

EXPLORATION AND VALORIZATION OF CULTURAL LANDSCAPES IN TÂRGOVIȘTE MUNICIPALITY FOR TOURISM DEVELOPMENT

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ABSTRACT. The study encompasses an analysis of the specific elements of cultural tourism in the Municipality of Târgoviște and their attractiveness among tourists. This analysis highlights the main cultural landmarks located in the Municipality of Târgoviște, such as churches, monuments, museums, cultural buildings, etc., which have been constructed over time and contribute to the local history and the beauty of the area. With adequate infrastructure and promotion, these landmarks could form the foundation for new development strategies for the Municipality. The study reveals both the analysis of elements with genuine tourist value and the main objectives that need to be achieved for the further development of the area.

Key words: *Târgoviște Municipality, cultural landscape, tourism valorisation, touristic potential.*

INTRODUCTION

Tourism began to grow both economically and socially in the latter half of the 20th century. Historians note that the urge to explore and discover new places has been present since ancient times. However, back then, travel



was primarily focused on expanding power, conquering new territories, or engaging in trade (Bran, 1996). Over the years, the activity of tourism took shape, and among the main purposes of travel were: religious tourism, students' trips to university centres, spa tourism etc. (ibid.).

According to the World Tourism Organization, there are three types of tourism (UNWTO, Annex 2): *domestic tourism* (refers to tourism activities undertaken within a country by residents of that country); *inbound tourism* (refers to all visits within a country by non-residents of that country) and *outbound tourism* (refers to visits by residents of a country outside that country) (Eurostat, Glossary: Tourism).

Tourism is a multifaceted economic activity that can be analysed from various perspectives, resulting in numerous specific classification criteria. It can be systematically categorized by considering factors such as tourists' mobility, marketing methods, travel frequency, purpose of the trip, age of tourists, and other criteria. These factors often intersect due to the inherent cross-cutting nature of tourism. One of the classifications of tourism is represented by the socio-economic specifications of demand, and cultural tourism is part of this category, defined as follows: "Cultural tourism is that type of tourism practiced by tourists for the purpose of visiting the sights that are found in a particular area" (Honey, 2008). This category also includes: urban, rural, religious, adventure, ecotourism and agrotourism (ibid.).

Târgoviște, the former capital of the Romanian countryside, is a treasure trove of cultural landscapes reflecting a rich and diverse history. From medieval vestiges to Brâncovenetian architecture, the city is distinguished by a cultural heritage that has shaped the region's identity over the centuries. In today's context, when cultural tourism is becoming increasingly relevant, exploring and capitalizing on these cultural landscapes is a key opportunity for local tourism development. Tourism revitalization will not only attract visitors but will also support the local economy, promote heritage conservation and strengthen community identity. With well thought-out strategies and through collaboration between authorities, the private sector and local communities, Târgoviște has the potential to become a reference point on the cultural tourism map of Romania and Central and Eastern Europe.

This article aims to analyse the ways in which the cultural landscapes of Târgoviște can be effectively explored and exploited to stimulate the development of tourism, thus contributing to the creation of an attractive and sustainable destination for tourists from all over the world.

FEATURES OF TÂRGOVIȘTE MUNICIPALITY

1. Physical-geographical characteristics

Târgoviște used to be a royal residence, and since 1961 it is a municipality and the administrative seat of the whole county. For more than three centuries, Târgoviște was one of the most important economic, political-military and cultural center of the Romanian Country. Situated on the border between the hilly sub-Carpathian hilly area and the plains, the city of Târgoviște is located on the Ialomița valley, situated on a terrace whose height is about 260 metres. This is the road that in the past linked Transylvania and the Danube, on the route Rucăr - Câmpulung - Târgoviște - Târgșor - Brăila, the role of this road being a commercial one.

The municipality of Târgoviște has a favourable geographical position, about 60 km from Sinaia and about 75 km from Bucharest, the capital of the country. The Rucăr-Bran corridor, which has become an axis of mountain agritourism, is located in the vicinity of Târgoviște (Bran, 1996). In terms of population, Târgoviște municipality has 66,965 inhabitants, which represents about 14% of the population of the whole county (Recensământul Populației și Locuințelor, 2021).

2. Short history

Most of the economic, social and cultural activities take place in the city of Târgoviște, the county seat of Dâmbovița. For three centuries, from 1396 to 1714, Târgoviște (formerly known as Valahia) was the capital of Wallachia. In 1714, the country's capital was moved to Bucharest, and Târgoviște became less attractive (Dumitrescu et al., 2012).

Under the rule of Nicholas Mavrocordat in the 18th century, the institutions of the captains and vicars were abolished and replaced by that of the ispravnic. *Zapcii* and *vătafii de plai* had important roles in local administration and the security of roads and borders. Târgoviște became an important city when Mircea cel Bătrân took the seat of the throne. The city was influenced by Saxons, Venetians and Genoese. The Saxons founded the city of Câmpulung, influencing the transition to the urbanization of the southern Carpathian region. Târgoviște's development continued under the reigns of Matei Basarab and

Constantin Brâncoveanu, and the 15th century brought major territorial changes due to Ottoman intervention and subsequent treaties, such as the Peace of Adrianopol in 1829 (Pehoiu and Oproiu, 2008).

ANALYSIS OF ELEMENTS THAT HAVE TOURIST VALUE WITHIN THE CULTURAL LANDSCAPE

In 1993, the World Tourism Organization defined cultural tourism as “a form of tourism whose main purpose is to broaden the horizon of knowledge through the discovery of cultural, artistic or architectural heritage” (Gheorghilas, 2011). By means of cultural tourism, anthropic resources are valued, which is why this type of tourism can include both urban and rural-ethnographic tourism.

In Romania, Ordinance no. 68/26.08.1994 and Law no. 41/1995 establish the main categories of monuments, as follows:

- monuments and archaeological sites;
- architectural monuments and groups;
- architectural and town-planning reserves, memorial buildings, monuments and memorial groups;
- monuments of fine arts and memorials;
- technical monuments;
- historic sites;
- parks and gardens.

Cultural tourism entails exploring regions, countries, and cities through themes such as history, religion, art, language, ethnicity, and gastronomy. Individuals engaging in cultural tourism typically belong to higher socio-professional groups or possess a medium to high level of education, including students and intellectuals (Gheorghilaș, 2011).

There is a strong connection between urban and cultural tourism, as cities frequently offer the most numerous and intriguing cultural attractions, such as historical and religious buildings, museums, monuments, and memorial houses.

The Council of Europe’s Framework Convention on the Value of Cultural Heritage for Society defines cultural heritage as “a group of resources inherited from the past which people identify, independently of their affiliation, as a reflection and expression of their continuing appreciation of their values, beliefs, knowledge, and traditions. It includes all aspects of the environment resulting from the interaction between people and places over time” (Dümcke and Gnedovsky, 2013).

According to the definition provided by the World Tourism Organization, “cultural tourism is a type of tourism activity in which a visitor’s primary motivation is to learn, discover, experience and consume the tangible and intangible attractions/products of a tourist destination” (UNWTO website).

The component elements of cultural tourism are: art, architecture, historical and cultural heritage, literature, music, culinary heritage, lifestyle, value systems, beliefs and traditions (Boboc et al., 2019).

Based on the leisure definition provided by the Association for Tourism and Education, cultural tourism is perceived as “a movement of people to cultural attractions that are located away from their residential address in order to accumulate new information and experiences to fulfil cultural needs” (Boboc et al., 2019, p. 982).

At national level, the legislative framework regulating the protection of historical monuments is Law 422 of July 18, 2001, republished. According to Article 1, paragraph 2, “historical monuments are real estate, buildings and land located on the territory of Romania, significant for national and universal history, culture and civilization” (Law 422/2001).

Religious and pilgrimage tourism is a specialized subset of cultural tourism, where individuals’ journey to sites of worship. These travels are motivated by various factors, such as the desire to explore new places of worship or to participate in specific festivals or holy days. In Dâmbovița County there are numerous places of worship of tourist importance, and among the best known are the following:

Monumental Complex Dealu Monastery is one of the most important religious monuments in Romania, Monumental Complex Dealu Monastery is located in the Aninoasa commune, north of the municipality of Târgoviște. Dealu Monastery was built during the reign of Mircea cel Bătrân, being documented in 1431. Later, between 1499-1502, Radu cel Mare built a new construction, the facade of which was painted during the reign of Neagoe Basarab (1514). During the 16th-19th centuries, the rulers who succeeded the Romanian rulers, such as Radu Mihnea (1614), Constantin Brâncoveanu (1713, who painted the monastery for the second time and covered it with brass) and Gheorghe Bibescu (1845-1846), were concerned with its care. The Romanian scholar Nicolae Iorga, visiting the Dealu Monastery church at the beginning of the 20th century, described it as “a marvel of oriental art”.

The Dealu Monastery was the first printing press in the Romanian Lands and the first book in Walla Walla Walla was printed. It was also here that Petru Cercel founded the first literary court, which functioned according

to the Western model. Between 1508-1512, books such as “Liturghier” (1508), “Octoih” (1510) and “Evangheliar” (1512) were printed. One of the largest burial places in the country is located in the pronaos of the Dealu Monastery, where the voivores, ladies and church ladies are buried. Well-known personalities such as Vlad Dracul (father of Vlad Tepes), Radu cel Mare and Mihai Viteazul rest here. The Monastery Museum houses valuable collections of old books, as well as a wooden cross gilded in silver gilt (Tourist Guide, REGIO).

The Archiepiscopal and Metropolitan Cathedral - Târgoviște is known by locals as “Mitropolia” and was one of the most important religious buildings built in Wallachia during the Middle Ages. The construction lasted about 2 decades, it was started during the reign of Radu cel Mare (he reigned from 1495-1505) and was completed by the ruler Neagoe Basarab in 1520. Later, during the reign of Radu Paisie, the church was covered with lead and painted. The rulers Constantin Brâncoveanu and Matei Basarab took care of the church, and during their reigns the cathedral was repaired. In the 19th century, more precisely in 1821, the etherists led by Alexandru Ipsilanti stripped the cathedral and took the lead, and this action led to the destruction of the paintings and the vaults of the building. Moreover, in 1889 the church was completely demolished, and the present church does not replicate the old church. In 2009, the relics of St. Nifon, the patriarch of Constantinople and metropolitan of Wallachia, were brought and placed in the nave of the Archbishop’s Cathedral. Today, in the Metropolitan’s park there are still the ruins of the chilies from the reign of Matei Basarab. Behind the church are located the ruins of an alleged tunnel that connected Mitropolia to the Chindiei Tower. The Mitropoliei Park is located in the center of Târgoviște and in its vicinity there is the Tricolor Square (where the statue of Mircea cel Bătrân is located), the Plateau of the Cultural Center of the Trade Unions (where the statue of Mihai Viteazul is located) and the old and historical center of the city (Tourist Guide, REGIO).

Sfântul Nicolae Andronești Church, Târgoviște: in 1527 the Church of St. Nicolae Andronești was built by the great vornic Manea Perșanu, during the reign of Radu de la Afumați. Later, during the reign of Matei Basarab (17th century) the church was rebuilt (Tourist Guide, REGIO).

Târgul Church, Târgoviște: at the beginning of the second half of the 17th century, in 1654, on the site of a church built in the 16th century, the Târgoviște Church was founded by the scholar Udriște Năsturel. At the end of the 17th century it was painted and the expense was borne by Dinu Bogasieru.

Over time, the church was constantly repaired. The porch was added in the 18th century. Geometric and floral decorations made by sgraffito and coloured in red, blue and scarlet adorn the facades of the church, combining elements of local architectural tradition with elements that came from Moldova, with the construction of the Stelea Monastery. In the specific architecture of the church, we can observe a number of specifically Moldavian elements (Tourist Guide, REGIO).

MUSEUMS AND MEMORIALS

The National Museum Complex “Curtea Domnească” - Târgoviște includes 16 museums and memorial houses of real historical importance. These are: The Monumental Ensemble “Curtea Domnească”, the Museum of Dâmbovițeni Writers, the Museum of Printing and Old Romanian Books, the History Museum, the “Vasile Blendea” Museum, the Art Museum, the “Gheorghe Petrașcu” Workshop House, the Pucioasa Ethnography and Folklore Museum, the Brancovenesc Ensemble of Potlogi, the “Gabriel Popescu” Workshop House in Vulcana Pandele, the I. L. Caragiale, Ethnographic Museum “Prof. Dumitru Ulieru” in Pietroșița, Ialomiței Cave in the Bucegi Mountains, Museum of the Evolution of Man and Technology in the Paleolithic, “Casa Românei” Târgoviște, Cavalry Officers School “Ferdinand I” known rather as “Place of the execution of the Ceausescu couple”.

The Princely Court covers an area of 29,000 square meters and is the best-preserved medieval ensemble in Romania. From 1396 to 1714, the Princely Court functioned intermittently and in turn fulfilled several roles: it was the residence and seat of the prince for 33 rulers (the first prince was Mircea cel Bătrân and the last one was Constantin Brâncoveanu). During the reign of Mircea cel Bătrân, the nucleus of the Princely Court was established, thus being the first buildings that were intended for the residence of the ruling family over Walla Walla Wallachia. During the reign of Vlad Țepeș, the Princely Court was enlarged and the Chindiei Tower, a watch and control tower, was also built. Under the careful guidance of the voivode Petru Cercel, between 1583-1585, several fortifications were built. The Great Court Church was also built during this period, as well as the first aqueduct. The first royal garden was also created, outside the Court, facing the Ialomita river. Over time, buildings erected earlier were constructed and repaired. Thus, during the reign of Matei Basarab, the manor houses were repaired, the enclosure wall was doubled and a Turkish bath was built. Constantin Brâncoveanu was the ruler who carried

out the last significant works of the Princely Court, on the one hand, the previously constructed buildings were repaired and on the other hand, new extensions took place (Tourist Guide, REGIO).

Dâmbovițeni Writers' Museum, Târgoviște: Remarkable personalities of the 19th-20th centuries have passed through the doors of the Dâmbovițeni Writers' Museum in Târgoviște, such as Titu Maiorescu, Ion Luca Caragiale, Emil Gârleanu, and many others. The house was built between 1897-1898 and became a museum in 1967. It is based on three sections: a first section represents the Middle Ages, when Târgoviște was the country's first centre of culture; the second section is the poets who were part of the national revival movement, and the third is represented by writers "born either under its sign, or brought to life, in Târgoviște, for a moment or for eternity" (Tourist Guide, REGIO).

Printing and Old Romanian Books Museum, Târgoviște: Reorganized in the Dionisie Lupu House, the Printing and Old Romanian Books Museum is located in the Printers' Court of Târgoviște. On the ground floor of the building there are five halls where one of the most important crafts existing since the Middle Ages is illustrated in different forms, namely printing. The exhibition presents the printing activity that developed from the 16th century until the 19th century, a moment that marks the end of the evolution of the old Romanian book, both in Târgoviște and in other centers in the country. In the exhibition hall there are books printed in various European cultural centers such as Vienna, Leipzig, Rome, London, Poland, Paris, Amsterdam, as well as a model of a printing press that was created in 1778 (Tourist Guide, REGIO).

The Museum of History, Târgoviște, is located near the Voivodeship Court, in an area of historical importance. At the beginning of the 20th century, the Palace of Justice was built, today declared a historical monument, which is one of the most important buildings of neoclassical architecture. On the first floor of the building there is a permanent exhibition of the Museum of History, where the Romanian space specific to the period between the Palaeolithic period and 1918 is highlighted. Thus, the exhibition includes a series of material evidence proving the existence of the population of Geto-Dacian origin. The exhibition also provides information about the Romanian medieval states, with an incursion into what Walla Wallachia meant and its specificity.

The museum also includes a space dedicated to the rulers of Walla Walla Wallachia, such as Vlad Țepeș, Petru Cercel, Mihai Viteazul, Constantin Brâncoveanu, where there are elements specific to medieval culture such as: decorative art, various typographic ornaments, lapidary, woodcuts.

The History Museum also has sections presenting the most important events that took place in the 19th century: the revolution led by Tudor Vladimirescu, the Union of the Romanian Lands realized by Alexandru Ioan Cuza, the War of Independence fought at the end of the 19th century (Tourist Guide, REGIO).

Vasile Blendea Museum is also known as “Angela Georgescu” House. The museum is a monument of Romanian architecture specific to the 18th century. It was restored at the beginning of the 21st century. The Emilia and Vasile Blendea collection, consisting of works of fine art (paintings, graphics, sculptures, drawings), as well as memorial pieces (letters, manuscripts, photographs), is housed in the Museum (Tourist Guide, REGIO).

Art Museum, Târgoviște: The current building of the Art Museum was built to serve as the headquarters of the Dâmbovița County Prefecture. The plan of the building was realized by the architect Baldassare Vignossa Giovani and dates from the end of the 19th century. The building is not imposing, being relatively small in size, but its sumptuous interior is particularly sumptuous, with ceilings, stuccowork and walls painted with various geometric and vegetal motifs.

Specific elements of Romanian art, such as religious paintings, icons, frescoes, period furniture, as well as modern and contemporary works of art that are part of Romania’s heritage can be found at the Art Museum in Târgoviște (Tourist Guide, REGIO).

Gheorghe Petrașcu Studio House, Târgoviște: Gheorghe Petrașcu lived between 1872-1949 and was a Romanian painter and academician. He built his house in 1922, attracted by the patriarchal city, the peace and calm of the ruins of the Princely Court. Gheorghe Petrașcu drew his inspiration mainly from Nicolae Grigorescu, but created a new, original style. His main paintings are: “Entrance to the Princely Court of Târgoviște”, “The Cauldron with the Tavern Tavern Keepers”, “View of Târgoviște”, “House after the Rain”, “Portrait of a Boy”, “House in Venice” (Tourist Guide, REGIO), all of which and many others can be seen at the “Gheorghe Petrașcu” House and Workshop in Târgoviște.

The National Museum of the Romanian Police in Târgoviște is the only museum with this profile in our country and was inaugurated in 2000. The museum is located in the same enclosure as the Art Museum and the History Museum, near the Domnești Court. The museum contains numerous exhibits showing the stages of development of the Romanian Police, as well as the evolution of the institution internationally.

The Gate of Bucharest is one of the four gates through which the old 16th-century fortress of the seat of the city was entered. Its reconstruction was carried out relatively recently, after 1897, when its foundations were unveiled as a result of the construction of a new boulevard (figure 1).



Fig. 1. *The Gate of Bucharest (author's personal archive)*

THE POTENTIAL FOR TOURISM VALORIZATION OF THE ELEMENTS OF THE CULTURAL LANDSCAPE

Tourism promotion is essential for the development and sustainability of Dâmbovița County as a tourist destination, with multiple economic, social and cultural benefits. Among the most important reasons for promoting tourism in the county are:

a) *Increased economic revenue*: tourism generates substantial income for a destination through tourist expenditures in hotels, restaurants, shops, transportation, and attractions. These revenues can facilitate infrastructure development and enhance public services.

b) *Job creation*: the tourism sector creates numerous employment opportunities across various fields such as transportation, tour guiding, and retail. This can reduce unemployment and provide jobs for local communities.

c) *Infrastructure development*: the rise in tourism can drive investments in local infrastructure, including roads, airports, public transportation, and health and safety facilities. These enhancements benefit both tourists and residents.

d) *Promoting culture and heritage*: tourism can aid in preserving and promoting cultural and natural heritage. The revenue generated can be allocated for the maintenance and restoration of historical sites, museums, and nature parks.

e) *Diversification of the economy*: tourism offers an alternative income source, reducing reliance on a single industry.

f) *Improved quality of life*: the economic and social advantages of tourism can lead to an overall improvement in the quality of life for local communities by providing better access to services and infrastructure.

g) *Promoting peace and international understanding*: tourism fosters cultural and social exchange, helping people understand and appreciate different cultures and lifestyles, thereby promoting peace and international understanding.

h) *Stimulating entrepreneurship*: increased tourism can encourage entrepreneurial activities and the growth of small local businesses such as guesthouses, restaurants, guided tours, and souvenir shops.

In conclusion, tourism promotion is crucial for the economic, social and cultural development of Dâmbovița County. It helps to attract visitors, create jobs and preserve heritage, thus contributing to the general well-being of the local community

In the rows below are highlighted statistical information on tourist overnight stays and arrivals in tourist accommodation facilities, accommodation capacity and existing tourist accommodation facilities in Târgoviște Municipality. The analysed period is of ten years, between 2013-2023 and the following categories are considered: hotels, hostels, apartments and rooms for rent and tourist pensions.

According to the National Institute of Statistics, **overnight stays** are defined as follows: “a tourist overnight stay is the 24-hour interval, starting from the hotel hour, for which a person is registered in the record of the tourist accommodation space and is provided with accommodation on account of the tariff for the occupied space, even if the actual length of stay is less than

the mentioned interval. Overnight stays related to extra beds installed (paid for by guests) are also taken into account” (INS, 2024).

According to the data in the graph below we can observe that in terms of tourist overnight stays in tourist accommodation facilities in the Municipality of Târgoviște in the period 2013-2023, most overnight stays took place in hotels, while in the last period the number of overnight stays in tourist guesthouses started to increase (figure 2).

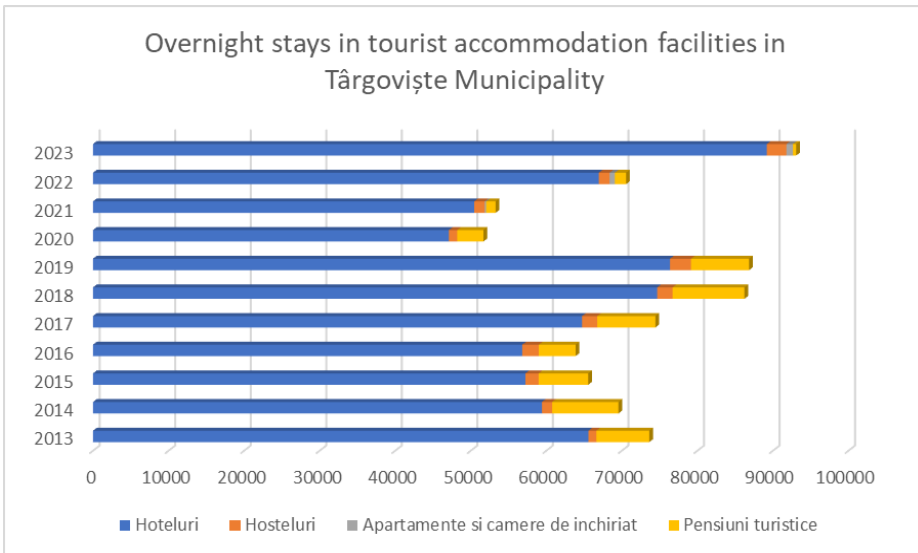


Fig. 2. *Overnight stays in tourist accommodation facilities in Târgoviște Municipality (National Statistical Institute, 2023)*

According to the National Institute of Statistics of Romania, **tourist arrivals** refer to persons of Romanian or foreign nationality travelling for a period of less than 12 months and spending at least one night in a tourist accommodation unit located outside the area of place of residence, and the reason for the trip is determined by recreational activities (INS, 2023).

According to the chart below (figure 3), we observe that similar to overnight stays in tourist establishments, hotels and tourist guesthouses are the most frequented by tourists who choose to spend at least one night in the Municipality of Târgoviște.

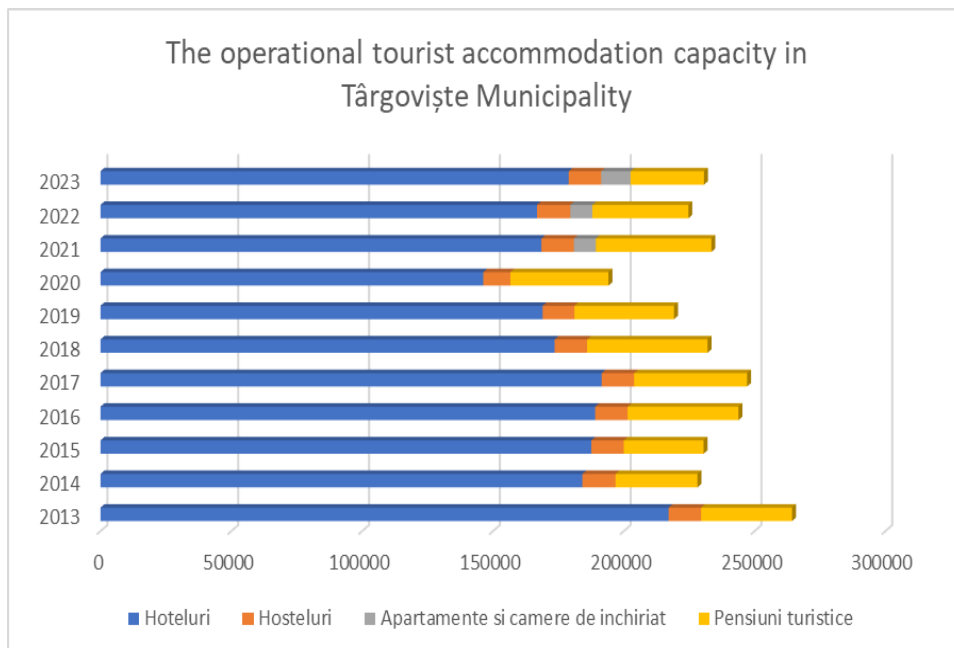


Fig. 3. *Tourists' arrivals in tourist accommodation facilities in Târgoviște Municipality (National Statistical Institute, 2023)*

Tourist accommodation capacity is defined by the NSI as the total number of tourist accommodation places that are approved and classified as tourist accommodation structures with tourist accommodation function. This definition includes places in existing structures, including additional beds that can be installed when necessary (INS 2018). In the Municipality of Târgoviște, the accommodation capacity of hotels has been decreasing in the period 2013-2023 (for example in 2013 the number of available places in hotels was 217,134 places, while in 2023 there were 178,968 places, a decrease of 17.57%). A decrease also occurred in the number of available places in tourist pensions (in 2013 the available places in tourist pensions approved in Târgoviște Municipality were 34,792, while in 2023 the availability of accommodation expressed in places was 28,085) (figure 4).

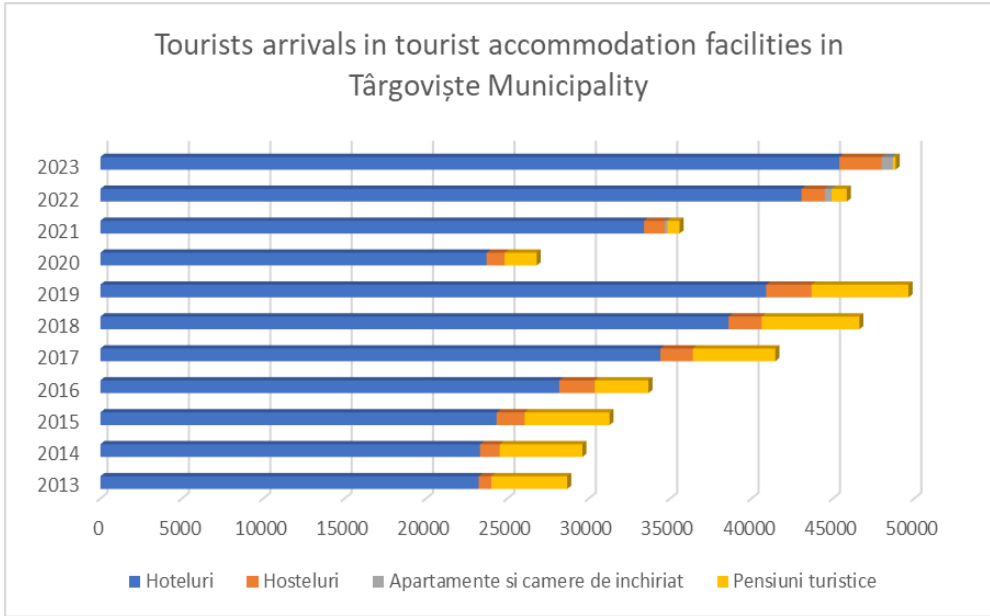


Fig. 4. *The operational tourist accommodation capacity in Târgoviște Municipality (National Statistical Institute, 2023)*

The definition provided by the NPS of tourist accommodation structure with tourist accommodation functions is: “any construction or arrangement, which provides on a permanent or seasonal basis the accommodation service and other specific services for tourists” (INS, 2018). In the period 2013-2023, in Târgoviște Municipality there were between 13 and 17 tourist accommodation structures in terms of hotels and between 5 and 8 in the case of tourist guesthouses. Hostels numbered 2 (constant for the period analysed), while apartments and rooms for rent have appeared since 2020, also numbering 2 (figure 5).

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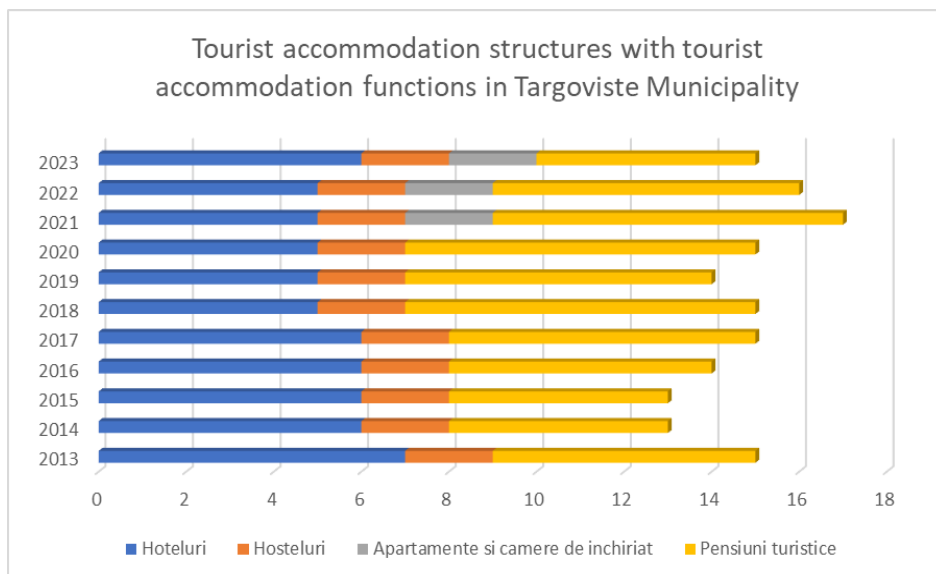


Fig. 5. *Tourist accommodation structures with tourist accommodation functions in Târgoviște Municipality (National Statistical Institute, 2023)*

CONCLUSIONS

All these elements identified, analysed and presented above facilitate tourist access and exploitation, currently in a relatively modest way, but which can represent, as a whole, the basis of a new integrated development strategy for the Municipality of Târgoviște.

Thus, in line with the development strategy of Dâmbovița County, which also provides for tourism exploitation, we propose the following appropriate interventions for the development of the tourism sector based on the following SWOT analysis:

Strengths

- Rich historical and cultural heritage: Târgoviște has numerous historical monuments and cultural sites, such as the Curtea Domnească, the Chindiei Tower and old churches.

- Existing tourist infrastructure: There are already tourist facilities such as hotels, hostels, restaurants and various leisure activities.
- Proximity to Bucharest: Târgoviște is close to Bucharest, about 80 kilometres.
- Attractive natural landscapes: The area offers varied natural landscapes that can be integrated into tourist circuits.

Weaknesses

- Lack of effective promotion: Târgoviște is not sufficiently known nationally and internationally as a tourist destination.
- Inadequate road infrastructure: Roads and access to certain tourist attractions can be hampered by various factors.

Opportunities

- European funding: Access European funds for tourism infrastructure development and heritage conservation.
- Public-private partnerships: Working with the private sector to attract investment and develop new tourism facilities.
- Developing cultural and eco-tourism: investments in these two types of tourism can bring new visitors.
- Digitization and online promotion: Using social networks and websites to promote tourist attractions.

Threats

- Competition from other tourist destinations: Other cities and regions with similar attractions may attract more tourists, so attention is drawn to other locations.
- Heritage deterioration: Lack of conservation measures can lead to deterioration of historic sites.

In order to capitalize on the cultural landscapes of Târgoviște, it is essential to focus on effective promotion, infrastructure development and strategic partnerships. By addressing weaknesses and capitalizing on opportunities, Târgoviște can become an important tourist destination in Romania.

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