24	0	0	8	64	96	24
ATR	0	0	0	0	0	0	0
Others	0	0	0	0	0	0	0
Total	80	24	32	48	216	400	100
Family Size							
<3	0	0	0	0	32	32	8
4-6	32	24	24	30	26	136	34
7 & above	48	0	8	18	158	232	58
Total	80	24	32	48	216	400	100

The table indicates that 76% practice christianity, while 24% practice Islam, 58% of the migrants has family size of 7. Majority of the migrants in Ora Ekiti and Aaye Ekiti have between 4-6 family size.

Environmental and Human Factors

When question on climatic conditions which seems to have played a major role in food production in this study area was asked, 84% of the respondents agreed that they have averagely good climate. Only 16% agreed that their climate was fair (Table 2). Table 2 also presents the suitability of land considering its productivity, about 86% of the respondents agreed that the land (at the destination) is good for agriculture. Also, 98% of the respondents agreed that they have adequate rainfall. This tends to support the established fact on record that Ekiti has a favourable rainfall. The good rainfall known for the area will continue to encourage migrant farmers to the area. Considering the human factors that can trigger migration, Table 2 further shows that about 2/3 of the respondents cleared their lands every year before planting. Only about 6% did not clear their lands before planting. Clearing of farmland that often precedes bush burning can lead to deforestation. As revealed in Table 2, about 40% of the respondents engaged in collection of wood fuel. Out of the 40% who engaged in wood-fuel collection, majority indicated that they collect wood fuel regularly.

Table 2: Environmental and Human factors

	Location						
	Usi	**Ora Ekiti**	**AayeEkiti**	**Ugbo**	**Ido**	**Total**	**%**
Suitability of Climate							
Location	Usi	Ora	AayeEkiti	Ugbo	Ido	Total	%
Very good	0	8	0	8	32	48	12
Good	0	8	8	8	16	32	8
Average	64	8	8	16	160	256	64
Fair	16	0	16	16	8	64	16
Poor	0	0	0	0	0	0	0
No idea	0	0	0	0	0	0	0
Total	80	24	32	48	216	400	100
Suitability of Agricultural Land							
Very good	8	8	24	8	56	104	26
Good	32	16	8	40	144	240	60
Average	40	0	0	0	16	64	16
Fair	0	0	0	0	0	0	0
Poor	0	0	0	0	0	0	0
No idea	0	0	0	0	0	0	0
Total	80	24	32	48	216	400	100
Adequacy of rainfall amount							
Adequate	80	24	24	48	208	392	98
Not adequate	0	0	0	0	8	8	2
No idea	0	0	0	0	0	0	0
Total	80	24	32	48	216	400	100
Frequency of land clearing at the beginning of planting season							
Every year	72	16	16	40	88	232	58
Not regular	0	8	8	0	8	24	6
No idea	8	0	8	8	120	144	36
Total	80	24	32	48	216	400	100
Collection of fire wood							
Yes	64	8	8	0	80	160	40
No	16	16	24	48	136	240	60
Total	80	24	32	48	216	400	100
How regular							
Always	52	8	7	0	73	138	86.2
Occasionally	12	0	1	0	7	22	13.8
Total	64	8	8	0	80	160	100

Cutting down of forest trees may not be too good for a country such as Nigeria particularly in a region where rain fall is high and forest biodiversity is high. This factor can easily cause environmental degradation, damaging to the potential available farmlands and may lead to loss of biodiversity.

Information on Migration

Table 3 reveals that about 84% of the respondents are from other States. Only about 18% migrated to Ido-osi Local Government from other parts of Ekiti State. The large number of people that migrated into the State suggests that the environment is probably good for agriculture, as reported in Table 2. Among the migrants from States that were sampled in this study, about 16% was from Benue State, while 10% from Kogi State.

Table 3: Origin of Migrants

Location	Udi	Ora	AayeEkiti	Ugbo	Ido	Total	%
Ekiti State	16	8	0	48	0	72	18
Benue State	40	0	16	0	8	64	16
Kwara State	8	16	0	0	0	24	6
Kogi State	8	0	0	0	32	40	10
Oyo	8	0	8	0	0	16	4
Other States	0	0	8	0	176	184	46
Total	80	24	32	48	216	400	100

Occupation of People

The work one engages in often determines where one resides. Those who engage in agriculture often live in places very close to their farmlands. In this study, about 70% of the respondents indicated that they engaged in farming and other primary occupation in their origin, 4% were hunters, while 8% civil servants (Table 4).

Table 4: Occupation of Respondents in the Previous Locations

Previous Occupation							
Location	Udi	Ora	AayeEkiti	Ugbo	Ido	Total	%
Farming	80	16	8	32	144	280	70
Hunting	0	0	0	0	16	16	4
Civil servant	0	0	8	0	24	32	8
Others	0	8	16	16	32	72	18
Total	80	24	32	48	216	400	100
Present Occupation							
Farming	80	16	24	40	168	328	82
Hunting	0	0	0	0	16	16	4
Civil servant	0	0	8	0	0	8	2
Others	0	8	0	8	32	48	12
Total	80	24	32	48	216	400	100
Types of Farming							
Shifting culture	56	16	8	32	136	248	62
Pastoral farming	0	8	0	8	0	16	4
Mixed farming	24	0	0	0	80	104	26
Others	0	0	24	8	0	32	8
Total	80	24	32	48	216	400	100

The number of respondents who engages in farming rose to over 80% having migrated to Ido-osi, Ekiti State. Table 4 further indicates that while the number of hunters remains 4%, those in other economic activities declined from 18% to 12%. Also, about 64% of the respondents practice shifting cultivation. Only about 4% engages in pastoral farming.

Impact of Environmental Factors on Migration

Attempt to unveil the relationship between the environment and migration prompted a number of questions in this study. When respondents were asked whether the environment affect them, 98% agreed that they were affected positively. The environment enhances pursuance and production of their primary or economic activities. Further attempt made to determine whether environmental factors trigger migration shows that the movement of the migrants to the area was 100% determined by environmental factors.

Movement of most migrants to this area was purely based on some perceived favourable environmental factors (see Table 2).

Relationship between Environmental Factors and Migration

Data generated on environmental factors presented in table 2 were tested using Multiple and Stepwise regression analysis.

Y (Independent Variable) = Migration

X (Dependent Variables) = Environmental factors (X_1--------------X_n)

X1 = Climate

X2 = Soil Degradation

X3 = Agricultural Practices

X4= Mining and Quarry

X5 = Logging and lumbering

X6 = Deforestation

X7= Droughts

X8= Floods

X9= Loss of Biodiversity

X10= Desertification

X11=Pollution

Table 5: Relationship between Migration and Environmental factors

Model	R	R Square	Unstandardized Coefficients	Standardized Coefficients	F
1	.798[a]	.637	-.406	.028	1.460
2	.798[b]	.636	-1.272	1.032	2.097
3	.795[c]	.633	-.033	1.504	3.014
4	.750[d]	.562	-.492	8.031	3.422

Generally, 63.7% of variation in migration is explained by environmental factors as indicated in Table 5. The result of the stepwise indicating the contribution of each environmental factor shows that climate (X_1) has the highest contribution of 56.2, followed by agricultural practices (X_3) with a joint contribution of 7.1, soil degradation (X_2) has a joint contribution of 0.3 and droughts (X_7) with a joint contribution of 0.1 while other factors such as desertification, floods, logging, lumbering, pollution, loss of biodiversity, mining and quarry contributions are negligible and insignificant.

CONCLUSION

This study has examined environmental factors and migration in selected areas in Ekiti State. Climate being a key factor in agriculture played a major role in food production in the area. As observed by majority, it supported substantial agricultural production. Human activities such as bush clearing and bush burning practiced by about two-thirds of the people every year in the area can lead to deforestation and increasing loss of biodiversity. Availability of agricultural facilities had encouraged migration in the State. Apparently, nearly 9 of every 10 migrants moved from other States of the country to Ido-osi LG of Ekiti State. Therefore, laws that would protect the land must be espoused and implemented. This could help to reduce incidence of biodiversity loss and environmental degradation while still promoting agriculture to attract rural migration and development.

REFERENCES

Aniah, E.J. 1995. *Environment and Development Perspectives.* In Lawal N (Ed.) Education for Sustainable Development. Macmillan Nig. Pubs. Ltd; Ibadan.

Ayichi, D. 2005. *Models of rural development in Nigeria: With special focus on the ADPs.* In E.C & C.U Okoye, (Eds). Rural Development in Nigeria: Concepts, Processes and Precepts. Abia: Auto-Century Publishing Company.

Demko.G. J, Ross, H.M and Schneli, G. A. 1970. *Population Geography*: A Reader- McGraw-Hill Book Company, New York.

Dillon A, Mueller, V & Salau, S. 2011. Migratory responses to agricultural risk in Northern Nigeria. *American Journal of Agricultural Economics*, 9, pp.1048–1061.

Ikurekong, E. E. and Jacob, A. 2013. Community-environment relations and development of rural communities in Uyo, Nigeria. *African Journal of Environmental Science and Technology*.7(7), pp 591-602. DOI:5897/AJEST11,143. http://www.academicjournals.org/AJEST.

Modebelu, N. M. and Duvie, A. N. 2015. “Environment Health Hazards and Rural Community in Abia State of Nigeria”. *American Journal of Educational Research.* 3(5), pp. 564-569. DOI:10.12691/education-3-5-5.

Nwana, O. C. 2001. *Educational training of farm and extension managers in Nigeria.* Nigerian Journal of Management Foundations, 2(2), pp. 15-21.

Nwokoro, C. V and Chima F. O. 2017. Impact of Environmental Degradation on Agricultural Production and Poverty in Rural Nigeria. *American International Journal of Contemporary Research* 7, (2), June 2017.

Yamane, Taro. 1967. *Statistics: An Introductory Analysis*, 2nd ed, New York: Harper and Row.

NOTES ON THE AUTHORS

Dr. Afolabi M. TUNDE lectures at the Department of Geography and Environmental Management, University of Ilorin, Nigeria. worldrewol@gmail.com

Dr. Bola AJADI lectures at the Department of Geography, Kwara State Polytechnic, Nigeria ajadi_saheed@yahoo.com

Dr. I. FASHAGBA also lectures at the Department of Geography, Kwara State Polytechnic, Nigeria.

TIME SERIES ANALYSIS OF SOLAR RADIATION AND ITS IMPLICATIONS FOR ENERGY GENERATION IN KWARA STATE, NIGERIA

Ajadi Bolakale SAHEED
Adeniyi ADEDAPO
Abubakar Iyabo MUNIRAT
Ibrahim Bolaj BALOGUN

Abstract:*This study examines the time series analysis of solar radiation and its implications for energy generation in Ilorin. The objective is to examine the trend and seasonality of solar radiation. Data on daily solar radiation were obtained from January to December, 2020 from Nigerian Meteorological Agency, Lagos. Zaitum Time series decomposition method was used in the analysis of seasonality of solar radiation. Seasonal index was used in the measure of the seasonal effects of daily values of solar radiation. The result of the analysis shows that the dispersion characteristics of solar radiation is low and no differential pattern between January – December, 2020. The seasonal indices for periods 2 (February), 3 (March), 4 (April), 6 (June), 8 (August) and 11 (November) shows an above average seasonal effect on the original time series while periods 1 (January) 5 (May), 7 (July), 9 (September) 10 (October) and 12 (December) shows a below average seasonal effect of solar radiation. In term of percentage, the seasonal index indicates that solar radiation in period 3 is 1.19% (1.01192 – 1.0) 100 above the average value and 1.29% (1 – 0.98713)100 below the average solar radiation in period 7. The decrease in solar radiation could be as a result of the effect of cloud, aerosols and pollutant. Furthermore, the result reveals that Ilorin has a rational potential for generating solar energy. Therefore, based on the result of the analysis and the findings, the study recommend that both private sector and the government should take part in the generation of solar energy to compliment the hydroelectric power supply in the area.*

Keywords: *Energy, Nigeria, Radiation, Solar, Variation*

INTRODUCTION

Solar radiation is the basic source of energy that determines biological and physical processes. It is a major requirement in environmental processes. Solar radiation affects virtually all aspects of life because it is pertinent in agriculture, power, water resources, vegetation, soil, animals and even man. Solar radiation supplies the light and heat which are essential conditions needed to maintain life on Earth. Light is critical for photosynthesis to take place. Elements like ozone and oxygen are produced in the atmosphere as a result of chemical reaction produced by solar radiation. According to Gueymard, (2012) the quantity and quality of solar radiation is what totally determines the subtle balance of the Earth's ecosystems, the agricultural and forestry resources needed for human or animal food, and even the development of our civilizations. The amount of solar energy received depends on the amount of solar radiation reaching the Earth's surface. According to Soneye et al. (2019) understanding the incoming solar radiation is very vital in determining its main contributions to the surface radiation energy balance and its usefulness in solar electrical and direct thermal applications, solar voltaic technology, studying of land-surface processes and validation of crop growth stimulation models.

Solar radiation varies from place to place and exhibits both temporal and seasonal variations. This is because there are factors that affect the amount of solar radiation reaching the earth surface. Akpotu and Aruna, (2013) reported that temporal variation of the amount of solar radiation incident at any location on the earth′ s surface basically depends on astronomical, geographical and climatic factors (concentrations of water vapour, aerosols and clouds) in atmosphere. The latitude of the location, the time of day and the season are the major factors that determines solar radiation the reach the earth surface (Oyediran et al., 2001). The amount of solar energy received depends on the amount of solar radiation reaching the Earth's surface. According to Obukhov, et. al. (2018), the amount of solar radiation reaching the surface of solar panels depends on the geographical latitude of the solar power plant location, day of year and time of day, orientation angles of the receiving surface of the solar panel relative to the Sun, the concentration of atmospheric gases, dust, aerosols and water vapor suspended in the air, and the nature of cloud cover and underlying surface. Therefore, these factors that affect the amount of solar radiation reaching the earth surface will definitely affect the amount of energy generated from the sun. The potential solar energy that could be used by humans varies from the amount of solar energy present near the surface of the earth because factors such as geography, time variation, cloud cover, and the land available to humans limits the amount of solar energy that we can acquire. Variation in time affects the potential of solar energy because during the night time there is little solar radiation on the surface of the Earth for solar panels to absorb and this limits the amount of energy that solar panels can absorb in one day. Similarly, cloud cover can affect the potential of solar panels because it blocks incoming light from the sun and reduce the light available for solar cells (UNDP and WEC, 2000). The determination of temporal variation of solar radiation is significant for a reliable assessment of solar energy.

Time series analysis is concerned with the analysis of data collected over time which could be daily, weekly, monthly or yearly. The essential feature to note in time series data is the structure and the nature of the short and long term variations of the data. Time series is used to distinguish whether there is some pattern in the values of a set of data and prediction. It is therefore, against this background that this research study is put forward to examine the time series analysis of solar radiation and its implications for energy generation in Ilorin.

The Study Area

The study was carried out in Ilorin. Ilorin is the State Capital of Kwara State. It is located on latitude $8^0$24’N and $8^0$36’N and longitude $4^0$10E and 4^0 36’E and situated within the North Central geopolitical zone of Nigeria. There are three local Government areas in Ilorin. These are; Ilorin West, Ilorin East, and Ilorin South. Ilorin is positioned at a strategic point between the densely populated South-Western and the sparsely populated middle belt of Nigeria (Ajadi, et, al, 2020). According to 2006 population census, Ilorin had a population of 777,667 (NPC, 2006) and estimated population of 1944,000 as at 2020 (Macro Trend Population Projections).

Figure 1 shows the map of Kwara State and Ilorin, the study area.

The climate of Ilorin exhibits both wet and dry seasons. The wet or rainy season begins towards the end of April and last till October. The dry season begins in November and end in April. Temperature in Ilorin ranges from 33^0C to 35^0C from November to January and from 34^0C to 37^0C from February to April. The total annual rainfall ranges from 990.3mm to 128mm. The rainfall exhibits double maximal pattern. Relative humidity ranges from 75% to 88% from May to October and 35% to 80% during the dry season. The mean monthly sunshine hour ranges between 119hr to 226hr while the mean daily sunshine hours, ranges between 4hr to 8hr (Adeniyi and Abubakar, 2020). Ilorin comprises of Precambrian basement complex rock. The soils are easy to farm and made up of loamy soil with medium and low fertility. There is tendency for lateritic soil to constitute the major soil types in Ilorin due to the leaching of minerals nutrients of the soil as a result of the high seasonal rainfall coupled with the high temperature, (Ajibade and Ojelola, 2004). The elevation of the area varies from 273m to 333m in the western side with isolated hill (Sobi Hill) of about 394m above the sea level while on the eastern side it varies from 273m to 364m (Ajibade and Ojelola, 2004). The lowest level is along the river valley of Asa and Oyun while the highest point is Sobi Hill. According to Olorunfemi, (2001) the socio-economic activities in Ilorin has increased tremendously from agricultural practices of growing food crops to local craft of cloth weaving, leather works, pottery, embroidery, tie and dye, mat making etc. to modern commerce with viable trading industry and administrative activities. Agricultural activities in Ilorin are limited to small garden plots of maize, beans, and vegetables which are cultivated mainly for domestic consumption. according Cultivation of tuber crops like yam and cassava are mainly done at the outskirts of the city. According to Ajadi and Tunde, (2010), the major occupations within Ilorin metropolis, include distributive trading, civil service of varying cadres and persuasions and a host of informal sector services.

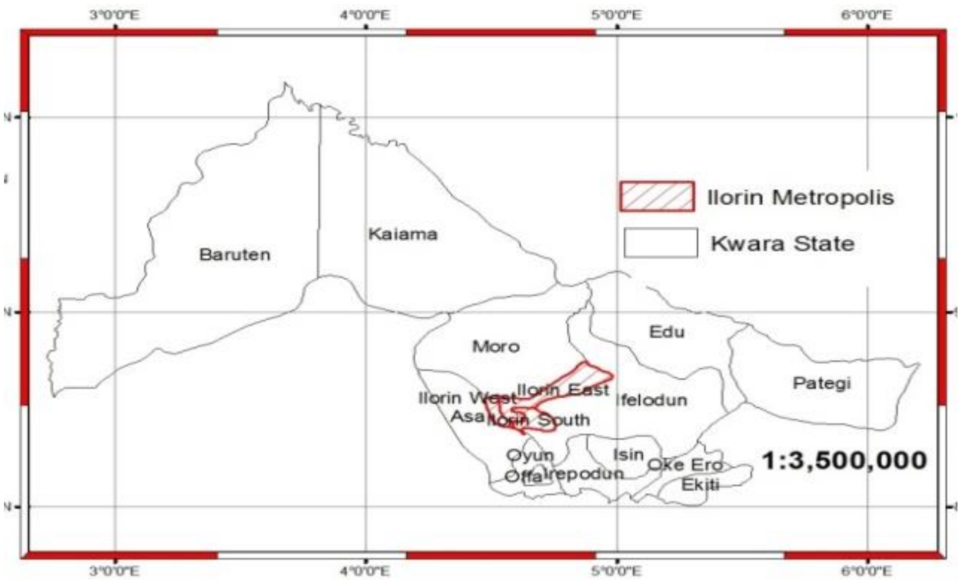


Fig. 1: Map of Kwara State showing the study area.

MATERIAL AND METHODS

Trend, seasonal, cyclical and irregular or random are the major components of time series. The trend is the increase or decrease in values of time series while seasonal is the movements that occur in a time series within a one year. The cyclical and irregular or random components are the nonperiodic fluctuations in time series data and the residuals in a time series that are left after trend, cyclical and seasonal components have been removed. The duration of trend and cyclical is more than one year while that of seasonal component is within one year. However, for this study, the main focus is on trend and seasonal analysis of solar radiation in Ilorin. This is because daily solar radiation data in Ilorin were collected from January to December, 2020. The solar radiation data were collected from the Nigeria Meteorological Agency, Lagos.

Analysis of the data was carried out using Zaitum software. Zaitum Time series decomposition method was used in the analysis of seasonality while seasonal index was used in the measure of the seasonal effects and prediction of daily values of solar radiation. Semi-average method was used to analyse the trend of the data.

RESULTS AND DISCUSSION

Descriptive Analysis of Solar Radiation in Ilorin (January – December, 2020)

Table 1 shows the descriptive analysis of solar radiation data in Ilorin (January – December, 2020). The highest mean value of solar radiation is 24.6 in February and March, 2020 while the lowest mean value is 16.4 in July, 2020. This implies that the highest value of solar radiation was recorded in February and March, 2020. Similarly, the highest standard deviation was recorded in August, 2020 while the lowest deviation value was recorded in November, 2020. The result of the standard deviation reveals that the dispersion characteristics of solar radiation in the study area is low. The coefficient of variation which shows the relative deviation between values of solar radiation showed that solar radiation is homogeneous with values less than 33%. This implies that there is no differential pattern in the values of solar radiation in Ilorin between January – December, 2020.

Table 1: Descriptive Analysis of Solar Radiation in Ilorin
(February, 2020 – January, 2020)

Month	Mean	Standard Deviation	Coefficient of Variation
January 2020	22.2	2.1	9.5
February 2020	24.6	1.5	6.1
March 2020	24.6	2.3	9.3
April 2020	20.7	1.9	9.2
May 2020	19.2	2.3	12.0
June 2020	17.4	1.8	10.3
July 2020	16.4	1.9	11.6
August 2020	16.6	3.0	18.1
September 2020	18.6	1.6	8.6
October 2020	19.5	1.9	9.7
November 2020	22.7	1.4	6.2
December 2020	23.5	2.2	9.4

Source: Authors' Computation, 2020

Trend of Daily Solar Radiation in Ilorin (January – December, 2020)

Fig. 2 (a-l) shows the actual and trend line of daily solar radiation from January to December, 2020 in Ilorin. From the figures, the trend line shows an increase in the values of the daily solar radiation in February, August, September, October, and November. This implies that values of daily solar radiation in these months exhibits an upward trend. On the other hand, the trend line shows a decrease in the values of solar radiation in March, April, May, June, July and December. This also implies that values of solar radiation in these months exhibits a downward trend. Generally, the values of daily solar radiation in the study area shows an increasing trend in six months and decreasing trend in six months.

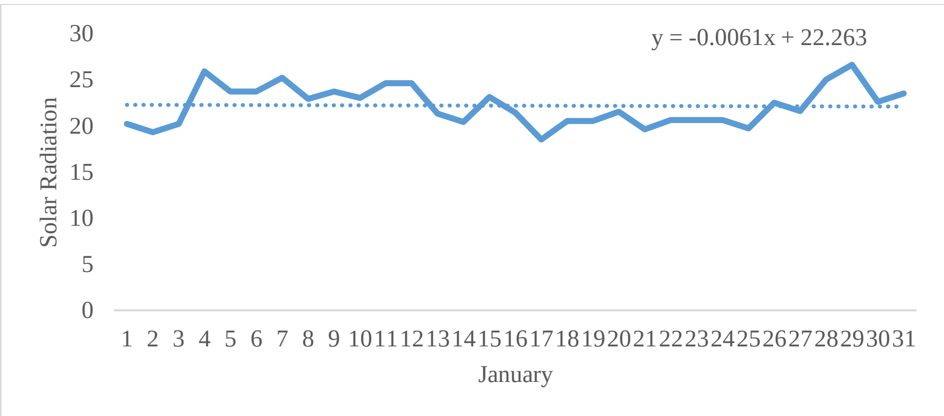


Figure 2a: Trend of Daily Solar Radiation in January 2020 in Ilorin

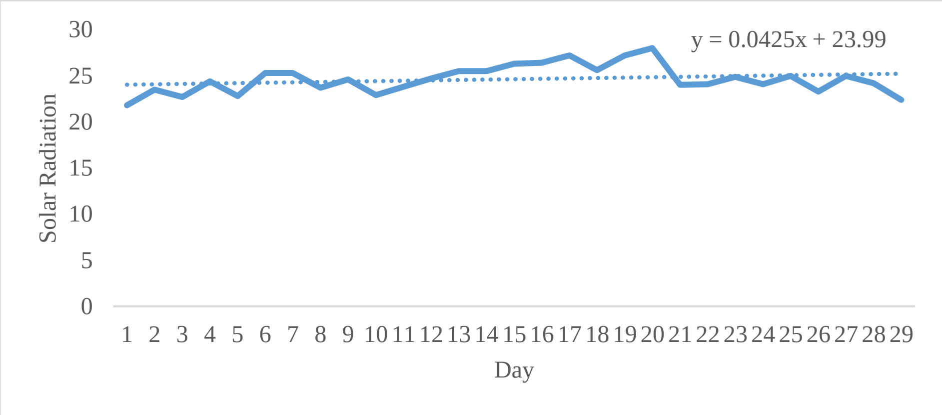


Figure 2b: Trend of Daily Solar Radiation in February 2020 in Ilorin

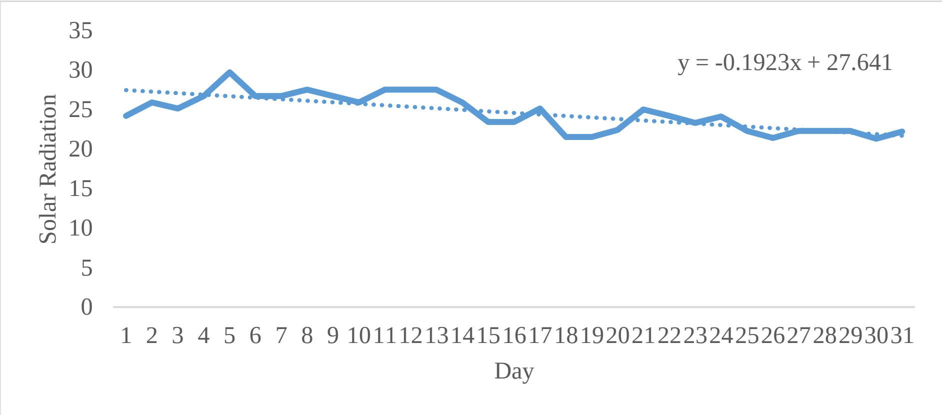


Figure 2c: Trend of Daily Solar Radiation in March 2020 in Ilorin

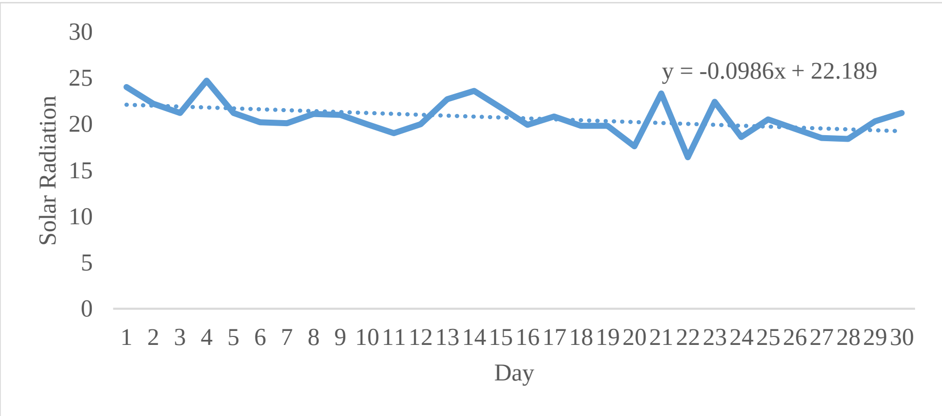


Figure 2d: Trend of Daily Solar Radiation in April 2020 in Ilorin

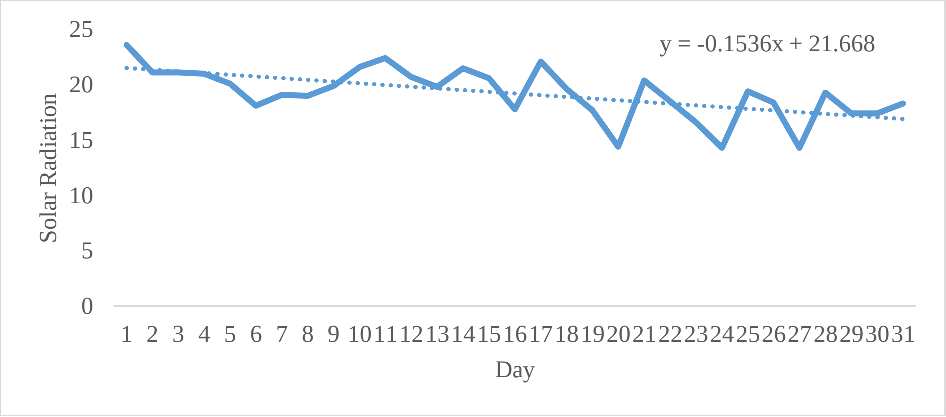


Figure 2e: Trend of Daily Solar Radiation in May 2020 in Ilorin

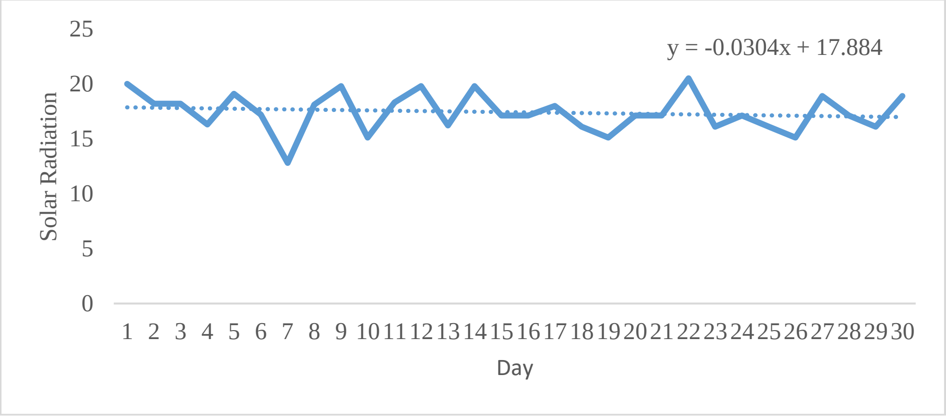


Figure 2f: Trend of Daily Solar Radiation in June 2020 in Ilorin

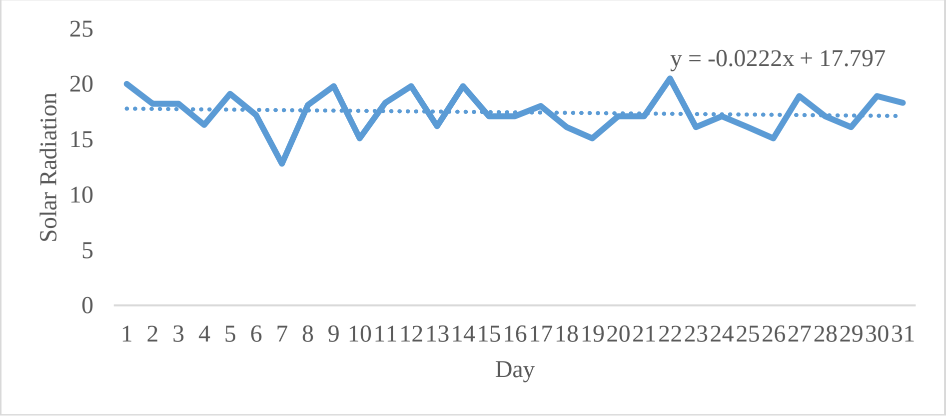


Figure 2g: Trend of Daily Solar Radiation in July 2020 in Ilorin

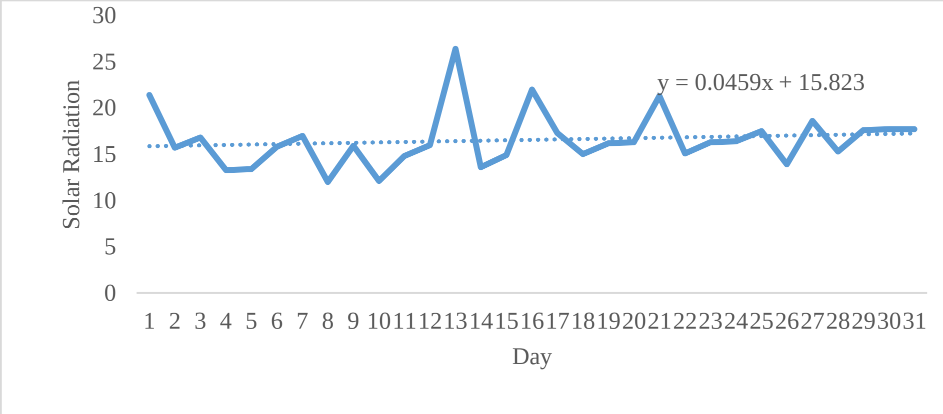


Figure 2h: Trend of Daily Solar Radiation in August 2020 in Ilorin

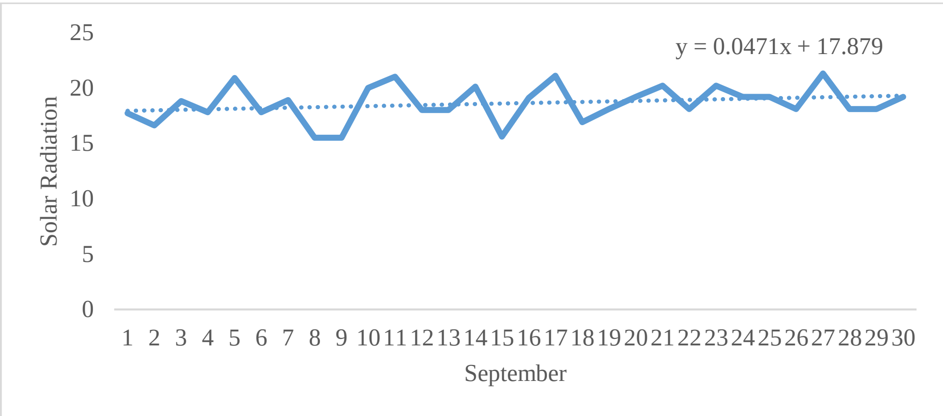


Figure 2i: Trend of Daily Solar Radiation in September 2020 in Ilorin

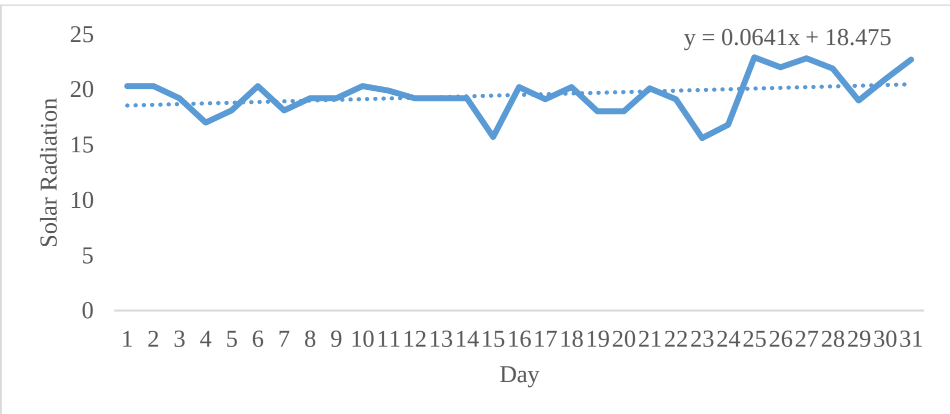


Figure 2j: Trend of Daily Solar Radiation in October 2020 in Ilorin

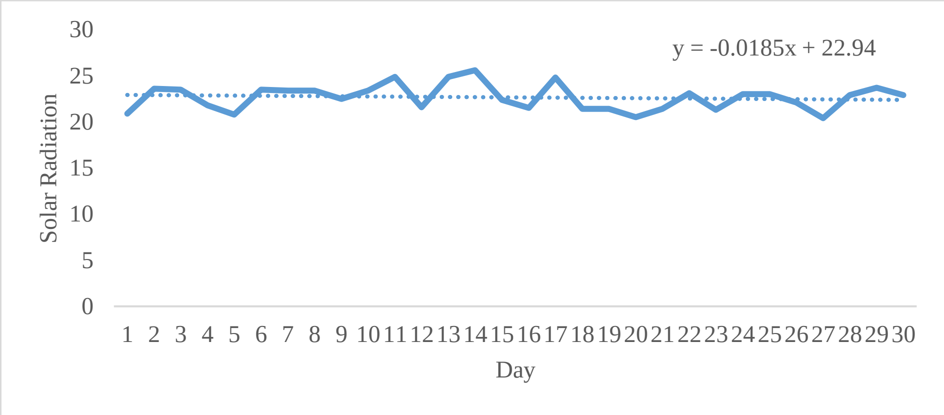


Figure 2k: Trend of Daily Solar Radiation in November 2020 in Ilorin

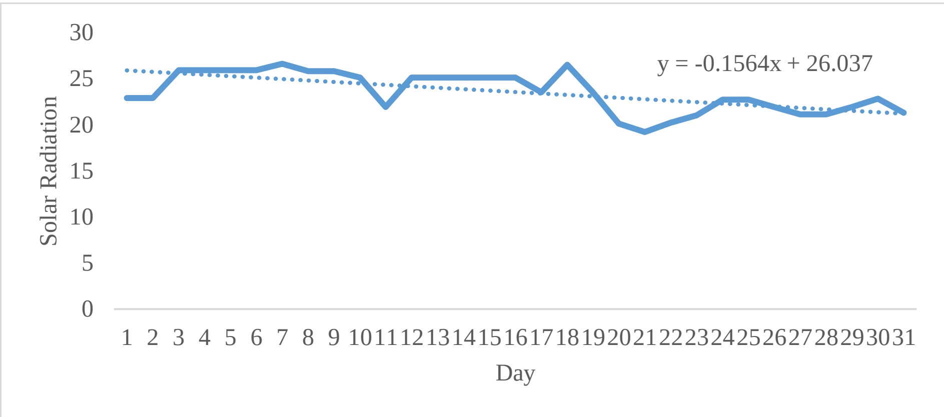


Figure 2l: Trend of Daily Solar Radiation in December 2020 in Ilorin

Trend in Solar Radiation in Ilorin Using Semi-Average Method (January – December, 2020)

The annual value of solar radiation in Ilorin from January to December, 2020 was analysed for trend using semi-average method. The data was divided into two. The first part average was 21.40 while the second part average was 19.55. This shows that the first part average is greater than the second part average. This implies that solar radiation in Ilorin from January to December 2020 exhibits a downward trend. The result suggests that solar radiation declined from January to December, 2020. The decrease in solar radiation could be as a result of the effect of cloud, aerosols and pollutant.

Seasonal Analysis of Solar Radiation in Ilorin (January – December, 2020)

Seasonal indices which attempt to gauge the degree at which the seasons differ from each other was used to measure the seasonal effect of solar radiation. Table 2 shows the seasonal indices of solar radiation in Ilorin. From the table, the seasonal index for periods 2 (February), 3 (March), 4 (April), 6 (June), 8 (August) and 11 (November) shows an above average seasonal effect on the original time series data. This implies that solar radiation in those period was above the average of the original values. On the other hand, the seasonal indices in the periods 1 (January) 5 (May), 7 (July), 9 (September) 10 (October) and 12 (December) shows a below average seasonal effect of solar radiation. This also implies that solar radiation in those period was below the average of the original values. In term of percentage, the seasonal index indicates that solar radiation in period 3 is 1.19% (1.01192 – 1.0) 100 and 2.41% (1.02414 – 1.0) 100 in period 11 above the average value. However, the seasonal index indicates that solar radiation in period 7 is 1.29% (1 – 0.98713) and 0.06% (1 – 0.99938) in period 12 below that average solar radiation. The seasonality indices in the months of January, May, July, September, October and December are low.

The measures of accuracy of the analysis is presented as follows: Sum Square Error (SSE) of 4266.545655, Mean Squared Error (MSE) of 11.657229, Mean Absolute Error (MAE) of 2.81562, Mean Percentage Error (MPE) of -3.024067 and Mean Absolute Percentage Error (MAPE) of 14.549143.

Table 2: Seasonal Indexes of Solar Radiation in Ilorin (January – December, 2020)

Period	Month	Index
1	January	0.97787
2	February	1.01723
3	March	1.01192
4	April	1.00399
5	May	0.99799
6	June	1.00082
7	July	0.98713
8	August	1.00597
9	September	0.97942
10	October	0.99414
11	November	1.02414
12	December	0.99938

Source: Authors' Computation, 2020

Forecast of Solar Radiation

Seasonal index can also be used for forecasting. Table 3 shows the forecast of seasonality of solar radiation Ilorin (January to December, 2021). The monthly forecast values were determined by finding the product of seasonal index and the trend value of each month. The period represents the month of the year starting from January to December. From the table, the value of solar radiation in March was predicted to be 22W/m^2 while that of November was predicted to be 22.2 W/m^2. ^{s}

Table 3: Forecast of Monthly Solar Radiation in Ilorin (January to December, 2021)

Period	Seasonal Index	Year	Trend value	Forecast (W/m^2)
1	0.97787	2022	21.7	21.2
2	1.01723	2022	21.7	22.1
3	1.01192	2022	21.7	22.0
4	1.00399	2022	21.7	21.8
5	0.99799	2022	21.7	21.7
6	1.00082	2022	21.7	21.7
7	0.98713	2022	21.7	21.4
8	1.00597	2022	21.7	21.8
9	0.97942	2022	21.7	21.3
10	0.99414	2022	21.7	21.6
11	1.02414	2022	21.7	22.2
12	0.99938	2022	21.7	21.7

Source: Authors' Computation, 2020

Irregular or Random Variation of Solar Radiation in Ilorin (January – December, 2020)

The random variation in a time series analysis are referred to as irregular or random variations or fluctuations. They are the variations that are left over after trend, cyclical and seasonal components have been removed. Such variations occur due to unpredictable factors. Therefore, it is not possible to predict the irregular variations. Fig. 3 shows the residua, irregular variations while fig. 4 shows the trend of daily solar radiation in Ilorin.

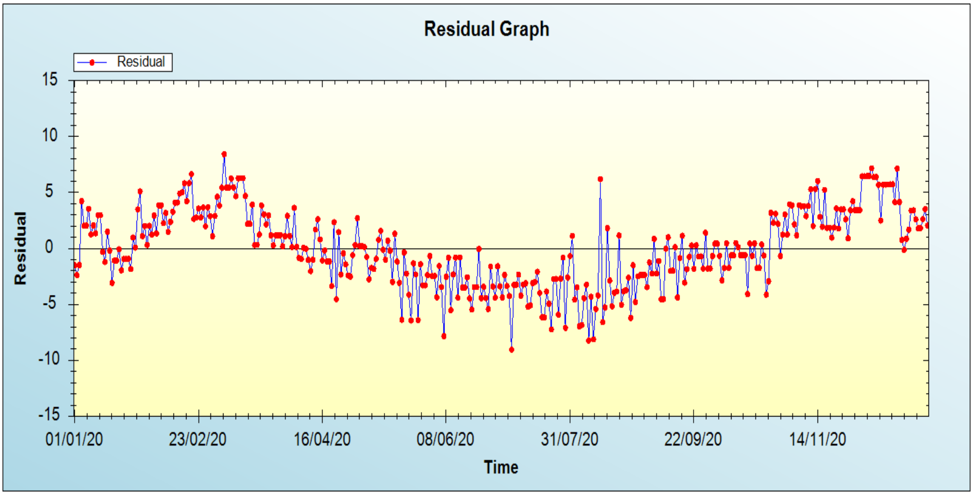


Fig. 3: Irregular Variations Solar Radiation in Ilorin (January – December, 2020)

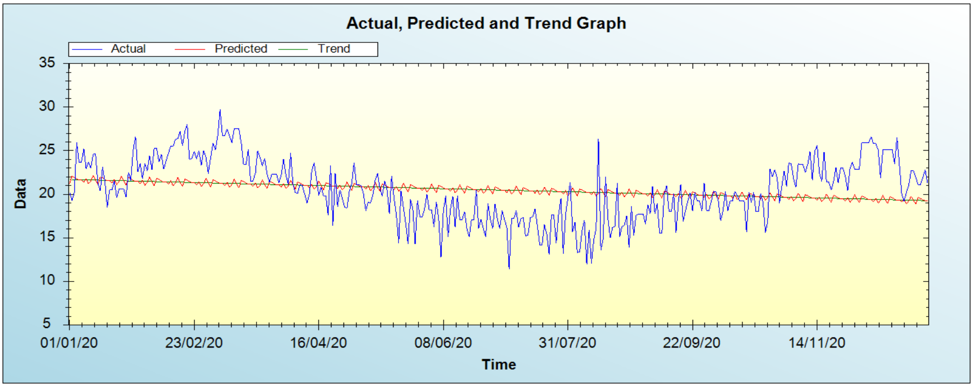


Fig. 4: Trend of daily Solar Radiation in Ilorin (January – December, 2020)

CONCLUSION AND POLICY RECOMMENDATION

The result of the trend analysis showed that solar radiation exhibits both downward and upward trend in Ilorin from January to December, 2020. This implies that reduced solar radiation trend was identified in Ilorin. The downward trend shows a decrease in the values of solar radiation. The decrease in solar radiation could be as a result of the effect of cloud, aerosols and pollutant. On seasonality indices, the seasonal index for periods 2 (February), 3 (March), 4 (April), 6 (June), 8 (August) and 11 (November) shows an above average seasonal effect on the original time series data while the seasonal indices in the periods 1 (January) 5 (May), 7 (July), 9

(September) 10 (October) and 12 (December) shows a below average seasonal effect of solar radiation. In term of percentage, the seasonal index indicates that solar radiation in period 3 is 1.19% (1.01192 – 1.0) 100 and 2.41% (1.02414 – 1.0) 100 in period 11 above the average value. However, the seasonal index indicates that solar radiation in period 7 is 1.29% (1 – 0.98713) and 0.06% (1 – 0.99938) in period 12 below that average solar radiation. The implication of the result is that solar radiation will keep on decreasing. This suggest that potential solar energy generation in the area will keep on decreasing. However, reasonable amount of solar energy could be generated in the area. Therefore, this paper hereby recommends that both private sector and the government should take part in the generation of solar energy to compliment the hydroelectric power supply in the area.

Acknowledgement

The Authors wish to thank TETFUND Nigeria for making available the grant for this research and to the Management of Kwara State Polytechnic, Ilorin, Kwara state Nigeria.

References

Adeniyi, Adedapo. and Abubakar, I. M., 2020 Impact of Climate on Food Availability in Kwara State, Nigeria. *Osun Geographical Review.* 3, pp. 22-27.

Ajadi, Bolakale S. and Tunde A. M 2010 Spatial Variation in Solid Waste Composition and Management in Ilorin Metropolis, Nigeria, *Journal of Human Ecology* 32/2, pp. 101-108.

Ajadi, Bolakale. S., Adeniyi, A., Abubakar, I. M. and Ibrahim, B. B. 2021 Temporal Variations of Solar in Ilorin Kwara State. *Journal of Contemporary Studies* 13/2 pp. 239-257.

Ajibade, Lanre. T. and Ojelola A. O. 2004 Effects of Automobile Mechanics Activities on Soils in Ilorin Nigeria *Geo-Studies Forum an International Journal of environmental and Policy Issues* 2/1, pp. 18- 27.

Akpotu, Daniel. O. and Aruna, S. 2013 Diurnal and Seasonal Variations of Global Solar Radiation in Akure, Ondo State, South Western Nigeria. *The International Journal of Engineering and Science (IJES).* 2/12 pp. 80-89.

Gueymard, Chris 2012 Temporary Variability in Direct and Global Irradiance at Various Time Scales as Affected by Aerosols *Solar Energy,* 86/12 pp. 3544-2553.

National Population Commission, (NPC) 2006. Official Gazette of the Federal Republic of Nigeria, Abuja.

Obukhov, Sergey, Plotnikov I. A. and Masolov, V. G. (2018) Mathematical Model of Solar Radiation based on Climatological data from NASA SSE May 2018 IOP Conference Series Material Science and Engineering 363/, pp. 1012020.

Olorunfemi, John. F. 2001 Better By Far, 51st Inaugural Lecture, University of Ilorin, Ilorin. Unilorin Press.

Oyediran, Ojo., Kayode, O. and Feyi, O. 2001 Fundamentals of Physical and Dynamic Climatology. Sedec Pul. Lagos.

Soneye, Olarewaju. O., Ayoola, M. A., Ajao, I. A., and Jegede, O. O. 2019 Diurnal and Seasonal Variations of the Incoming Solar Radiation flux at a Tropical Station, Ile-Ife, Nigeria. *Heliyon* 5/5, pp. 41-47.

United Nations Development Programme and World Energy Council (2000) "Energy and the challenges of Sustainability".

NOTES ON THE AUTHORS

[1]**Ajadi Bolakale SAHEED,** [2]**Adeniyi ADEDAPO,** [3]**Abubakar Iyabo MUNIRAT and** [4]**Ibrahim, Bolaji BALOGUN.**

[1,2,3]Department of Geography, Institute of General Studies, Kwara State Polytechnic, Ilorin

[4]Department of Science Laboratory Technology, Institute of Applied Science, Kwara State Polytechnic, Ilorin

Email corresponding Author: dapomoses@gmail.com

DISRUPTION OF WASTE DISPOSAL WITH LEAD CONTENT BY ERRONEOUS ACTION OF SOME STATE BODIES

Tiberiu MEDEANU

***Summary**: Lead has been known since antiquity and is used in various fields, especially in highly developed countries, which use between 20-150 kg per capita.*
Obtaining lead is difficult because the ores contain less than 10% lead, so recycling operations are profitable, making more than half of the annual requirement. World annual production is over 8 million tons, almost half of which is produced in China.
It is estimated that lead ores will be depleted in about 30 years, leading to increased recycling operations.
After 1989, political and administrative decisions, legislative errors and the unpredictability of judicial solutions led to the disappearance of well-established companies in the field, focused on recycling lead-containing waste.
In some cases, the political decisions were uninspired, the administrative provisions were abusive, and some judicial bodies gave unpredictable or late solutions, disrupting some industrial or commercial areas.
A conclusive example is the administrative and judicial decisions that interrupted the final recycling of waste from batteries and accumulators. The absurd actions culminated in a ban on the export of lead concentrates to China and Albania on the grounds that they were waste. Although the export was carried out by a Swiss company, it was decided to sue the administrator of a Romanian company, which was insignificantly involved in this operation. When establishing the guilt, the evidence and the legal provisions regarding the recycling and definition of waste were disregarded. This action also affected Romania's interests, due to the burial of these by-products in landfills, with significant costs and risks.
***Keywords**: lead; lead concentrates; waste; recycle; abusive decisions; judicial errors.*

1. Bankruptcy of NEFERAL and MSG

The company NEFERAL was focused on the production of lead, zinc and tin, and in 1991 it was transformed into a joint stock company in the field of metallurgy, with the object of activity focused on the processing and recycling of non-ferrous materials. In 2007 it obtained the *Integrated Environmental Permit*[1], which also provided for the operation of recycling waste, including those from slag resulting from the primary processing of batteries and accumulators. Lead slag was mentioned under the heading Reusable waste, being provided as a raw material for the plant for the production of by-product called *Lead Oxide Concentrate*.[2]

In 2008, the company had 194 employees, and 68% of the shares were owned by SC METANEF SA, the rest of the shares being freely traded on the stock exchange by other shareholders.

Several minority shareholders have acted abusively, relying on the imperfections of the relevant legislation and the shortcomings of the judiciary, which generate many contradictory decisions and insufficiently substantiated or late.[3] Due to protracted lawsuits and harassment from other state bodies, SC Neferal operated for 10 years without profit and constantly reduced the number of employees, from 195 to only 4 employees.[4]

In 2017, the company was declared insolvent[5], and the assets will be sold for only 2,200,000 euros, although they consist of land with a total area of 140,389 square meters in the town of Pantelimon, industry-specific halls, special facilities and movable property.[6]

In parallel with the activity of SC Neferal SA, an attempt was made to revalue the existing materials in some dumps related to the mining units focused on the extraction of non-ferrous ores.

In order to process the ore from several mining units and to capitalize on the tailings from the landfills located in Hunedoara County, in 1977 the MSG Mintia processing plant was built, with modern facilities for separating lead, gold, zinc and copper. Before the Revolution it had a special regime due to technological experiments and the fact that it recovered precious materials. In parallel with the activities initially planned, the plant started to process lead-containing slag from SC Neferal SA, as this company had reduced its secondary recovery activity.

---

[1] Bucharest Regional Environment Agency, Integrated Environmental Permit no. 27 of 20 XII 2007.

[2] Integrated environmental permit no. 27/2007, point 1.1.2.Table 9.

[3] Florian Goldstein, Bursa Newspaper # Capital Market / January 21, 2008 www.bursa.ro/dan-paul-neferal-un-abuz-al-minoritarului-4239127.

[4] www.expose.ro/opencomp/neferal-sa-477841.

[5] Ilfov Tribunal, Conclusion no. 596 of 19.10.2017, pronounced in the file no. 1046/93/2012 / a15.

[6] BDO, Business Restructuring S.P.R.L., Publication for the sale of assets of SC NEFERAL S.A. Pantelimon.

After the Revolution, the operation of closing the mining units started, in parallel with the reduction of the activity of SC Neferal SA.

Due to the non-existence of the raw material and the disinterest shown by the authorities, the MSG Mintia plant ceased operations in 2006 and entered the conservation procedure. After a while, all the equipment was sold at a ridiculous price, including steel mills of Swedish origin.

2. Establishment and operation of SC MINPROD 2005 SRL

In parallel with the decline of SC Neferal SA and MSG Mintia, solutions were sought for the recycling of used batteries and accumulators collected by SC Rombat SA Bistrița. In 2006 SC Rombat Bistrița established the subsidiary of SC Rebat Copșa Mică SRL, designed for the recovery of lead from used batteries and accumulators. The slag resulting from the *primary processing* also contained significant amounts of lead, so it had to be further recycled by other processes.

In this conjuncture, in 2005, three specialists in the mining field founded the company Minprod 2005 SRL with headquarters in Șoimuș commune, Hunedoara county, which would solve the recycling of lead slag.[7]

Offices, analysis laboratory, locker rooms, workspace, storage platforms, crushing equipment, conveyor and sorting belts, loaders, large scales for means of transport, laboratory scales, oven for drying samples were purchased, chemicals etc.

The integrated environmental permit was issued in 2008 by the Timișoara Area Agency for Environmental Protection.[8] The components of the processing plant, the technological process and the fact that the lead oxide slags were processed only by mechanical processes were established. It was expected that the finished products, called Lead Concentrates, would be sent to the port of Constanța, from where they would be exported.

The activity took place without incident, with an average of 20 employees, and by 2014 the amount of over 30,000 tons of lead concentrate was obtained, which could no longer be processed in Romania due to the abolition of the industry. The resulting product was exported to China,

[7] Daniel A. and Marius C. were general manager and technical director respectively at Minvest SA Deva, under whose subordination the Vețel Mining Branch and the MSG plant had functioned, and Victor S. had been a director at SC Phoenix Baia Mare, who had been in charge of the final processing of some mining materials.

[8] Integrated Environmental Permit no. 23/18 February 2008.

almost entirely through the Swiss company Werco Trade, which held supreme supremacy in transactions in powder materials.

The environmental permit was revised in 2013 by the Hunedoara Environmental Protection Agency, in order to diversify the activity by recycling a waste from thermal copper metallurgy. It was to be brought from the largest mining field in Poland[9], focused mainly on copper, from the processing of which results in a waste with a very high lead content. By combining it with the waste brought from SC Rebat Copșa Mică, lead concentrates with a sufficiently high content would have been obtained to be able to be exported even if the operation to improve the lead extraction at SC Rebat Copșa Mică was completed.

The sample sample was brought from Poland, which is referred to in a SEVESO inspection report.[10] It was stated that the finished product obtained from the Rebat Copșa Mică slag has a concentration of 18% and that obtained from the Polish product. has a concentration of 48% lead.[11]

This phase was not completed, as the Roman authorities set more restrictive conditions for transport than those in Hungary and Slovakia, which were transit countries.

Due to the large quantities of recycled waste, Minprod 2005 SRL was one of the important companies, receiving over 20 diplomas and cups.

3. Bankruptcy of the company Minprod SRL Șoimuș

The company Minprod 2005 SRL Șoimuș has been controlled many times by various bodies, including the commissioners of the Environmental Guard from Bucharest and other counties, without contesting the technological process or the quality and name of the material obtained. Thus, in the period 2010-2017, the National Environmental Guard carried out a number of 18 inspections, of which 11 planned inspections and 7 unplanned inspections, in which commissioners from other counties or from the General Commissariat also participated.[12]

In 2014, the company was taken over by three investors from Bucharest, who intended to purchase new equipment and transfer the productive activity to the industrial area of Deva, in order to have more storage space for the resulting material. In the same year, the company tried

[9] KGHM Polska Miedź S.A.
[10] SEVESO Inspection Report No. 46 of 11 June 2014.
[11] SEVESO Report nr. 46 /2014, pg. 6.
[12] GNM address, General Commissariat no.nr.2712/11.09.2020, to the Babadag Court. a

to export the lead concentrate without intermediaries, but was harassed in various ways, including fines for bagging and exceeding the maximum quantity on the platform.

On January 19, 2015, the National Environmental Guard established that there was a quantity of 1500 tons of lead concentrate inside SC Minprod, so it forbade the purchase of oxide slag, due to exceeding the maximum amount of 190 tons allowed on the platform. [13]

The ban was complied with, as in March 2015 the company was inspected by six commissioners, two of whom were from the General Commissariat and the Prahova County Commissariat respectively.[14]

Productive activity ceased, some staff were fired, and profits dwindled due to numerous fines.

In April 2015, SC Minprod was included in the insolvency proceedings, which were challenged without success.[15]

The fines were also imposed after the cessation of the activity. Thus, on January 20, 2015, the Environmental Guard imposed a fine of 70,000 lei because there was a quantity of 1,500 concentrated tons of lead on the premises.[16] On July 30, 2015, the National Environmental Guard imposed a fine of 20,000 lei for not a safety report has been prepared for the oxide slag processing plant, although it is no longer operating.[17]

Inspections were also carried out during the insolvency period, including by GNM Commissioners, being reported only the fact that the authorized amount of lead concentrate was exceeded and that the security of the platform on which it was stored was not ensured, the last aspect being notified to the criminal investigation bodies. Following the investigation, it was established that the security could not be provided by SC Minprod due to insolvency, and the material was not likely to endanger life or human, animal or plant health.[18]

The elimination of SC Minprod 2005 Șoimuș was finalized by canceling the Integrated Environmental Permit by the Hunedoara Environmental Protection Agency in August 2015.[19] The insolvency company unsuccessfully challenged this measure and the last sanction applied.[20]

[13] National Environmental Guard, Hunedoara County Commissariat, minutes no.13/17.01.2015
[14] National Environmental Guard, Bucharest General Commissariat, Minutes no. 56/18.03.2015
[15] Hunedoara Tribunal, civil sentence 352/F/16 IV 2015 of the back 6099/97/2014
[16] Environmental Guard, Hunedoara County Commissariat, minutes no. 10.139.
[17] National Environmental Guard, Hunedoara County Commissariat, minutes no. 04157 / 30.07.2015.
[18] To the Prosecutor's Office attached to the Deva Court, Classification Ordinance of 22 VI 2018.
[19] Decision no. 6767 / 13.08.2015.
[20] East Liquidators IPURL, Application in the preliminary procedure of 11.082015.

As a result, the recycling of oxide slag has ceased, which is buried at the Vivani Salubritate Slobozia.

4. Sanctioning an attempt to export the latest lead concentrates to China

During the operation of SC Minprod SRL, the quantity of over 30,000 tons of lead concentrate was exported to China, through the Swiss company Werco Trade AG, specialized in such transactions.

When the activity of SC Minprod SRL ceased, the quantity of 1500 tons of lead concentrate remained in the premises, and other quantities remained in the localities of Mintia and Hunedoara, belonging to other companies.

The last liquidation company, led by a lawyer, did not have any information about the possibility of capitalization, so he and other bodies appealed to the former administrator of SC Minprod. In view of the previous relations with Werco Trade AG and Werco Logistic, it also requested that the concentrates from the three locations be exported. Werco Trade AG stated that it has the option to purchase them for export only if there is a lead concentration of more than 15% in the analysis it will order.

As a result, in October 2017 he requested the analysis of concentrates by the English laboratory Alfred H Knight. The concentration of over 15%, required by Werco Trade AG, was found only for the existing materials in Șoimuș and Hunedoara. As a result, it was agreed to buy only the existing lead concentrate at these locations, starting with the one in Șoimuș.

The purchase was made through SC Stock Resource SRL, managed by Alina C., who did not specialize in such transactions. The sale was made with the Ex Works trade clause, but it was mentioned that it will appear in some customs documents, because the Swiss company did not have an EORI code in Romania. This detail was not given importance due to the small amount of material and commercial usages of this nature.

At the same time, the transaction and the export intention were communicated to the competent institutions of the state, respectively to the Environmental Agency, Environmental Guard and Hunedoara Prefecture, including the liquidating company.[21] In this information it was mentioned that a sale-purchase contract was signed for quantity of the material located on the Șoimuș site, which must be packed and transported to the port of Constanța for delivery to China.

[21] APM Hunedoara, address registered with no. 10274/14.11.2017; GNM Hunedoara, the address registered with no. 3107/14.11.2017; Voicu&Voicu Liquidators IPURL, address no. 5088/20.11.2017.

In the period 28.11- 08.12.2017, at the request of Werco Trade, the AHK laboratory took samples from all shipments made to the port by Werco Logistic, sending three sets of samples to the laboratory in England. It set a concentration of 19.74%, 18.17% and 19.72% Pb, but communicated the results only in January 2018.

In the first phase, the formalities for export went normally, on November 29, 2017 the documents were approved for the 'clearance' of a batch of 20 containers, but the goods were not shipped immediately, being scheduled for loading on the ship on December 12 2017, together with batch 2 of material. It arrived in port on December 5, 2017, being the second customs declaration prepared by the commissioner Elvada Company, for the quantity of 342,823 kg. lead concentrate, packed in 255 bags, placed in 14 containers.

The last shipment did not receive export approval, as a commissioner from the National Environmental Guard became aware of the transaction. He decided from the first day that the material was Waste, not Lead Concentrate, invoking the fact that on the documents for the sale of the product from SC Minprod 2005 SRL, the liquidator made the mention “material with lead content / lead concentrate”. The clarifications made immediately by the judicial liquidator and the Environmental Protection Agency were not taken into account, in the sense that “Regardless of the lead content in the lead concentrate, if there is a market or demand and the product meets the technical requirements it can no longer be considered waste.

Although the detailed analysis of the material by the AHK laboratory was certain, the National Environmental Guard ordered the analysis by the Wessling Targu Mureș laboratory, which took samples on December 14, 2017. Due to the erroneous sampling and analysis, a concentration was established. reduced lead by only 4.77% and 4.38%.

The results established by the Wessling Laboratory were contested by all parties, including the AHK Laboratory, so it was ordered that the Wessling Laboratory take other complete samples from both the material stored in the port and the one returned with three trucks on the platform in Șoimuș.

The second analysis performed by the Wessling laboratory, when it took the samples correctly and used the legal method of analysis, established a concentration of 19.80% Pb for the material in the port.

The criminal investigation body sent to the Polytechnic University of Bucharest some of the samples collected by the representatives of the Wessling laboratory in February 2018, where a concentration of 29.84%

was established for the sample from the port and 30.79% for the sample collected from the material returned on the platform from Șoimuș.[22]

Contrary to these analyzes and other evidence, it was ordered to prosecute the defendant Crăciun Alina Simona and SC Stock Resource SRL for the crimes of qualified smuggling, the use of unreal acts at customs and illegal export of waste.[23]

The case was moved from Constanța Court to Babadag Court[24] numerous pieces of evidence were administered, which confirmed the non-existence of the offenses.

After almost three years, the court ordered the acquittal for all the crimes.[25]

Although there is no evidence of guilt, the prosecutor's office declared the appeal, which is not resolved, even though four years have passed since the alleged acts were committed.

The appeal is questionable in all respects and demonstrates the attempt to obtain a conviction, which would lead to a serious miscarriage of justice and would harm Romania's interests in the field of recycling and waste disposal.

AUTHOR'S NOTE

Tiberiu Constantin MEDEANU, professor at the West University of Timişoara, Faculty of Law.

Studies:

• Faculty of Law, Babeş-Bolyai University, Cluj-Napoca.

• Corruption Prevention Course: "United Nations Anti-Corruption Project in Romania" - United Nations Center for the Prevention of International Crime, Cluj, 1998.

• Environmental Protection Course: "First International Training Course on Environmental Protection and Law Enforcement" - Nucleo ecologico carabinieri, Rome, 1997.

• Diploma 'Judicial Merit Class I'.

• The honorary plaque 'Pro scientia, for contributing to the development of forensics', awarded by the Romanian Society of Forensics and Criminology.

• Included in the Dictionary of Hunedoara personalities in the field of art, science and technology, Emia Publishing House, 2000 edition, pg. 307 and Edit. Emia, 2004, pg. 332, based on published works and documentaries made.

• Included in the Encyclopedia of Romanian personalities, 2011 edition, pp. 1,100-1,101.

---

[22] Analysis bulletin no. 737/DECPB/20 IV 2018.

[23] The prosecutor's office attached to the Constanța Court of Appeal, indictment no. 525 / P / 2017 from 06.07.2018.

[24] Babadag Court, file no. 18547/212/2018.

[25] Babadag District Court, sentence no. 82 of April 14, 2021.

Published works:
- treatises, textbooks and books: 29;
- articles: 265;
- documentary films: 20;
- Conferences and symposia: 90.

Teaching activity:
- 1993 - 1994, assistant, Ecological University 'Traian' Deva;
- 1994 - 2000, lecturer, Ecological University 'Traian' Deva;
- 2000 - 2006, associate professor, “Vasile Goldiş” University of Arad, Faculty of Law;
- 2007 - 2022, professor, West University of Timişoara, Faculty of Law.