STUDIA UNIVERSITATIS
BABEŞ-BOLYAI

GEOGRAPHIA

1/2019

STUDIA
UNIVERSITATIS BABEŞ-BOLYAI
GEOGRAPHIA

1/2019

EDITORIAL BOARD OF
STUDIA UNIVERSITATIS BABEŞ-BOLYAI GEOGRAPHIA

EDITORIAL OFFICE: Clinicilor no. 5-7, 400006 Cluj-Napoca, Romania,
Phone +40 264 591807, geogr@geografie.ubbcluj.ro;
http://studiageographia.geografie.ubbcluj.ro/

YEAR **Volume 64 (LXIV) 2019**
MONTH **APRIL**
ISSUE **1**

PUBLISHED ONLINE: 2020-04-15
PUBLISHED PRINT: 2020-04-30
ISSUE DOI: 10.24193/subbgeogr.2019.1

S T U D I A
UNIVERSITATIS BABEŞ-BOLYAI
GEOGRAPHIA

1

STUDIA UBB EDITORIAL OFFICE: B.P. Hasdeu no. 51, 400371 Cluj-Napoca, Romania, Phone + 40 264 405352

CUPRINS – CONTENT – SOMMAIRE – INHALT

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 5-16)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.01

ANALYSIS OF ANNUAL RAINFALL DATA BY MARKOVIAN APPROACH IN THE LOBO WATERSHED (WEST-CENTER OF CÔTE D'IVOIRE)

VAMI HERMANN N'GUESSAN BI[1,2], MARC YOUAN TA[1,2], FABRICE BLANCHARD ALLECHY[1], FABRICE ASSA YAPI[1], ALIOUNE BADRA KONE[2], KOUADIO AFFIAN[1,2]

ABSTRACT. The rainfall deficit has become remarkable in recent decades in Côte d'Ivoire in general and particularly in the Lobo watershed. The objective of this study is to analyze rain behaviour using weather generator MulGETS based on first order Markov chains to two states. Daily data from 1984 to 2013 from 17 stations were used to predict daily precipitation data for the period 2021 to 2050. The results obtained show that the probability of having two successive dry years or two successive wet years is higher over the entire study area for the period 1984-2013. For the period 2021 to 2050, the probability of having two successive dry years and two successive wet years will be higher over the entire basin and in the south, center and north respectively. The probability of a wet year followed by a dry year will be higher in the south, west, northwest and north of the basin. The probability of a dry year followed by a wet year will be relatively high in the north, center and southwest of the basin.

Keywords: *rainfall analysis, MulGETS, Lobo, Côte d'Ivoire*.

1. INTRODUCTION

Climate change is one of the greatest challenges facing humanity in the 21st century. West Africa is one of the most vulnerable regions in the world to climate change, which is now a potentially major threat to the environment, water resources and sustainable development (Koumassi *et al.,* 2014). Climate change causes several natural phenomena (flooding, drought, desertification)

[1] *Laboratoire des Sciences et Techniques de l'Eau et de l'Environnement, UFR STRM, Université Felix Houphouët-Boigny, Côte d'Ivoire, vami@outlook.com/fabriceallechy@gmail.com*
[2] *Centre Universitaire de Recherche et d'Application en Télédétection (CURAT), Université Felix Houphouët-Boigny, Côte d'Ivoire, youanta@gmail.com*

and impacts rainfall in West African countries. This is the case in Côte d'Ivoire in general and particularly in the Lobo basin where rainfall has become deficient since 1970 (Konan, 2002; Ardoin, 2004; Yao *et al.,* 2012). Côte d'Ivoire, whose economic development is based on agriculture, has an agricultural sector that is generally of the rainfall type and is heavily penalized by this decrease in rainfall (Konan, 2002; Brou, 2005). In an attempt to provide adequate solutions to these problems, many studies are looking at modelling natural phenomena such as local climates, changes in annual precipitation and their probability of occurrence.

Like climate modelling, predicting rainfall in the short to medium term is of great interest and can help identify the causes (N'Guessan Bi *et al.,* 2018). It also makes it possible to measure the impact of climatic events, their duration or intensity on activities (Chiquet, 2003). The objective of this study is to analyze the annual precipitation behaviour of the Lobo watershed to determine their probabilities of occurrence for the periods 1984-2013 and 2021-2050. However, the most widely used technique remains the one based on Markov chains, which has been widely used for precipitation analysis (Hess and al., 1989, Mares, 1974, 1993; Liana and Elena, 2004; Chèze and Jourdain, 2003). The advantage of this approach is that it expresses the conditional probabilities of moving from the previous state (previous day) to the state of the current day (Meddi and Meddi, 2009). Markov chains also take into account the relationship between successive days (Kébailli and Thirriot, 1984; Arnaud, 1985; Thirriot, 1986) and allow problems with uncertain or incomplete information to be treated (Dequier, 2005). Chiquet (2003) developed a method based on non-homogeneous Markov chains to estimate and predict daily temperature values in France. In the field of spatiotemporal analysis, Lazri *et al* (2007) developed a model for the analysis of precipitation data by Markovian approach. The data used are a series of images collected by the meteorological radar. Markov models are widely used to simulate the temporal evolution of a system based on transition probabilities (Korotov and al., 2001). This work will be structured around four sections. The first section will introduce the study area. The second section will describe the MulGETS time generator that predicted daily rainfall data from 2021 to 2050 and the first-order Markov model to describe the occurrence of annual precipitation. The results and discussion will be presented in the third section followed by the conclusion in the fourth section.

The Lobo watershed is a sub-basin of the Sassandra River. It is located in the mid-western part of Côte d'Ivoire between longitudes 6°05' and 6°55' West and latitudes 6°02' and 7°55' North (Fig. 1). With an area of 12722 km^2 and a length of 355 km, the Lobo River originates in the south of the Séguéla region and flows into the Sassandra not far from the town of Loboville. Most of the basin belongs to the Upper Sassandra region, the regional capital is Daloa.

It covers the departments of Daloa, Issia, Vavoua and Zoukougbeu; the far north belongs to the department of Séguéla; while it overflows into the south, on that of Soubré. The climate of the basin is characterized by two types of climate: the attenuated equatorial transition climate (Baoule climate with two seasons) observed in the northern half of the basin and the equatorial transition climate (attiéen climate with four seasons) observed in the extreme south. Its relief is like a peneplain whose altitude varies between 160 m and 480 m (Avenard, 1971). It is monotonous as a whole with singularities in places. Two main types of relief share the basin: plains at altitudes ranging from 160 to 240 m, located in the south of the basin, and plateaus at altitudes of 240 m and 320 m occupying most of the basin (Yao, 2014). The Lobo river basin is located in the Guinean domain and belongs to the mesophilic sector with forest areas suitable for agriculture. It is mainly composed of highly or moderately desaturated modal reworked ferrallitic soils with overburden from schists and granites (Perraud, 1971).

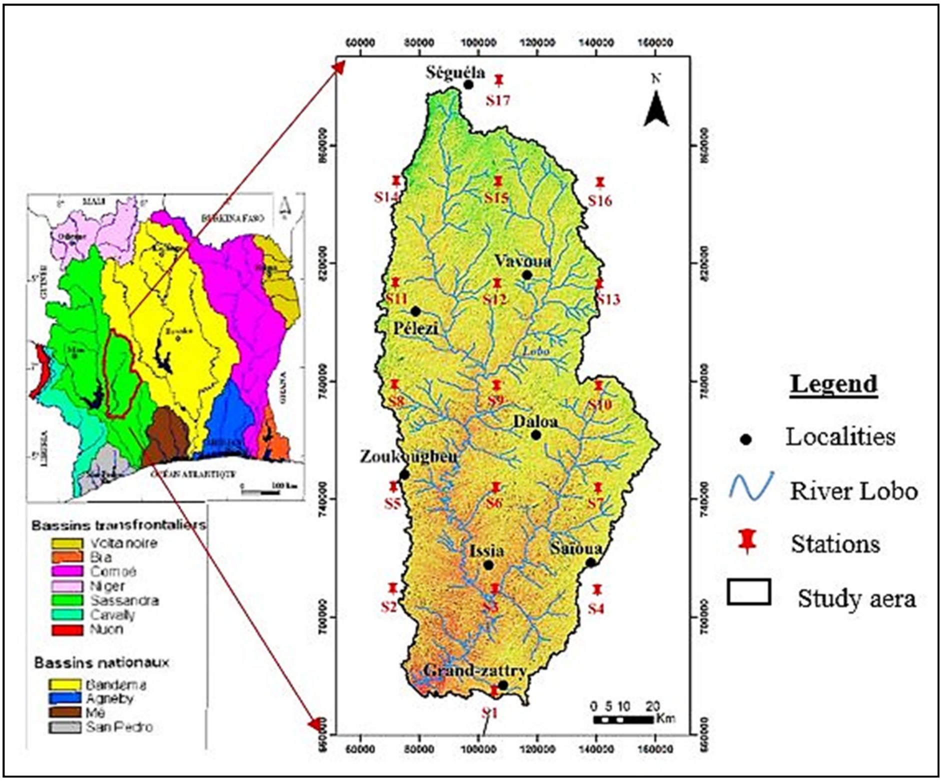


Fig. 1. Localisation of Lobo watershed

2. DATA AND METHODS

2.1. Data and software

2.1.1. Data

The data consist mainly of daily precipitation data from seventeen (17) weather stations covering the study area over a period from 1984 to 2013 (30 years). They come from the Climate Prediction System Reanalysis Centre (CFSR) available on the website: *https://globalweather.tamu.edu/#pubs.* They were used as a reference for forecasting daily data from 2021 to 2050.

2.1.2. Software

The software used is of several types:

- XLSTAT 2016 was used to store and statistically process rainfall data;
- Matlab 2014 for the forecasting of daily precipitation data and Markovian modelling.

2.2. Methods

2.2.1. MulGETS model

Multi-site weather Generator of École de Technologie Supérieure (MulGETS) was developed by Chen *et al*, 2012. It is a stochastic time generator that generates climate data that is statistically similar to data observed at several sites. MulGETS is an extension of a single-site weather generator WeaGETS (Weather Generator of École de Technologie Supérieure) that is suitable for small watersheds where a single station can be used to represent the entire watershed (Chen *et al,* 2012). It uses a first-order linear autoregressive model to generate temperature and a multi-gamma distribution (a combination of several gamma distributions) and a multi-exponential distribution to generate daily precipitation amounts. However, Chen *et al* (2012) indicated that the gamma distribution is generally the most widely used because it is more efficient compared to the exponential distribution. This time generator was used to predict precipitation data in this study. Details of this time generator are known from the work of Brissette and al., 2007; Chen *et al,* 2012 and Chen *et al*, 2014. The principle of this stochastic time generator is based on the first order Markov chain method with two states.

2.2.2. First order Markov

Several studies have focused on precipitation analysis from Markov chains (Benzerti and Habaieb, 2001; Cazacioc and Cipu, 2004; Chèze and Jourdain, 2003; Meddi and Meddi, 2009; N'guessan Bi *et al,* 2014) because they describe precipitation echoes well. We apply it on an annual scale to determine or predict the probability of having a dry year after a dry year or not. This process expresses conditional probabilities of moving from the previous day's status (previous year) to the current year's status. To do this, we used the Markov chain method (Arnaud, 1985). Markov chains take into account the link between successive years; indeed, the rainfall in year k depends on the state of past years. This model will be of the first order if the rain in year k depends only on the previous year, i.e. the closest past of the state. It will be of order h if the rain of year k depends on the k - 1, k - 2, ..., k - h past years. Thus, the state of year k only depends on the state of year k - 1 for the first order Markov. The first order Markov chain is introduced by a probability (equation 1):

$$P(X_{n+1} = j|Xn = i, X_{n-1} = i_{n-1}, \dots, X_0 = i_0) = P(X_{n+1} = j|X_n = i) \quad (1)$$

with

$$P(Xn = i, Xn-1 = in-1, \dots, X_0 = i_0) = 0$$

and we note (equation 2):

$$P_{ij} = P(X_{n+1} = j|X_n = i) \quad (2)$$

where Pij is the i th element of the j th column of the transition matrix of the Markov chain.

These probabilities were calculated using the following relationship (equation 3), Benzarti and Habaieb, 2001, Lazri *et al*, 2007):

$$pi = \frac{Ni}{N} \quad (3)$$

where N_{ij} is the number of transitions from state i to state j and Ni is the number of transitions from state i to any other state.

A year can be characterized in terms of rainfall by two states:

- state S: dry or very dry years
- state P: normal, wet and very wet years

For the first order Markov, four situations are possible (Benzerti and Habaieb, 2001):

- S-S (two successive dry years);
- S-P (a dry year followed by a wet year);
- P-S (a wet year followed by a dry year);
- P-P (two successive wet years).

3. RESULTS AND DISCUSSION

3.1. Application of Markov chains

3.1.1. Markovian first-order model for the period 1984-2013

The results of the first-order Markov matrix for the seventeen stations for the period 1984 to 2013 are shown in Table 1.

Table 1: First order Markov process for each station, 1984 à 2013

Transition probabilities (%)				
Stations	P-P	P-S	S-S	S-P
S1	80	20	79	21
S2	69	31	69	31
S3	81	19	85	15
S4	79	21	80	20
S5	75	25	77	23
S6	81	19	85	15
S7	94	06	92	08
S8	93	07	100	00
S9	93	07	100	00
S10	93	07	100	00
S11	86	14	93	07
S12	93	07	93	07
S13	79	21	80	20
S14	86	14	93	07
S15	88	13	85	15
S16	79	21	80	20
S17	81	19	85	15

The results of the transition matrix for the period 1984 to 2013 show that:

- for the period 1984 to 2013 the probability varies from 0 to 100% to have a dry year regardless of the year of departure (dry or wet) for the seventeen stations;

- the probability of having a wet year followed by a dry year (P-S) is low (it varies from 7% to 31%) over the entire basin;

- to have a dry year followed by a wet year (S-P), the probability is also low (7% to 31%) on most stations but it is nil for stations S8, S9 and S10 located in the center of the Lobo watershed;

- the probability of having two successive dry years (S-S) is very high for the seventeen stations (it is between 69% and 100%);

- for two successive wet years (P-P), the probability is also higher (between 69% and 94%) over the entire study area.

3.1.2. Markovian first-order model for the period 2021-2050

The results of the first-order Markov matrix for the seventeen stations for the period 2021 to 2050 are shown in Table 2.

Table 2. First order Markov process for each station, 2021 à 2050

Transition probabilities (%)				
Stations	P-P	P-S	S-S	S-P
S1	36	64	67	33
S2	38	62	50	50
S3	63	38	54	46
S4	64	36	73	27
S5	38	62	50	50
S6	63	38	54	46
S7	63	38	62	38
S8	50	50	65	35
S9	53	47	50	50
S10	63	38	46	54
S11	46	54	56	44
S12	36	64	56	44
S13	40	60	63	37
S14	50	50	47	53
S15	53	47	43	57
S16	57	43	53	47
S17	53	47	50	50

The results of the transition matrix show that:

- the probability, for the seventeen stations for the period 2021 to 2050, will vary from 27% to 73% to have a dry year regardless of the year of departure (dry or wet).

- the probability of having a wet year followed by a dry year (P-S) will be higher (50% to 64%) in the South of the basin (Grand-Zattry), in the West (Zoukougbeu), in the North-West (Pélezi) and in the North (Vavoua) than in the Centre of the basin (38% to 47%) in Daloa;

- to have a dry year followed by a wet year (S-P), the probability will be higher (50% to 57%) in the north (Seguela), in the centre (Daloa), in the southwest of the basin, and will decrease (27% to 44%) towards the southeast (Saiga) and the south of the basin (Great zattry);

- the probability of having two successive dry years will be higher (50% to 72%) for the majority of stations but relatively lower (43% to 47%) for stations S10, S14 and S15 located north of Vavoua and Pélezi and northeast;

- if a year is wet, the probability of a wet year (P-P) will be higher (50% to 64%) in the south (Issia), southeast (Saiga), center (Daloa) and north (Séguéla) of the basin.

3.2. Discussion

This study consists of the analysis of annual rainfall in the Lobo catchment area located in the western central part of Côte d'Ivoire. The precipitation data used in this study are obtained from the National Environmental Prediction Centre's (CFSR) climate prediction system reanalysis repository. The CFSR was designed and executed as a coupled atmosphere-ocean-land-sea ice system surface to provide the best estimate of the state of these coupled domains during this period. Mo *et al,* 2011; Najafi *et al,* 2012; Dile and Srinivasan, 2014 have conducted several studies with CFSR data and indicate their validity. According to Fuka *et al* (2013) these data have the advantage of better reflecting the rainfall event measured by satellites. His studies on the use of reanalysis of the climate prediction system as meteorological input data for watershed models have shown that CFSR data can be reliably applied to watershed modelling in various hydro-climatic regimes and other watersheds. The work of Saleh (2000) in the northern upper part of the Bosque River watershed reached the same conclusion. The methodological approach is based on the use of Markov chains, widely used for precipitation analysis (Chèze and Jourdain, 2003; Cazacioc and Cipu, 2004), which describe daily precipitation fields well. They have the advantage of taking into account the memory effect. The work of Stern *et al* (2006) and N'Guessan Bi (2014) came to the same conclusion. The MulGETS first-order Markov model, which uses a first-order linear autoregressive model and a multi-gamma distribution (more efficient compared to the exponential distribution according to Chen *et al.,* 2012), was selected to adequately generate the daily precipitation data. These results are consistent with the work of Brissette *et al* (2007) and

Chen *et al* (2014). This study shows that the probability of having two successive dry years or two successive wet years is higher over the entire study area for the period 1984-2013. These results are similar to the work of Lazri *et al* (2007), Meddi and Meddi (2009) and Meledje *et al* (2015). Indeed, in their studies on the analysis of rainfall and the occurrence of drought, Lazri *et al* (2007) showed that in the “Sea” zone, the probability of having a non-precipitating state after a non-precipitating state is higher than in the “Land” zone. On the other hand, the probability of having a precipitating state following a precipitating state is higher in the “Land” zone than in the “Sea” zone. Meddi and Meddi (2009) in northwest Algeria have shown that the probability of a dry year being followed by a dry year is higher in the west (Habra-Sig, Ghriss, Sidi bel Abbes and Maghnia plains) and the probability of having two successive non-drying years is high for all stations. Meledje *et al* (2015) indicate that the probability of having two successive dry years is higher in the northern part of the transboundary Bia river basin between Côte d’Ivoire and Ghana. For the period 2021 to 2050, the probability of having two successive dry years and two successive wet years will be higher over the entire basin and in the south, centre and north respectively. The probability of a wet year followed by a dry year will be higher in the south, west, northwest and north of the basin. The probability of a dry year followed by a wet year will be relatively high in the north, centre and southwest of the basin. These results may be explained by the fact that annual rainfall amounts will be decreasing over the entire study area and that the highest rainfall amounts will be observed in the central and southwestern part of the Lobo watershed.

4. CONCLUSION

The application of first-order Markov has made it possible to determine the probability of occurrence of annual precipitation in the Lobo watershed. Thus, the probability of having two successive dry years or two successive wet years is higher over the entire study area for the period 1984-2013. For the period 2021 to 2050, the probability of having two successive dry years and two successive wet years will be higher over the entire basin and in the south, centre and north respectively. The probability of a wet year followed by a dry year will be higher in the south, west, northwest and north of the basin. The probability of a dry year followed by a wet year will be relatively high in the north, centre and southwest of the basin. All these results show that precipitation is well described by Markov chains over the entire Lobo watershed. They can help to find strategies to fight drought and floods.

REFERENCES

1. Ardoin, B.S. (2004), Variabilité hydroclimatique et impacts sur les ressources en eau de grands bassins hydrographiques en zone soudano-sahélienne. Thèse de Doctorat, Université de Montpellier II, France, 330p.
2. Arnaud, M. (1985), Contribution à l'étude stochastique markovienne des précipitations dans le bassin Adour-Garonne. Thèse de Doctorat, Toulouse, France.
3. Avenard, J.M. (1971), Aspect de la géomorphologie, *in* Avenard J.M., Eldin M., Girard G., Sircoulon J., Touchebeuf P., Guillaumet J.L., Adjanohoun E. et Perraud A. (Eds.), Milieu naturel de Côte d'Ivoire. *Mémoire ORSTOM,* n° 50, Paris, France, pp. 8-73.
4. Benzerti, Z. & Habaieb, H.E. (2001), Etude de la persistance de la sécheresse en Tunisie par utilisation des chaînes de Markov (1909-1996), Sècheresse, 12, 215-20.
5. Brissette, F.P., Khalili, M. and Leconte, R. (2007), Efficient stochastic generation of multi-site synthetic precipitation data, *J. Hydrol.,* 345 (3-4), pp 121-133.
6. Brou, Y.T. (2005), Climat, mutations socio-économiques et paysages en Côte d'Ivoire. Mémoire de synthèse des activités scientifiques, *Mémoire d'Habilitation à Diriger des Recherches*. Université des Sciences et Technologies de Lille, France, 226 p.
7. Cazacioc, L. & Cipu, E.C. (2004), Evaluation of the transition probabilities for daily precipitation time series using a Markov chain model, *The 3rd International Colloquium Mathematics in Engineering and Numerical Physics*, p.82-89, Oct 7-9, Bucharest, Romania.
8. Chen, J., Brissette P.F., Zhang, X.J. (2014), A multi-site stochastic weather generator for daily precipitation and temperature, American Society of Agricultural and Biological Engineers, ISSN 2151-0032 DOI 10.13031/trans.57.10685. Vol. 57(5): pp 1375-1391.
9. Chen, J., Brissette, P.F., Leconte, R., Caron, A. (2012), A versatile weather generator for daily precipitation and temperature, Transactions of the ASABE, 55(3), pp 895-906.
10. Chèze, I. & Jourdain, S. (2003), Calcul Des Quantiles De Données De Retour De La Température Par La Méthode Gev. Calcul Des Températures A Risque, pp.1-50, Météo France, Dp/Serv/Bec, Toulouse, France.
11. Chiquet, J. (2003), Estimation des températures journalières à l'aide de techniques markoviennes. *Mémoire de DEA TIS,* Compiègne, France.
12. Dile, Y.T., Srinivasan, R. (2014), Evaluation of CFSR climate data for hydrologic prediction in data-scarce watersheds: an application in the Blue Nile River Basin, *Journal of the American Water Resources Association (JAWRA), pp*. 1-16.
13. Dequier, J. (2005), Chaîne de Markov et application, Mémoire de probatoire en informatique, Université de Grenoble, France, 35p.
14. Fuka, D.R., MacAllister, C.A., Degaetano, A.T. and Easton, Z.M. (2013), Using the Climate Forecast System Reanalysis dataset to improve weather input data for watershed models. *Hydrol. Proc.,* DOI: 10.1002/hyp.10073.

15. Hess, G.D., Leslie, L.M., Guymer, A.E., Fraedrich, K. (1989), Application of a Markov technique to the operational, short-term forecasting of rainfall, Australian Meteorological Magazine, 37, 2, 83-91.
16. Konan, B. (2002), Modélisation et gestion intégrée des ressources en eau dans le bassin versant du Sassandra (Côte d'Ivoire), Thèse de doctorat 3ème cycle, Université d'Abobo-Adjamé, 146 p.
17. Koumassi, D. H., Tchibozo, A.E., Vissin, E. and Houssou, C. (2014), Analyse fréquentielle des évènements hydro-pluviométriques extrêmes dans le bassin de la Sota au Bénin. *Afrique* SCIENCE 10 (2), ISSN 1813-548X. pp 137 – 148.
18. Korotkov, V., Logofet, D., and Loreau, M. (2001), Succession in mixed boreal forest of Russia: Markov models and Non-Markov effects. Ecological Modelling, 142, pp. 25-38.
19. Lazri, M., Ameur, S., and Haddad, B. (2007), Analyse de données de précipitations par approche markovienne, Larhyss Journal, no. 6, December, pp.7-20.
20. Mares, I. (1974), A Markov chain for evaluation of Moon rainfalls (in Romanian), Studii si Cercetari de Meteorologie, Part I/139, 203-219.
21. Mares I., Mares C. (1993), On extreme events in the precipitation field, in Kundzewicz, Z.W., Rosbjerg, D., Simonovic, S.P. and Takeuchi, K. (eds.), Extreme Hydrological Events: Precipitation, Floods and Droughts, International Symposium, Yokohama, Japan, pp 307-313.
22. Meledje, N.D.H., Lazare Kouassi, K., N'Go, Y. A., Savane, I. (2015), Caractérisation des occurrences de sécheresse dans le bassin hydrologique de la Bia transfrontalier entre la Côte d'Ivoire et le Ghana: contribution des chaînes de Markov, Cah Agric 24: 186-97, DOI: 10.1684/agr.2015.0755.
23. Meddi, A. and Meddi, M. (2009), Etude de la persistance de la sécheresse au niveau de sept plaines algériennes par utilisation des chaines de Markov (1930-2003), Courrier du Savoir – No. 09, March 2009, pp.39-48.
24. N'guessan Bi, V.H., Saley, M.S., Pop, S., Terebech, R., Bogdan, B., Djagoua, E.V., Kouame, F., Borda, M. and Affian K. (2014), Markovian approach for analysis and prediction of monthly precipitation field in the department of Sinfra (Central-west of Côte d'Ivoire), International Journal of Engineering Research and General Science, Volume 2, Issue 1, January 2014, ISSN 2091-2730, pp.34-49.
25. N'guessan Bi, V.H., Saley, M.B., Wade, S., Djagoua, E.V., Kouame, F. and Affian, K. (2014), Cartographie du risque d'inondation par une approche couplée de la télédétection et des systèmes d'informations géographiques (SIG) dans le département de Sinfra (centre-ouest de la Côte d 'Ivoire), European Scientific Journal, January 2014 edition, vol. 10, No. 2, ISSN: 1857 – 7881 (Print) e -ISSN 1857- 7431, p. 170-191.
26. N'Guessan Bi, V. H., Diedhiou, A., Kouadio, B. H., Kone, A. B., Koffi, K. and Affian, K. (2018), Apport de la télédétection à l'analyse spatio-temporelle du mode d'alternance et d'occurrences des épisodes humides: apport des indices climatiques et chaînes de Markov; cas du district d'Abidjan. Actes du 1er colloque international Nexus Eau Energie Alimentation et Habitat du 12 au 14 décembre, Ouagadougou, Burkina Faso, pp 69-80.

27. Perraud, A. (1971), Les sols *in* Avenard, J.M., Eldin, M., Girard, G., Sircoulon, J., Touchebeuf, P., Guillaumet, J.L., Adjanohoun, E. and Perraud, A., Milieu naturel de Côte d'Ivoire. *Mémoire ORSTOM*, n°50, Paris, France, pp. 265-391.
28. Saleh, A., Arnold, J. G., Gassman, P.W., Hauck, L.M., Rosenthal, W.D, Williams, J.R., McFarland, A.M.S. (2000), Application of SWAT for the upper north Bosque river watershed, Transactions-American of Society Agricultural Engineers 43 (5), pp. 1077-1088.
29. Stern, R., Rijks, D., Dale, I., and Knock, J. (2006), Instat Climatic Guide, 330p.
30. Thirriot, C. (1986), Simplicité et efficacité des chaînes de Markov comme modèle de la pluviométrie, Arch Hydrot., 23, pp. 1-2.
31. Yao, A.B. (2014), Evaluation des potentialités en eau du bassin versant de la Lobo en vue d'une gestion rationnelle (centre-ouest de la côte d'ivoire), *Thèse Unique de Doctorat*, Université Abobo-Adjamé, Côte d'Ivoire, 186p.
32. Yao, A.B., Goula, B.T.A., Kouadio, Z.A., Kouakou, K.E., Kane, A. and Sambou, S. (2012), Analyse de la variabilité climatique et quantification des ressources en eau en zone tropicale humide. Cas du bassin versant de la Lobo au Centre-Ouest de la Côte d'Ivoire, *Revue Ivoirienne des Sciences et Technologies*, 19, pp. 136-157.

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 17-30)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.02

NATURAL DYNAMICS OF URBAN POPULATION IN THE EASTERN CARPATHIANS IN THE POST-COMMUNIST PERIOD

MĂDĂLIN-SEBASTIAN LUNG[1], GABRIELA-ALINA MUREȘAN[2]

ABSTRACT. – Natural dynamics of urban population in the Eastern Carpathians in the post-communist period. The Eastern Carpathians represent an important group of Romanian Carpathians. 43 cities belonging to 12 counties (Bacău, Bistriţa, Braşov, Buzău, Covasna, Harghita, Maramureş, Mureş, Neamţ, Prahova, Satu Mare, Suceava) were identified in their territory. The aim of the study is to analyze the urban population natural dynamics in the Eastern Carpathians in the post-communist period (1992-2011). At the same time, we tried to identify some of the causes that led to the evolution (increase and decrease) of the values of analyzed demographic indicators. In 1992, only four cities had negative natural dynamics (natural decrease). After 1992, many of the cities began to record negative values of the natural increase. The urban area population in the Eastern Carpathians began to record higher mortality rates, at the expense of birth rates. In 2002, negative values of the natural increase were recorded in 24 administrative units. At the last census, 28 urban centers had negative values of natural increase. The indicators considered were the birth rate, the mortality rate and the rate of natural increase.

Keywords: *Eastern Carpathians, cities, birth rates, mortality rates, rate of natural increase.*

1. INTRODUCTION

The main aim of the study is to analyze the natural dynamics of the population of the cities located in the Eastern Carpathians. 43 cities are located in this group of Romanian Carpathians (fig. 1). The natural dynamics were analyzed using three demographic indicators: birth rate, mortality rate and the

[1] *Babeş-Bolyai University, Faculty of Geography, 400006, Cluj-Napoca; email:lungmadalin@yahoo.com*
[2] *Babeş-Bolyai University, Faculty of Geography, 400006, Cluj-Napoca; email: alina.muresan@ubbcluj.ro*

rate of natural increase. The three indicators were calculated for the post-communist census years; we also analyzed the demographic evolution of urban areas. At the same time, we considered identifying possible demographic risk phenomena that may unbalance the good functionality of cities.

The population has become a research topic for several fields (geography, history, sociology). There are several geographical studies aimed at studying the population from different parts of the country (Giurcăneanu, 1988; Niță, 2007; Tănasă, 2007; Rațiu, 2008; Ionescu, 2009; Misachevici, 2011; Lung, 2018; Lung and Mureșan, 2018a; Lung and Mureșan, 2018b; Lung, 2019; Lung and Diaconescu, 2019). Population also aroused the interest of foreign researchers (Scharf, 2001; Findlay, 2003; Malmberg & Tegenu, 2007; Finney & Simpson, 2009; Stockdale, 2010; Keating et al., 2011; Sturtevant, 2013; Barakat, 2015). Historians have analyzed the population in terms of demographic history with connections to different political and administrative causes (Muntean, 2001; Pădurean, 2001; Holom, 2009; Ghiță, 2011). Sociological studies on the population were concerned with the human communities as a whole (Buțiu, 2004; Radu, 2014).

2. METHODOLOGY

In a first stage, we delineated the Eastern Carpathians from a geomorphological point of view, using the specialized bibliography (Posea & Badea, 1984). To identify the cities that could be included in the studied area, we examined the specialized literature that has the Eastern Carpathians as a research topic (Ciangă, 1998; Popa-Bota, 2003; Niță, 2007; Mara, 2014; Tofan, 2012). After identifying the cities, a map with their geographical position was made. We used ArcGIS 10.1 to build the map. In the next stage, statistical data on population natural dynamics were obtained. These data were taken from the National Institute of Statistics website. Based on numerical data, we calculated the values of the three demographic indicators (birth rate, mortality rate and the rate of natural increase) for each census year after the communist period. In addition to the tables produced, graphs were created regarding the evolution of the number of newborns and deaths for the period 1992-2011. Before studying the natural dynamics, the demographic evolution of urban areas was briefly analyzed. For this, we considered a period beginning with the end of the 19th century, continuing with the 20th century and the beginning of the 21st century. Numerical data from seven population censuses were used.

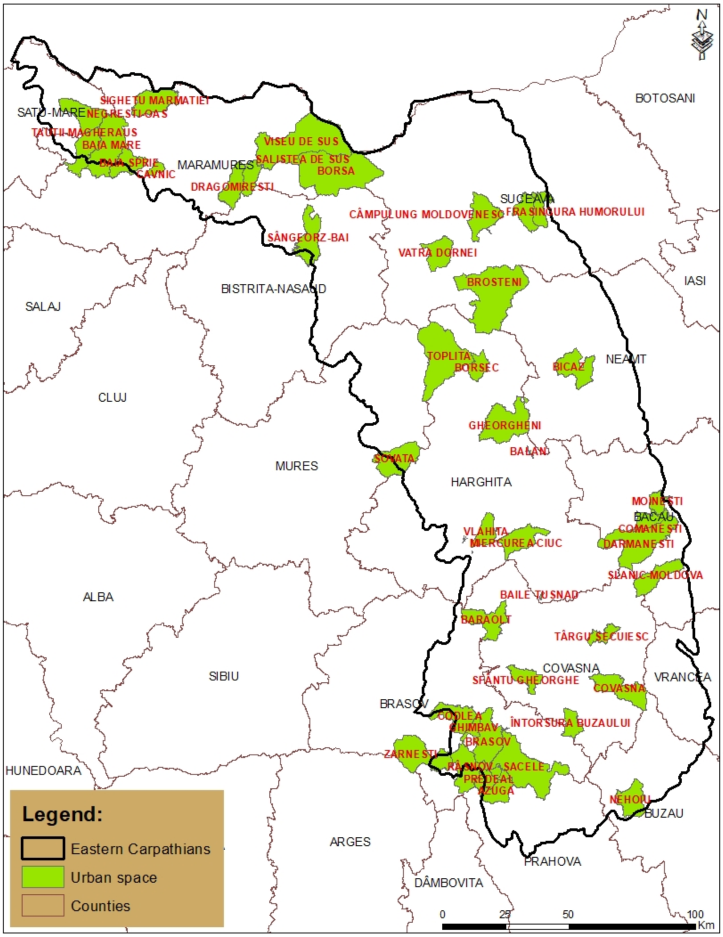


Figure 1. Cities in the Eastern Carpathians (source: own study)

3. RESULTS

3.1. Demographic evolution

Between 1880 and 1992, the rate of natural increase was permanently positive. During the analyzed period, the smallest number of the inhabitants in the 43 cities was recorded in 1880. At the end of the 19th century, the population of the cities was 166,702 inhabitants (fig. 2). At the end of the interwar period, the population increased to 338,722 inhabitants, 172,020 people more compared to

1880. But the most significant demographic increase occurred during the communist period. In 1966, the population in the urban areas was 609,489 inhabitants, and after 1989 it exceeded 1 million inhabitants. In the 26 years from 1966 to 1992, the urban population in the Eastern Carpathians increased by 542,608 inhabitants. This was the largest urban demographic increase. In support of this phenomenon specific to the communist period was the law prohibiting abortion (Decree No. 770 of October 1, 1966), but also the intensification of industrial activities. The forced industrialization required by the leadership of the country forced the construction of numerous industrial factories in cities. These factories required a large workforce. Since 1992, the urban population has begun to decline, in 2011 numbering 1,114,966 people. Urban demographic decline can be attributed to industrial restructuring and layoffs among employees. After 1989, most urban factories were closed or privatized, leading to a change in their organizational structure. Due to the lack of jobs, the population was forced to move to other regions and even to migrate abroad.

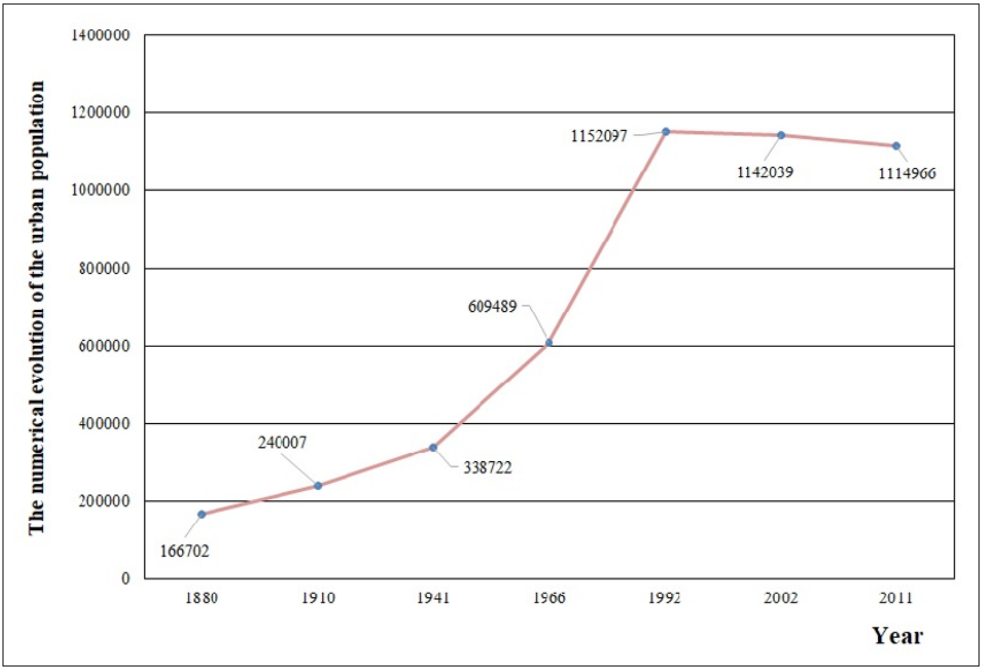


Figure 2. The numerical evolution of the urban population
(Source: own calculation based on data from NIS and
http://www.varga.adatbank.transindex.ro/)

3.2. Birth rate evolution

At the first post-communist census (1992), the highest birth rate was 18.7 ‰ in Sângeorz-Băi, Bistriţa-Năsăud County, at the opposite side being Ghimbav with 5.9 ‰ (see Table 1). Of the 43 cities, only eight had birth rates below 10 ‰, 28 registering values between 10.1-15 ‰ and 7 between 15.1-20‰. Apart from Ghimbav, the seven cities with birth rates below 10 ‰ were: Tăuţii-Măgherăuş 9.6 ‰, Borsec 8.7 ‰, Miercurea-Ciuc 9.6 ‰, Sfântu Gheorghe 9.7 ‰, Braşov 8.2 ‰ and Predeal 7.6 ‰. The highest rates, except for Sângeorz-Băi, were in: Dragomireşti 15.3 ‰, Borșa 17.5 ‰, Broşteni 15.2 ‰, Bălan 15.3 ‰, Comăneşti 16.1 ‰, Dărmăneşti 17.0 ‰. The year 1992 was characterized by the highest birth rates of the entire study period. Until the first census of the 21st century (2002), the birth rate registered a noticeable decline. In 2002, Sângeorz-Băi also had the highest value, but it decreased considerably to 14.0 ‰; the lowest birth rate was recorded in Azuga, 6.0 ‰. The number of cities with birth rates values below 10 ‰ increased significantly compared to 1992. At the 2002 census, 29 cities had birth rates below 10 ‰ and none exceeded 15.1 ‰. Until 2011, the birth rate in the urban area decreased more than in 2002. In 2011, problems worsened, with only five cities having birth rates between 10.1-15‰ (Borșa 11.7‰, Sângeorz-Băi 13.9 ‰, Vlăhița 11.1 ‰, Dărmănești 10.9 ‰, Slănic Moldova 10.4 ‰) and only one over 15.1 ‰ (Săcele 15.6 ‰). In 2011, the birth rate situation was so acute that two cities with a birth rate of less than 5 ‰ were registered: Bicaz 4.0 ‰, and Săliștea de Sus 3.9 ‰.

Table 1. Birth rates at post-communist censuses
(source: own calculation based on data from NIS)

No.	City	Year		
		1992	2002	2011
1.	Negrești-Oaș	14.4	7.0	5.9
2.	Baia Mare	13.2	9.0	8.8
3.	Tăuții-Măgherăuș	9.6	7.2	9.6
4.	Baia Sprie	13.5	9.7	8.3
5.	Cavnic	13.3	8.9	8.8
6.	Sighetu Marmației	12.6	9.4	8.8
7.	Dragomirești	15.3	8.6	7.3
8.	SălIștea de Sus	12.7	8.5	3.9
9.	Vișeu de Sus	14.8	10.4	8.0
10.	Borșa	17.5	8.2	11.7

No.	City	Year		
		1992	2002	2011
11.	Sângeorz-Băi	18.7	14.0	13.9
12.	Câmpulung Moldovenesc	11.0	9.8	6.6
13.	Frasin	11.1	11.2	9.1
14.	Gura Humorului	10.7	8.7	9.3
15.	Vatra Dornei	11.6	7.4	7.8
16.	Broşteni	15.2	8.6	7.7
17.	Topliţa	13.1	10.3	6.5
18.	Borsec	8.7	8.5	9.9
19.	Bicaz	13.8	10.1	4.0
20.	Gheorgheni	10.9	8.1	7.9
21.	Sovata	12.7	10.7	6.9
22.	Bălan	15.3	10.7	6.5
23.	Vlăhiţa	12.5	9.3	11.1
24.	Miercurea Ciuc	9.6	8.7	9.3
25.	Moineşti	14.3	8.4	8.1
26.	Comăneşti	16.1	9.3	8.0
27.	Dărmăneşti	17.0	11.0	10.9
28.	Slănic Moldova	14.6	11.8	10.4
29.	Băile Tuşnad	12.6	10.5	6.4
30.	Târgu Secuiesc	10.6	8.5	6.8
31.	Baraolt	11.2	10.8	8.1
32.	Sfântu Gheorghe	9.7	8.2	8.3
33.	Covasna	11.4	7.5	7.2
34.	Întorsura Buzăului	12.6	12.7	9.3
35.	Codlea	10.0	10.9	9.8
36.	Ghimbav	5.9	6.6	5.9
37.	Braşov	8.2	6.4	7.9
38.	Săcele	10.2	12.3	15.6
39.	Zărneşti	12.5	9.2	8.6
40.	Râşnov	9.0	9.3	8.1
41.	Predeal	7.6	9.4	7.5
42.	Azuga	10.7	6.0	6.1
43.	Nehoiu	11.4	7.3	5.6

Regarding the evolution of newborns in the urban area of the Eastern Carpathians, we can see that the maximum number was registered in 1992 (12,913 newborns), after which it decreased continuously until 1996 (fig. 3). Between 1996 and 2011 there were alternative periods of increase and decline, but in 2011 the lowest number of newborns in the entire period analyzed was registered, only 9,578. The total number of newborns remained at over 10,000, except for 2002, 2003 and 2011. Newborns evolution is closely linked to the young population, who in the post-communist period migrated in search of jobs and a higher standard of living. Only a few returned, leaving behind, in the cities, the aging population.

The share of the different birth rates has distinctive values from one census to another. In 1992, the highest share, 65%, was assigned to values of 10.1-15 ‰ (28 cities), followed by values below 10 ‰ (19%) and 15.1-20 ‰ with 16%. In 2002, most values were below 10 ‰, totaling 67% (29 cities) and 33% represented values between 10.1-15 ‰. No value greater than 15.1 ‰ was recorded in that year, being a singular case for the entire time interval analyzed. At the last census (2011), the birth rate situation in the Eastern Carpathians was completely different. With a significant majority of 86%, the values below 10 ‰ were the most numerous (37 cities), following the rates between 10.1-15 ‰ with 12% and those higher than 15.1 ‰ with only 2% (1 city). Between 1992 and 2011, the birth rate dynamics was constantly changing, with short periods of increase and others of decline.

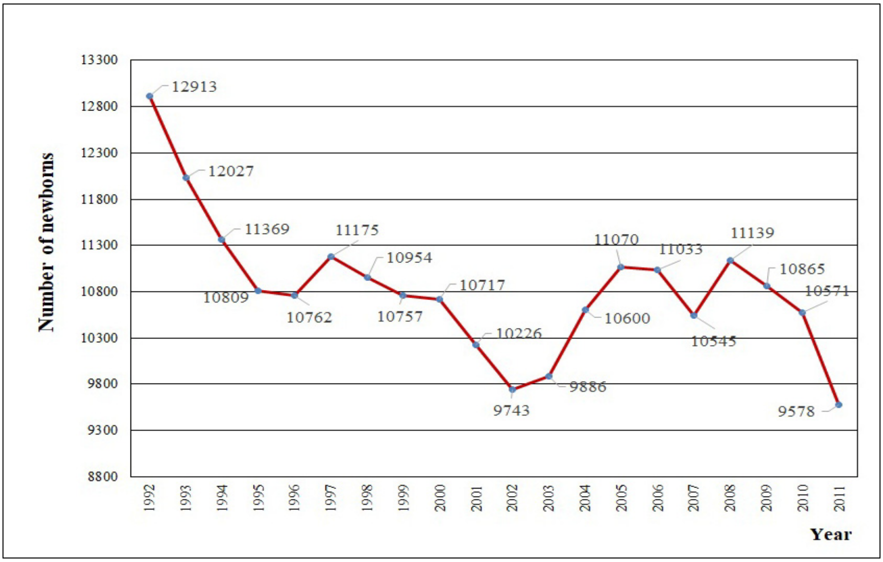


Figure 3. Numerical evolution of newborns between 1992 and 2011
(Source: own calculation based on data from NIS)

3.3. Mortality rate evolution

The second demographic indicator under study was the mortality rate. Outputs from the system (mortality), together with the young population migration, can lead to demographic risk phenomena. In 1992, the biggest problems regarding the mortality rate were in Tăuții-Măgherăuș (16.3 ‰) and Dragomirești (16.2 ‰) (see Table 2). They are the only two values over 15 ‰. Of the 43 cities, 28 recorded mortality rates below 10 ‰. It can be seen that in 1992 there are no major dysfunctions regarding mortality rates. In 2002, the number of values below 10 ‰ decreased to 25, which shows an increase in mortality. Cities with a mortality rate of more than 10 ‰ compared to 1992 are: Bicaz, Dărmănești, Slănic Moldova, Covasna, Săcele and Predeal. A number of 17 administrative units recorded rates between 10.1-15 ‰ at the 2002 census and one above 15.1 ‰ (Țăuții-Măgherăuș, with 15.5 ‰). In 2011, the mortality rate showed a downward trend, 27 cities having values below 10 ‰. The number of urban settlements with rates between 10.1-15 ‰ decreased from 2002 to 14. Two cities exceeded 15.1 ‰: Nehoiu 15.0 ‰ and Borsec 15.2 ‰ (the highest value). In general, mortality rates are higher than birth rates, which is evidenced by the negative values of the natural increase rate.

Table 2. Mortality rates at post-communist censuses
(source: own calculation based on data from NIS)

No.	City	Year		
		1992	2002	2011
1.	Negrești-Oaș	8.7	9.5	7.2
2.	Baia Mare	8.2	7.8	7.7
3.	Tăuții-Măgherăuș	16.3	15.5	10.1
4.	Baia Sprie	10.0	11.4	10.5
5.	Cavnic	11.2	11.2	9.3
6.	Sighetu Marmației	10.7	9.8	8.9
7.	Dragomirești	16.2	11.0	9.4
8.	Săliștea de Sus	11.8	10.8	11.2
9.	Vișeu de Sus	9.5	9.4	9.0
10.	Borșa	8.1	7.8	6.6
11.	Sângeorz-Băi	8.0	7.3	6.8
12.	Câmpulung Moldovenesc	10.4	11.6	11.0
13.	Frasin	10.8	11.8	11.1
14.	Gura Humorului	9.0	8.0	9.2
15.	Vatra Dornei	9.9	9.7	10.4
16.	Broșteni	10.1	9.1	11.9
17.	Toplița	8.9	8.1	8.6

No.	City	Year		
		1992	2002	2011
18.	Borsec	12.0	10.9	15.2
19.	Bicaz	8.3	11.5	8.7
20.	Gheorgheni	10.1	10.3	9.3
21.	Sovata	11.4	10.7	9.5
22.	Bălan	4.5	4.1	6.9
23.	Vlăhița	9.5	9.7	8.8
24.	Miercurea Ciuc	6.1	7.5	7.5
25.	Moinești	9.0	9.7	10.3
26.	Comănești	8.2	8.5	10.4
27.	Dărmănești	9.0	13.3	11.6
28.	Slănic Moldova	8.5	10.1	9.8
29.	Băile Tușnad	12.1	8.4	11.6
30.	Târgu Secuiesc	9.0	8.0	7.8
31.	Baraolt	12.0	12.7	12.8
32.	Sfântu Gheorghe	7.0	7.6	7.5
33.	Covasna	9.2	10.7	9.7
34.	Întorsura Buzăului	7.7	8.8	8.0
35.	Codlea	5.7	6.2	7.2
36.	Ghimbav	5.0	8.0	5.4
37.	Brașov	7.2	8.9	8.8
38.	Săcele	9.4	10.5	7.5
39.	Zărnești	8.5	8.9	8.6
40.	Râșnov	7.0	7.8	7.0
41.	Predeal	7.5	11.4	12.7
42.	Azuga	9.1	9.0	11.6
43.	Nehoiu	10.8	12.2	15.0

The chart on the evolution of the number of deaths in the urban areas of the Eastern Carpathians shows periods of increase and decrease more evident than the graph of newborns evolution (fig. 4). The ascending and descending progression of deaths has a longer period of time than newborns. The lowest number of deaths was recorded in 1993 (9,553). Three successive years with an increase in the number of deaths followed until 1996, when 10,204 deaths were recorded. Since 1997 there have been three years with a decrease in the number of deaths; in 2000 there were 9,670 deaths. The peak was recorded in 2002 when 10,260 people died.

Mortality rates are more homogeneous than birth rates. In 1992, values below 10 ‰ prevailed, with 65% of the total (28 cities), followed by those between 10.1-15 ‰ with 30% and those higher than 15.1 ‰ (5%). At the next census, the share of rates below 10 ‰ decreased to 58% (25 cities), the rates between 10.1-15 ‰ increased to 40% (17 cities), and those exceeding 15.1 ‰ decreased to 2%. In 2011, the majority of 63% (27 cities) belonged to values below 10 ‰, increasing compared to 2002. The share of rates between 10.1-15 ‰ decreased to 32% compared to 2002, and the share of those who exceeded 15 ‰ increased to 5% (2 cities). During the study period, the most frequently recorded values were below 10 ‰.

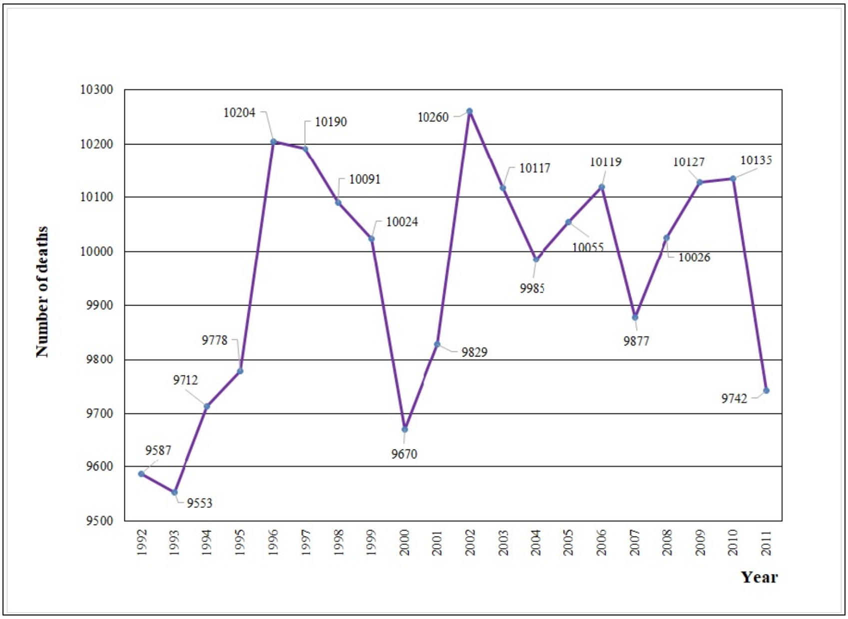


Figure 4. Numerical evolution of deaths between 1992 and 2011
(Source: own calculation based on data from NIS)

3.4. Evolution of the rate of natural increase

In 1992, out of the 43 cities, only four had negative natural dynamics (i.e. a natural decrease) (Tăuții-Măgherăuș -6.7 ‰, Dragomirești -0.8 ‰, Borsec -3.2 ‰, Baraolt -0.7 ‰). Two cities had natural increase values greater than 10 ‰ (Sângeorz-Băi 10.7 ‰ and Bălan 10.7 ‰). Most values ranged from 0 to 5 ‰ in 28 cities. In 2002, natural increase rates changed to a large extent, with no less than 24 negative values being recorded. The lowest value was -8.2 ‰ in Tăuții-Măgherăuș. The number of cities with values between 0 and 5 ‰ decreased to 16, 12 less than in 1992. A value of 0 ‰ was recorded in Sovata, being the only one in the whole analyzed period. As in 1992, the maximum value was registered in the city of Sângeorz-Băi, but it was much lower, 6.6 ‰. At the 2011 census, the demographic situation of the urban areas in the Eastern Carpathians worsened. No less than 29 cities had negative values of the natural increase. The lowest rate was recorded in Nehoiu, and the highest in Sângeorz-Băi, -9.3 ‰ and 7.1 ‰, respectively. During the whole period, Sângeorz-Băi has preserved the highest values of the natural increase, imposing itself on every census. Since 1992, natural increase rates have been steadily decreasing. Based on the results, we can say that the urban areas in the Eastern Carpathians face demographic risk phenomena. The lack of jobs led to the migration of the young population, so that the older population remained in most cities. Youth migration is the main demographic risk that cities face in the post-communist period. We find that the migration dynamics has consequences on the population natural dynamics.

Table 3. Rates of natural dynamics in the census years
(source: own calculation based on data from NIS)

No.	City	Year		
		1992	2002	2011
1.	Negrești-Oaș	5.7	-2.4	-1.2
2.	Baia Mare	4.9	1.2	1.1
3.	Tăuții-Măgherăuș	-6.7	-8.2	-0.5
4.	Baia Sprie	3.4	-1.6	-2.2
5.	Cavnic	2.0	-2.2	-0.5
6.	Sighetu Marmației	1.8	-0.4	-0.0
7.	Dragomirești	-0.8	-2.3	-2.1
8.	Săliștea de Sus	0.8	-2.3	-7.2
9.	Vișeu de Sus	5.2	1.0	-0.9
10.	Borșa	9.4	0.4	5.0
11.	Sângeorz-Băi	10.7	6.6	7.1
12.	Câmpulung Moldovenesc	0.5	-1.7	-4.3
13.	Frasin	0.3	-0.6	-2.0
14.	Gura Humorului	1.6	0.7	0.1
15.	Vatra Dornei	1.6	-2.2	-2.6
16.	Broșteni	5.0	-0.4	-4.1
17.	Toplița	4.1	2.2	-2.0
18.	Borsec	-3.2	-2.4	-5.3
19.	Bicaz	5.4	-1.4	-4.6
20.	Gheorgheni	0.7	-2.2	-1.4
21.	Sovata	1.2	0	-2.6
22.	Bălan	10.7	6.5	-0.3
23.	Vlăhița	3.0	-0.3	2.3

No.	City	Year		
		1992	2002	2011
24.	Miercurea Ciuc	3.5	1.1	1.8
25.	Moinești	5.2	-1.3	-2.1
26.	Comănești	7.9	0.8	-2.4
27.	Dărmănești	8.0	-2.3	-0.6
28.	Slănic Moldova	6.0	1.6	0.5
29.	Băile Tușnad	0.5	2.1	-5.2
30.	Târgu Secuiesc	1.5	0.5	-1.0
31.	Baraolt	-0.7	-1.8	-4.6
32.	Sfântu Gheorghe	2.6	0.6	0.8
33.	Covasna	2.1	-3.2	-2.4
34.	Întorsura Buzăului	4.8	3.8	1.2
35.	Codlea	4.2	4.6	2.5
36.	Ghimbav	0.9	-1.3	0.5
37.	Brașov	0.9	-2.4	-0.8
38.	Săcele	0.7	1.8	8.0
39.	Zărnești	3.9	0.3	0
40.	Râșnov	2.0	1.4	1.1
41.	Predeal	0.1	-1.9	-5.1
42.	Azuga	1.6	-2.9	-5.5
43.	Nehoiu	0.6	-4.8	-9.3

4. Conclusions

The period 1992-2011 was one that caused important changes in the natural dynamics of the population in the 43 cities located in the Eastern Carpathians. In 1992 most cities had a higher birth rate than mortality rate, but values have changed in the meantime. Since the beginning of the 21st century, mortality rates have started to rise, exceeding birth rates. These trends were registered in all urban areas, the number of negative values of the natural increase rate being, in 2002, higher than in 1992. If, in 1992, Bălan and Sângeorz-Băi had the highest value of the natural increase, over 10 ‰, in 2002 they reached only 6.5‰ and 6.6 ‰ respectively. In 2011, the urban areas faced the most important demographic dysfunctions, registering the largest number of negative values in terms of natural increase rate. Among the most worrying demographic phenomena we can mention the migration of young population. The low number and low paid jobs force the young workforce to leave the cities. Young people are the main pillar of positive natural dynamics, and in their absence, the aging population can hardly sustain itself.

REFERENCES

1. Barakat, B. (2015). *A ‘recipe for depopulation’? School closures and local population decline in Saxony.* Population, Space and Place, 21(8), 735–753.
2. Buţiu, C-A. (2004). *Sărăcia comunităţilor urbane din Munţii Apuseni* (*Poverty of urban communities in the Apuseni Mountains*) [PhD thesis]. Universitatea „Babeș-Bolyai”, Facultatea de Sociologie şi Asistenţă Socială, Cluj-Napoca.
3. Ciangă, N. (1998). *Turismul din Carpaţii Orientali: studiu de geografie umană (Tourism in the Eastern Carpathians: A Human Geography study)*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
4. Findlay, A.M. (2003). *Population geographies for the 21st century.* Scottish Geographical Journal, 119(3), 177–190.
5. Finney, N., Simpson, L. (2009). *Population dynamics: The roles of natural change and migration in producing the ethnic mosaic.* Journal of Ethnic and Migration Studies, 35(9), 1479–1496.
6. Ghiţă, E-C. (2011). *Evoluţia demografică a comitatului Arad în secolul al XVIII-lea şi la începutul secolului al XIX-lea (The demographic evolution of Arad County in the eighteenth and early nineteenth centuries)*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
7. Giurcăneanu, C. (1988). *Populaţia şi asezările din Carpaţii româneşti (Population and settlements in the Romanian Carpathians),* Edit. Ştiinţifică și Enciclopedică, București.
8. Holom, E-C. (2009). *Evoluţia demografică și problema familiei în actualul județ Alba (1850-1910)* (*The demographic evolution and the family problem in the present Alba county [1850-1910]).* [PhD thesis]. Universitatea „Babeș-Bolyai”, Facultatea de Istorie și Filosofie, Cluj-Napoca.
9. Ionescu, N-D. (2009). *Populaţia şi aşezările din Dealurile Someşului Mare (Population and settlements in Someșului Mare Hills)*, [PhD thesis]. Universitatea „Babeș-Bolyai”, Facultatea de Geografie, Cluj-Napoca.
10. Keating, N., Swindle, J., Fletcher, S. (2011). *Aging in rural Canada: A retrospective and review.* Canadian Journal on Aging, 30(3), 323–338.
11. Lung, M-S. (2019), Continuity and Demographic Cycling in the Romanian Carpathian Space in the Period 1930-2011, *Analele Universității din Oradea, Seria Geografie*, 29(1), 79-91. *https://doi.org/10.30892/auog.291109-802*
12. Lung, M-S., Diaconescu, L. (2019), Altitudinal Distribution of Population and Settlements in the Carpathian Mountain Space. Case Study: Romanian Carpathians, *Revista Română de Geografie Politică*, 21(1), 1-17. *https://doi.org/10.30892/rrgp.211101-324*
13. Lung, M-S. (2018), The natural dynamics of the rural population in Apuseni Mountains (2011 Census), *Revista Romană de Geografie Politică*, 20(2): 41-48.
14. Lung, M-S., Mureșan, G-A. (2018a), Caracteristici demografice ale orașelor mici din județul Caraș-Severin în perioada postcomunistă (Demographic characteristics of small towns in Caraș-Severin county during the post-communist period), *Geographia Napocensis*, XII (1): 7-15.
15. Lung, M-S., Mureșan, G-A. (2018b), Dinamica naturală a populației din depresiunile intramontane ale Carpaților Orientali (The population natural dynamics from the intramontane depressions of the Eastern Carpathians), *Geographia Napocensis*, XII (2): 25-32.

16. Malmberg, B., Tegenu, T. (2007). *Population pressure and dynamics of household livelihoods in an Ethiopian Village: an elaboration of the Boserup–Chayanovian framework.* Population and Environment, 29: 39–67.
17. Mara, V. (2014). *Giurgeu şi Ciuc: studiu de geografie regională (Giurgeu and Ciuc: a Study of Regional Geography)*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
18. Misachevici, A. (2011). *Populația și așezările din Depresiunea Sibiului (Population and settlements in Sibiu Depression)*, [PhD thesis]. Universitatea „Babeș-Bolyai", Facultatea de Geografie, Cluj-Napoca.
19. Muntean, A-F. (2001). *Evoluţia demografică a comitatelor Bihor, Maramureş şi Satu Mare între 1850-1918 (Demographic evolution of Bihor, Maramureș and Satu Mare counties between 1850-1918)*, [PhD thesis]. Universitatea „Babeş-Bolyai", Facultatea de Istorie şi Filosofie, Cluj-Napoca.
20. Niță, A-F. (2007). *Populația și așezările din Depresiunea Brașov (Population and settlements in Sibiu Depression0,* [PhD thesis]. Universitatea „Babeș-Bolyai", Facultatea de Geografie, Cluj-Napoca.
21. Pădurean, C. (2001). *Evoluţia demografică a judeţului Arad în secolul al XIX-lea (Arad County demographic evolution in the 19th century)*, [PhD thesis]. Universitatea „Babeş-Bolyai", Facultatea de Istorie şi Filosofie, Cluj-Napoca.
22. Popa-Bota, H. (2003). *Organizarea spaţiului geografic în Depresiunea Maramureşului (Geographical space organization in the Maramures Depression*) [PhD thesis]. Universitatea „Babeș-Bolyai", Facultatea de Geografie, Cluj-Napoca.
23. Posea, G., Badea, L. (1984). *România. Unitățile de relief (Regionarea geomorfologică)*, Edit. Științifică și Enciclopedică, București.
24. Radu, B-V. (2014). *Rezilienţa fostelor comunităţi miniere (The resilience of former mining communities)*, [PhD thesis]. Universitatea „Babeş-Bolyai", Facultatea de Sociologie și Asistență Socială, Cluj-Napoca.
25. Raţiu, R-F. (2008). *Populația și așezările din Câmpia Someșană (Câmpia Transilvaniei) (Population and settlements of Someşană Plain (Transylvania Plain)*, Edit. Casa Cărții de Știință, Cluj-Napoca.
26. Scharf, T. (2001). *Ageing and intergenerational relationships in rural Germany.* Ageing & Society, 21(5), 547–566.
27. Stockdale, A. (2010). *The diverse geographies of rural gentrification in Scotland.* Journal of Rural Studies, 26(1), 31–40.
28. Sturtevant, L. (2013). *The new District of Columbia: What population growth and demographic change mean for the city*, Journal of Urban Affairs, 36, 2, (276-299).
29. Tănasă, E. (2007). *Populația și așezările din Câmpia Mureșană (Câmpia Transilvaniei) (Population and settlements of Mureșană Plain (Transylvania Plain)*, [PhD thesis]. Universitatea „Babeş-Bolyai", Facultatea de Geografie Cluj-Napoca.
30. Tofan, G-B. (2012). *Depresiunile mici, factori și componentă a umanizării (antropizării) Grupei Centrale a Carpaţilor Orientali: studiu de caz: componenta nordică a ulucului depresionar (Drăgoiasa-Glodu-Bilbor-Secu-Borsec-Corbu-Tulgheş)*, [PhD thesis]. Universitatea „Babeș-Bolyai", Facultatea de Geografie, Cluj-Napoca.
31. *** Decree No. 770 of 1 October 1966, retrieved from *http://www.legex.ro/Decretul-770-1966-363.aspx*, last accessed on 16 July 2018.
32. *** *http://www.varga.adatbank.transindex.ro/*, last accessed on 16 July 2018.
33. *** National Institute of Statistics, Tempo-Online, *www.insse.ro*, last accessed on 15 July 2018.

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 31-50)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.03

LAURIAN SOMEȘAN ÎNTRE ZENIT ȘI NADIR, ADICĂ ÎNTRE EMULAȚIE IDENTITARĂ – ÎMPLINIRE PROFESIONALĂ ȘI EPURARE-MARGINALIZARE ÎN PERIOADA ALTERITĂȚII PROLETCULTISTE

ALEXANDRU PĂCURAR[1]

ABSTRACT. – Laurian Someșan between the High and the Low, between Individual Merit-Professional Fulfilment and Exclusion through Cleansing from the Academic Realm, during the Proletkultistic Political Changes. Professor Laurian Someșan, a geographer formed under the leadership of George Vâlsan, the one who laid the foundations of the Cluj School of Geography, experienced a sinuous professional development due to the hardship of the times, namely the fact that Romania was assigned to the sphere of Soviet influence.

Getting himself noticed as early as on the desks of the faculty by the scholar George Vâlsan, Laurian Someșan became, in the third year of college, a preparatory assistant at the Institute of Geography of the "King Ferdinand I" University of Cluj, where he advanced in his career to the teaching degree of Senior Lecturer. Stopped in his professional ascent for obscure reasons, Laurian Someșan was transferred to the Academy of High Commercial and Industrial Studies of Cluj which was in its refuge at Brașov, due to the cession of the north-west Transylvania, to which Romania had been forced. There he reached the top of the professional hierarchy due to his won merits; he also had the position of Rector of this Academy (1947-1948).

After the abusive abolition of the monarchy, Professor Laurian Someșan gradually met the avatars of marginalization, his removal from higher education culminating with the prison regime and forced labour that was imposed to him (15 August 1952-April 1954) by the oppressive regime.

The author tries to explain the resorts that have been at the basis of these accumulated abuses.

Keywords: *"King Ferdinand I" University of Cluj, Academy of High Commercial and Industrial Studies of Cluj, Rector, Soviet occupation, sovietization, prison regime, forced labour.*

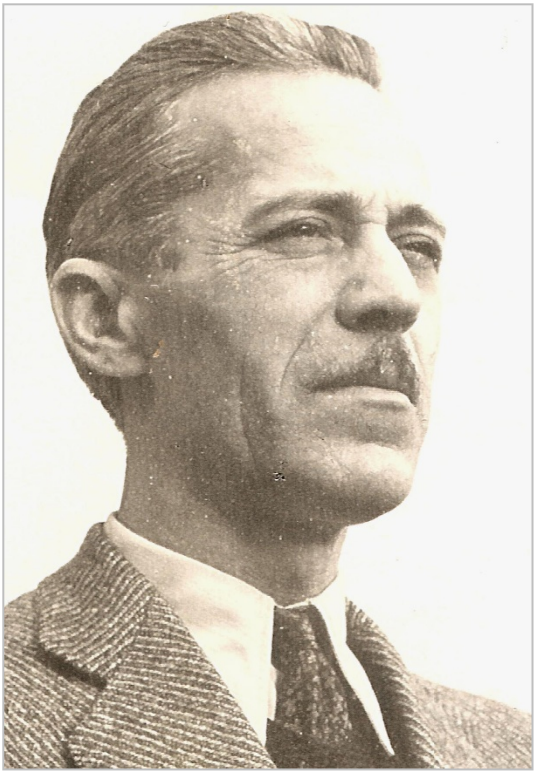
[1] *Babeş-Bolyai University, Faculty of Geography, Clinicilor Street, no. 5-7, Cluj-Napoca-400006, Romania, e-mail: alexandru.pacurar@ubbcluj.ro*

Perioada „brașoveană” a lui Laurian Someșan a fost „pregătită” înainte ca profesorul să se stabilească în orașul de la poalele Tâmpei de către parcæ, zeițele Nona, Decima și Morta, cele care ne stabilesc destinul. Acceptarea lui la Academia de Înalte Studii Comerciale și Industriale Carol II din Cluj în anul 1939, în locul profesorului Sabin Opreanu care revenea în sânul membrilor Institutului de Geografie al Universității Regele Ferdinand I din Cluj, așa cum și-a dorit cu ardoare, l-a marcat definitiv pe Laurian Someșan, din toate punctele de vedere. Profesional, pentru că în această nu mai puțin prestigioasă instituție românească de învățământ superior românesc își va vedea împlinită cariera didactică prin accederea la gradul de profesor universitar, agregat, de la 1 martie 1943, apoi definitiv, trei ani mai târziu. Administrativ, pentru că ocupă cel mai înalt post, acela de rector al Academiei Comerciale, numit în toamna anului 1947, demnitate pe care a păstrat-o un an, până după reforma de tip stalinist a învățământului românesc din 3 august 1948. Se cuvine amintit aici că, o perioadă a refugiului (septembrie 1940 – martie 1943), Laurian Someșan a „navetat” între Sibiu, la Catedra de Geografie generală și umană a Facultății de Științe a Universității clujene, de sub conducerea profesorului Sabin Opreanu, care a fost refugiată acolo, unde ocupa postul de șef de lucrări, și Brașov, unde suplinea postul de profesor al Catedrei de Geografie economică din cadrul Academiei Comerciale, aflată în refugiu acolo. Accederea sa în corpul profesoral al Academiei Comerciale din Cluj-Brașov, care a ființat în orașul de la poalele Tâmpei până în anul 1950, l-a obligat să se stabilească în orașul de la poalele Tâmpei, fiindcă orașul i-a plăcut, atât lui cât și familiei; urbe deschisă, plurietnică și pluriculturală, care avea multe asemănări cu locul său de baștină, plaiurile năsăudene, și suficiente asemănări cu Clujul, orașul în care s-a format și a evoluat atât de promițător la început, Brașovul „l-a adoptat” pe Laurian Someșan care avea să rămână definitiv legat de el.

LAURIAN SOMEȘAN, RECTOR ÎN CONTRA-TIMP AL ACADEMIEI DE ÎNALTE STUDII COMERCIALE ȘI INDUSTRIALE REGELE MIHAI I DIN BRAȘOV

Activitatea profesorului Laurian Someșan în cadrul Academiei de Înalte Studii Comerciale și Industriale Regele Mihai I din Cluj-Brașov a fost apreciată deopotrivă de studenți, colegi universitari, colaboratori, precum și de autoritățile administrative ale Ministerului Educației Naționale, din moment ce în toamna anului 1947 a fost numit rector al ei. Momentul desemnării sale în fruntea acestei prestigioase instituții de învățământ superior economic românesc, a doua din țară după aceea de la București, a venit însă într-un moment deosebit de greu, România aflându-se practic sub ocupația Armatei

Roșii, în plin proces de erodare și de disoluție a valorilor sale democratice și naționale, de stalinizare, care a fost marcată de episoade dramatice de epurare a învățământului românesc în general, și a celui superior în special, de cadrele sale cele mai valoroase sub aspect profesional și național-patriotic. O întrebare firească se naște: numirea geografului Laurian Someșan ca rector al Academiei Comerciale a fost o încercare de rezistență din partea autorităților românești, de temporizare a procesului de stalinizare a instituției sau, dimpotrivă, a fost încă un pas spre stalinizare, spre promovarea submediocrităților? Greu de răspuns; documentele arhivistice care ne-au stat la îndemână, precum și destinul tragic al profesorului Laurian Someșan, inclină balanța afirmativă, aceea de încercare de temporizare, căci de o stopare a procesului de stalinizare a țării nici nu putea fi vorba în acele circumstanțe geopolitice.



Profesorul Laurian Someșan în perioada rectoratului său la Academia de Înalte Studii Comerciale și Industriale Regele Mihai I din Brașov (1947-1948).

Printre primele documente arhivistice identificate care dovedesc calitatea de rector al Academiei Comerciale din Brașov a profesorului Laurian Someșan, este acela al convocării Comisiei de examen de admitere pentru anul I, datat 12 noiembrie 1947, adresat profesorilor Dumitru Voina, Olimpiu Boitoș, Augustin Tătaru, cel care i-a succedat ca rector în perioada 1948-1949, și Sabin Cioranu. În convocator se menționează că *„Avem onoarea a vă ruga să binevoiți a vă întruni în Comisie, joi 13 noiembrie 1947, ora 12, la Rectorat, pentru stabilirea rezultatelor de la examenul de admitere în anul I”*.

În anul fatidic 1947, acela al decapitării României prin silirea abdicării forțate a Regelui Mihai I, de către o bandă de criminali aserviți Moscovei, și a proclamării ilegale a RPR de către un Parlament ilegitim, anul universitar 1947/ 1948 la Academia Comercială din Brașov (se luase hotărârea „de sus" ca ea să nu se mai întoarcă la Cluj!), s-a deschis la 16 noiembrie, la ora 17 „*precis*"!, în sala festivă a Curții de Apel din Brașov. La „*deschiderea solemnă a cursurilor*", „*Domnișoarele și Domnii studenți sunt rugați cu toții a lua parte*", se menționează în „*Aviz*", festivitatea desfășurându-se încă după tipicul obișnuit, astfel că aceasta a început cu „*oficierea slujbei religioase*", fiind urmată de cuvântarea Rectorului, și apoi a unui student merituos din anul I. Ca element nou în decalogul desfășurării deschiderii anului universitar, de factură stalinistă, a fost introducerea cuvântării unui al doilea student, din partea Uniunii Naționale a Studenților din România (U.N.S.R.), dovadă a politizării mediului universitar! Această pseudo-organizație studențească manipulată de komisarii sovietici, din „*centrul*" Brașov al ei, a adresat la 29 octombrie 1947 rectorului Academiei Comerciale, înainte de deschiderea cursurilor, „*rugămintea*" ca, „*în cadrul sărbătorirei zilei de 7 noiembrie a.c., să delegați din partea Rectoratului doi Domni profesori, care să vorbească despre: 1) Semnificația zilei, cu sublinierea revoluției Octombriste; 2) Legăturile culturale și economice cu URSS*". Pe această cerere *nerușinată, rectorul Academiei Comerciale, profesorul Laurian Someșan, s-a văzut nevoit să pună următoarea rezoluție, la 1 noiembrie 1947: „Pentru subiectul 1.) se deleagă Dl. Prof. A[ugustin] Tătaru, pentru subiectul 2., se deleagă Dl. Prof. O[vidiu] Boitoș". Avem în față dovada unei metode de pătrundere în conștiința* publicului românesc a unor evenimente străine ei, în cazul de față al revoluției bolșevice care, în fapt, n-a avut nici un element măreț! Pentru adevărata „față" a ei, vezi *excelenta monografie a lui Orlando Figes – Revoluția Rusă, 1891-1924: tragedia unui popor* (2016, *op. cit.*). Câteva zile mai târziu, Laurian Someșan a comunicat la 3 noiembrie, profesorului Octavian Boitoș, că „*a fost delegat să vorbească*" în cadrul sărbătoririi zilei de 7 noiembrie despre „*Legăturile culturale și economice cu URSS*", menționând: „*conferința nu va depăși cadrul unei jumătăți de oră*"! Iată *cum rectorul a redus la jumătate timpul afectat conferinței cerut de către* organizația studențească „revoluționară și democratică", adică a stopat atât cât i-a stat în putere, intoxicarea cu minciuni sovietice a publicului românesc tânăr și lipsit *de experiență! Este și aceasta o dovadă de rezistență în fața molohului* sovietic... Profesorul Boitoș, în deplină înțelegere tacită, a notificat că „*am primit*" însărcinarea rectorală.

Conform noilor uzanțe puse în practică de guvernul Dr. Petru Groza, aservit Moscovei, după deschiderea Noului An universitar 1947/1948, profesorul *Laurian Someșan, în calitatea lui de rector al Academiei Comerciale din* Brașov, a trimis ministrului Educației Naționale Ștefan Voitec și prim-ministrului Dr. Petru Groza, telegrame prin care exprimă recunoștința studenților și profesorilor (sic!), asigurându-i de „*întregul lor devotament de luptă ce se duce pentru consolidarea democrației în universitate*", precum și că „*vor lupta din răsputeri pentru triumful integral al democrației românești*"; începuse procesul dedublării conștiinței, al dublului limbaj și al folosirii „limbii de lemn"!

Ca urmare a procesului de „democratizare” amintit mai sus, Oficiul Academic, organismul care se ocupa de editarea și publicarea cursurilor studențești din fiecare universitate românească, era pe cale să se transforme, în acest sens cerându-i-se rectorului să ofere „*cât mai neîntârziat indicații despre felul cum înțelege Academia să organizeze în viitor acest serviciu de editare și difuzare a cursurilor*”, din cadrul așa-zisei noi „*Asistențe studențești*”. În fapt era vorba de o formă inedită de control strict, pus sub cenzura sovietică, a editării cursurilor și manualelor universitare, un nou mijloc de îngrădire a libertății de gândire și de exprimare. Chiar în aceste condiții, au fost cadre didactice precum Leon Diculescu care, fidel libertăților universitare, a solicitat „*procurarea unei hărți a Italiei cu regiunile ei economice*”, fiind necesară „*studenților care urmează cursul de limbă italiană*”. Rectorul Laurian Someșan căruia i-a fost adresată solicitarea, a pus pe cerere următoarea rezoluție, la 12 noiembrie 1947: „*Se aprobă*”, însărcinând pe asistentul Stancu de la Catedra de Geografie economică „*să întocmească schița hărții solicitate*”.

După cum majoritatea cadrelor didactice căutau să se mențină în legătură cu curentul de idei și cu evoluția social-economică din Europa Occidentală, spațiul nostru cultural natural spre care începuse să se instituie blocada sovietică – , să nu uităm că la Fulton, în fața studenților, Winston Churchill spusese că „*o cortină de fier s-a instaurat și desparte Europa în două*”, – o altă categorie de profesori se iviseră, clamând „*introducerea studiului Limbii și Literaturii Ruse (pe același plan de egalitate al limbilor moderne)* [sic!] *pe lângă Academia de Înalte Studii Comerciale și Industriale*”, propunere supusă atenției rectorului Laurian Someșan de către Covalschi Teodor, profesor titular la Liceul Andrei Șaguna. Sub ocupație sovietică, în plin proces de stalinizare, rectorul a pus rezoluția: „*se va înainta Consiliului Profesoral*”. Acesta, la 20 noiembrie 1947, „*a hotărât să ceară referințe de la Liceul Andrei Șaguna cum predă acel curs*” profesorul solicitant, precum și „*avizul de la Sindicatul Corpului didactic al învățământului secundar*”. În final, la 22 noiembrie, Consiliul Profesoral al Academiei Comerciale s-a adresat A.R.L.U.S. pentru a-i recomanda o persoană „*titrată care cunoaște bine limba rusă*”, menționând că este dispus să aprobe „*un curs facultativ de rusă, până ce Ministerul va înființa prin buget o catedră de limba rusă*”; se încerca astfel o rezistență, invocând legea…

Pe lângă presiunile exercitate în rusificarea planului de învățământ și politizarea studenților, la care Laurian Someșan a trebuit să facă față în calitatea lui de rector, el s-a văzut nevoit să rezolve spinoasa problemă a spațiului de învățământ, care se acutizase odată cu ocupația sovietică, prin preluarea și reconstrucția Liceului Honterus (Liceul evanghelic cum se numise până atunci), unitate școlară de elită a comunității germane din Brașov, care fusese deposedată de toate bunurile, iar etnicii germani, în mare parte, deportați în URSS. Preluarea acestui liceu este dovedită de ordinea de zi ale ședințelor Consiliului Profesoral al Academiei Comerciale, din perioada 12-22 noiembrie 1947.

Parcă nu au fost îndeajuns aceste probleme, fiindcă li s-au adăugat altele, grave și ele, de natură financiară legate de stabilizarea leului, care a survenit la 15 august 1947, și căreia rectorul Laurian Someșan a trebuit să-i facă față. Se cuvine amintit aici că introducerea leului nou, în schimbul a 20000 lei vechi, a avut ca scop spolierea claselor sociale medii și superioare. Astfel, salariații și muncitorii au putut preschimba 3 milioane de lei vechi; țăranii, 5 milioane, la care se puteau adăuga încă 2,5 milioane pentru cei care își achitaseră cotele la stat (imposibil de achitat!); 1,5 milioane lei vechi au putut preschimba persoanele neîncadrate în câmpul muncii. În acest sens, la 20 noiembrie 1947, Laurian Someșan s-a adresat Direcției Contabilității din Ministerul Educației Naționale, solicitând „*instrucțiuni cu privire la reevaluarea inventarului, în urma stabilizării leului*".

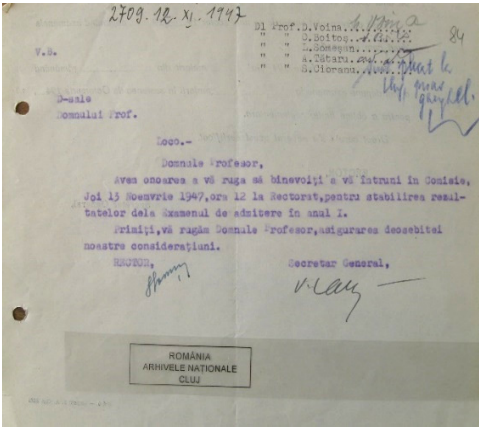
Acestor probleme grave, rectorul Academiei Comerciale și întreg corpul profesoral au trebuit să le facă față în același timp cu rezolvarea unor probleme stringente de ordin social, care vizau deopotrivă pe studenți, cadre didactice și persoane cu care instituția era în relații de colaborare. Astfel, un grup de studenți din anul III, „*băieți săraci lipsiți de mijloace materiale, fapt care ne-a obligat să ne angajăm în câmpul muncii*", cum s-au autodescris, au solicitat la 18 noiembrie 1947 modificări în orar, pentru a putea să participe la laboratoare și la orele de Educație fizică, ținând cont de faptul că sunt angajați ca să se poată întreține, doleanță care a găsit o deplină înțelegere la Laurian Someșan. Tot prin hotărârea rectorului, Consiliului Profesoral îi sunt înaintate la 13 noiembrie 1947 cererile de retribuire pentru activități prestate în calitate de delegat-director al Oficiului Academic a asistentului Gheorghe Stoica, sau a dr. Ioan Tocitu, de asemenea asistent, pentru activitatea depusă în cadrul Secției sportive a Oficiului Academic. Aceste intervenții dovedesc salarizarea precară, de tip sovietic, care începuse să afecteze nivelul de trai al cadrelor didactice...

Pe lângă precaritatea salarizării corpului didactic universitar, acesta se lovea, aidoma locuitorilor întregii țări, cu lipsa cronică a produselor de primă necesitate, alimentare și nealimentare, motiv pentru care consumul acestora a fost raționalizat și cartelat. Aceste produse se aflau sub un control strict, așa cum o dovedește declarația rectorului Academiei Comerciale, profesorul Laurian Someșan, adresată Oficiului Economic Municipal Brașov, în care „*subsemnata Academie*" a făcut cunoscut că „*am eliberat personalului nostru următoarele cartele în alimente* [sic!, de alimente, s.n.] *pe luna noiembrie, după tipul lor, conform tabelului specificativ anexat*", a unui număr de 118 cartele! Ocupantul sovietic a devalizat și jefuit bogata Țară Românească… Sub acest ocupant atât de nesătul, s-au rechiziționat și naționalizat fără discernământ multe proprietăți, inclusiv locative, așa cum o dovedește cererea văduvei de război Laufer Cecilia, „*proprietara imobilului din strada Nicolae Iorga 26*" din Brașov, care, adresându-i-se rectorului Academiei Comerciale, a solicitat o locuință în propriul său imobil rechiziționat, ca să poată supraviețui fiind lipsită de alte venituri.

Referindu-se la realizările tatălui său în calitate de rector al Academiei de Înalte Studii Comerciale și Industriale Regele Mihai I din Brașov, Maria Someșan, a consemnat pentru posteritate (2011, *op. cit*., pp. 13-14): *„În calitate de rector a reușit, între altele, să rezolve o problemă acută cu care se lupta instituția: lipsa de spațiu [...]. Într-un singur an, noul rector a procurat fondurile necesare ridicării unei aripi noi de clădire, bazându-se nu doar pe sumele alocate de* Minister, ci și pe sponsorizările obținute de la foști studenți ai Academiei, *deveniți* între timp industriași sau mari comercianți (naționalizările nu avuseseră încă *loc)*", precizând că „este aripa dinspre str. Postăvarului, în care din 1950, după *mutarea* la Iași a Academiei Comerciale, a funcționat Facultatea de Mecanică a nou *înființatei* Politehnici din Brașov. Înalții copaci care străjuiesc azi clădirea, Laurian *Someșan i-a plantat! A fost însă cântecul de lebădă al activității sale universitare, care va fi întreruptă pentru foarte mulți ani de vicisitudinile epocii staliniste*".

Din cele prezentate mai sus, probate cu documentele arhivistice, activitatea ca rector a lui Laurian Someșan a fost diversă, supusă presiunilor ideologice și sociale, de multe ori incomensurabile, la care a trebuit să facă față, în timpul unui regim de ocupație opresiv, complet străin românilor. La fel de dramatică a fost solicitarea doamnei Herta Ulmann, co-proprietara imobilului din strada Regina Maria nr. 62, rechiziționat *„în favorul Academiei Comerciale pentru instalarea* Căminului de Studente", care a rugat în mod stăruitor ca în propriul ei imobil, să i se pună la dispoziție „un apartament din două camere pentru locuit". Iată ce distorsiuni și tensiuni a indus în societatea românească ocupantul sovietic, înainte și în timpul rectoratului lui Laurian Someșan.

Despre atmosfera toxică indusă de sovietici la Brașov, voi oferi o mostră de "umanism" de tip nou, apelând la amintirile din copilărie ale Steluței Pestrea Suciu: *„În primii ani de după război, să fie prin 1949-1950, rușii se aflau în oraș. Unchiul meu, locatarul de la parter* [este vorba de casa din strada Pictor Pop, nr. 2, s.n.], *primise de la niște prieteni din București un pui de căprioară, tare sprințar, botezat Iți-Miți-Riți-Piți. În scurt timp a devenit vedeta cartierului. Nu trecea cineva pe stradă să n-o strige și să n-o privească admirativ. Într-una din zile, niște ruși care locuiau într-o casă de pe strada Dobrogeanu-Gherea – după ce proprietarii au fost evacuați –, în drum spre Spitalul Militar au împușcat căprioara. Au intrat în curte, fără reținere, au târât-o în stradă, unde au părăsit-o. Cruzimea comportamentului a șocat, să folosesc un eufemism, a făcut să răbufnească sentimentele față de sovietici, deloc cordiale, din cauza evenimentelor politice*" (2011, *op. cit*., p. 252).



2709. 12. XI. 1947

Dl Prof. D. Voina...........
" " Ol. Boitoș...........
" " L. Someșan...........
" " A. Tătaru...........
" " S. Cioranu...........

V.B.

D-sale
Domnului Prof.

Loco.-

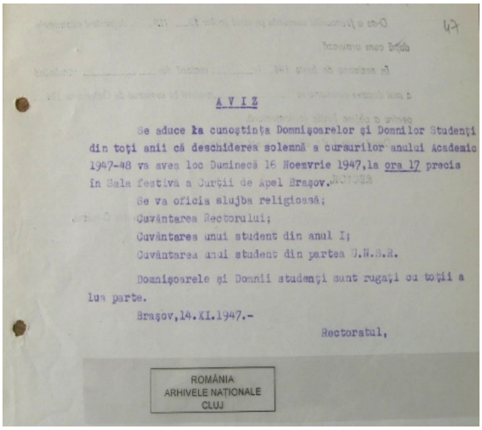
Domnule Profesor,

Avem onoarea a vă ruga să binevoiți a vă întruni în Comisie, Joi 13 Noemvrie 1947, ora 12 la Rectorat, pentru stabilirea rezultatelor dela Examenul de admitere în anul I.

Primiți, vă rugăm Domnule Profesor, asigurarea deosebitei noastre considerațiuni.

RECTOR,　　　　Secretar General,

ROMÂNIA
ARHIVELE NAȚIONALE
CLUJ



47

A V I Z

Se aduce la cunoștința Domnișoarelor și Domnilor Studenți din toți anii că deschiderea solemnă a cursurilor anului Academic 1947-48 va avea loc Duminecă 16 Noemvrie 1947, la ora 17 precis în Sala festivă a Curții de Apel Brașov.

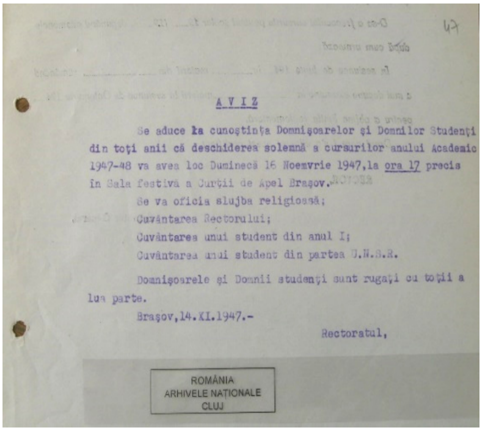
Se va oficia slujba religioasă;
Cuvântarea Rectorului;
Cuvântarea unui student din anul I;
Cuvântarea unui student din partea U.N.S.R.

Domnișoarele și Domnii studenți sunt rugați cu toții a lua parte.

Brașov, 14.XI.1947.-

Rectoratul,

ROMÂNIA
ARHIVELE NAȚIONALE
CLUJ



47

A V I Z

Se aduce la cunoștința Domnișoarelor și Domnilor Studenți din toți anii că deschiderea solemnă a cursurilor anului Academic 1947-48 va avea loc Duminecă 16 Noemvrie 1947, la ora 17 precis în Sala festivă a Curții de Apel Brașov.

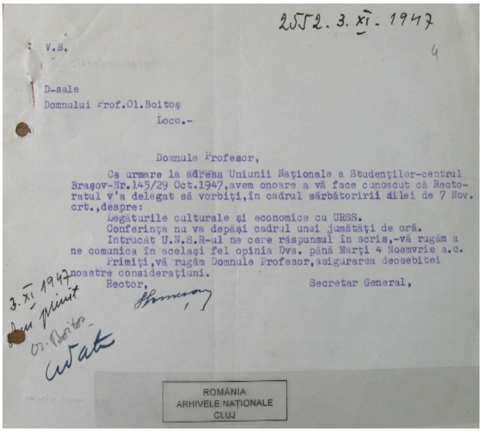
Se va oficia slujba religioasă;
Cuvântarea Rectorului;
Cuvântarea unui student din anul I;
Cuvântarea unui student din partea U.N.S.R.

Domnișoarele și Domnii studenți sunt rugați cu toții a lua parte.

Brașov, 14.XI.1947.-

Rectoratul,

ROMÂNIA
ARHIVELE NAȚIONALE
CLUJ



2552. 3. XI. 1947

4

V.B.

D-sale
Domnului Prof. Ol. Boitoș

Loco.-

Domnule Profesor,

Ca urmare la adresa Uniunii Naționale a Studenților-centrul Brașov-Nr.145/29 Oct.1947, avem onoare a vă face cunoscut că Rectoratul v'a delegat să vorbiți, în cadrul sărbătoririi zilei de 7 Nov. crt., despre:

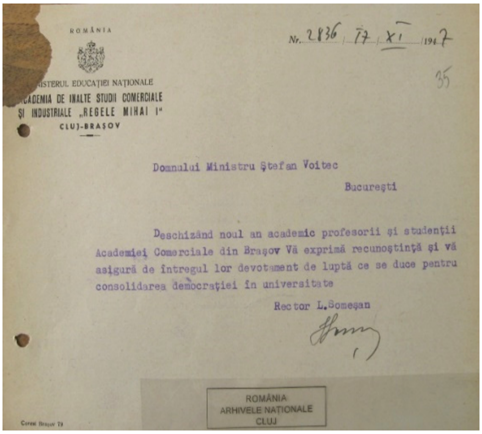
Legăturile culturale și economice cu URSS.
Conferința nu va depăși cadrul unei jumătăți de oră.
Intrucât U.N.S.R-ul ne cere răspunsul în scris,-vă rugăm a ne comunica în același fel opinia Dvs. până Marți 4 Noemvrie a.c.
Primiți, vă rugăm Domnule Profesor, asigurarea deosebitei noastre considerațiuni.

Rector,　　　　Secretar General,

3. XI. 1947
Am primit
Ol. Boitoș

ROMÂNIA
ARHIVELE NAȚIONALE
CLUJ

Documente relative la activitatea ca rector al Academiei de Înalte Studii Comerciale și Industriale din Brașov a profesorului Laurian Someșan, privitoare la deschiderea anului universitar 1947/1948 și la impunerea sărbătoririi zilei de 7 noiembrie.



ROMÂNIA

MINISTERUL EDUCAŢIEI NAŢIONALE
ACADEMIA DE INALTE STUDII COMERCIALE
ŞI INDUSTRIALE „REGELE MIHAI I"
CLUJ-BRAŞOV

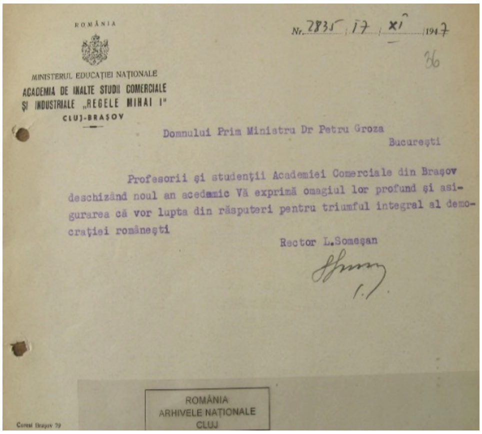
Nr. 2836 / 17 / XI / 1947

Domnului Ministru Ştefan Voitec
Bucureşti

Deschizând noul an academic profesorii şi studenţii Academiei Comerciale din Braşov Vă exprimă recunoştinţă şi vă asigură de întregul lor devotament de luptă ce se duce pentru consolidarea democraţiei în universitate

Rector L.Someşan

ROMÂNIA
ARHIVELE NAŢIONALE
CLUJ



ROMÂNIA

MINISTERUL EDUCAŢIEI NAŢIONALE
ACADEMIA DE INALTE STUDII COMERCIALE
ŞI INDUSTRIALE „REGELE MIHAI I"
CLUJ-BRAŞOV

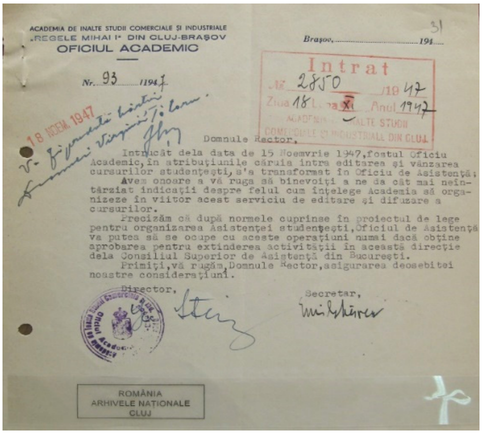
Nr. 2835 / 17 / XI / 1947

Domnului Prim Ministru Dr Petru Groza
Bucureşti

Profesorii şi studenţii Academiei Comerciale din Braşov deschizând noul an academic Vă exprimă omagiul lor profund şi asigurarea că vor lupta din răsputeri pentru triumful integral al democraţiei româneşti

Rector L.Someşan

ROMÂNIA
ARHIVELE NAŢIONALE
CLUJ



ACADEMIA DE INALTE STUDII COMERCIALE ŞI INDUSTRIALE
„REGELE MIHAI I" DIN CLUJ-BRAŞOV
OFICIUL ACADEMIC

Braşov, ... 194...

Nr. 93 /1947

Intrat
Nr. 2850 /1947
Ziua 18 Luna XI Anul 1947
ACADEMIA DE INALTE STUDII COMERCIALE ŞI INDUSTRIALE DIN CLUJ

18 NOEM. 1947

Domnule Rector,

Intrucât dela data de 15 Noemvrie 1947, fostul Oficiu Academic, în atribuţiunile căruia intra editarea şi vânzarea cursurilor studenţeşti, s'a transformat în Oficiu de Asistenţă;

Avem onoare a vă ruga să binevoiţi a ne da cât mai neîntârziat indicaţii despre felul cum înţelege Academia să organizeze în viitor acest serviciu de editare şi difuzare a cursurilor.

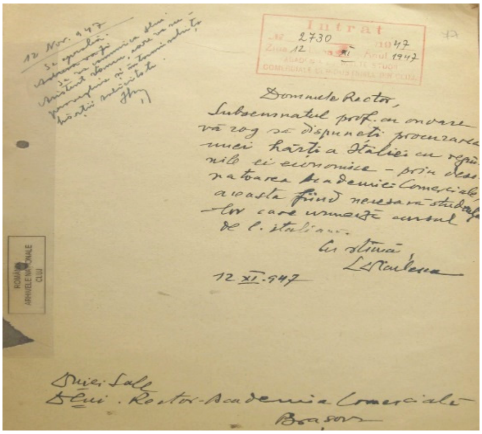
Precizăm că după normele cuprinse în proiectul de lege pentru organizarea Asistenţei studenţeşti, Oficiul de Asistenţă va putea să se ocupe cu aceste operaţiuni numai dacă obţine aprobarea pentru extinderea activităţii în această direcţie dela Consiliul Superior de Asistenţă din Bucureşti.

Primiţi, vă rugăm, Domnule Rector, asigurarea deosebitei noastre consideraţiuni.

Director,

Secretar,

ROMÂNIA
ARHIVELE NAŢIONALE
CLUJ



Intrat
Nr. 2730 /1947
Ziua 12 Luna XI Anul 1947
ACADEMIA DE INALTE STUDII COMERCIALE ŞI INDUSTRIALE DIN CLUJ

12 Nov. 947

Domnule Rector,

Subsemnatul prof. cu onoare vă rog să dispuneţi procurarea unei hărţi a Italiei cu regiunile ei economice – prin desnatoarea Academiei Comerciale, aceasta fiind necesară studenţilor care urmează cursul de l. italiană.

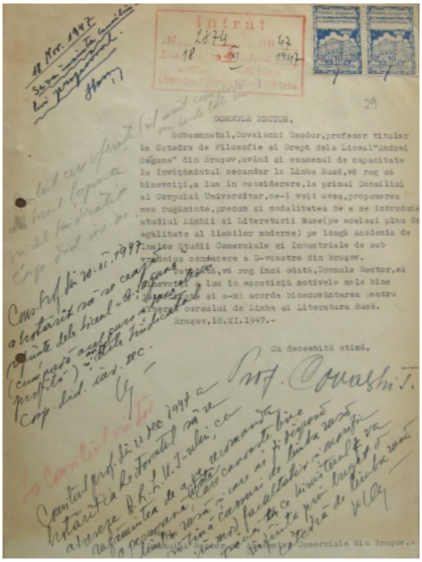
Cu stimă

12.XI.947

Dlui. Rector Academia Comercială
Braşov

ROMÂNIA
ARHIVELE NAŢIONALE
CLUJ

Telegrama adresată conducerii statului român de rectorul Academiei de Înalte Studii Comerciale și Industriale din Brașov, cu ocazia deschiderii anului universitar 1947/1948, precum și rezolvarea unor probleme organizatorice și de dotare cu material didactic.



DOMNULE RECTOR,

Subsemnatul, Covalschi Teodor, profesor titular la Catedra de Filosofie şi Drept dela Liceul "Andrei Şaguna" din Braşov, având şi examenul de capacitate la învăţământul secundar la Limba Rusă, vă rog să binevoiţi, a lua în considerare, la primul Consiliul al Corpului Universitar, ce-l veţi avea, propunerea mea rugăminte, precum şi modalitatea de a se introduce studiul Limbii şi Literaturii Ruse (pe acelaşi plan de egalitate al limbilor moderne) pe lângă Academia de Inalte Studii Comerciale şi Industriale de sub vrednica conducere a D-voastre din Braşov.

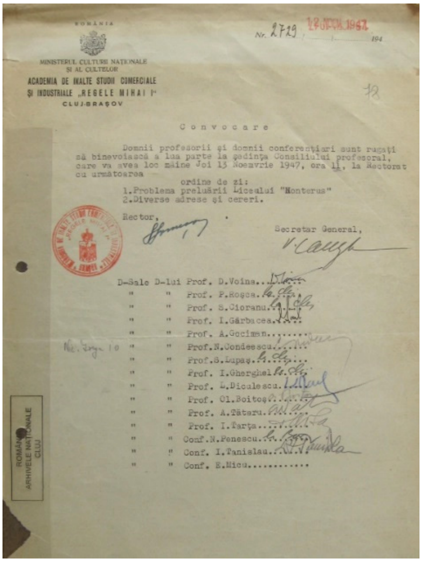
Totodată, vă rog încă odată, Domnule Rector, să binevoiţi a lua în socotinţă motivele mele bine ... şi a-mi acorda binecuvântarea pentru ... cursului de Limba şi Literatura Rusă.

Braşov, 18.XI.1947.-

Cu deosebită stimă,

Prof. Covalschi T.

Domnului Rector al Academiei Comerciale din Braşov.-



ROMÂNIA
MINISTERUL CULTURII NAŢIONALE ŞI AL CULTELOR
ACADEMIA DE INALTE STUDII COMERCIALE ŞI INDUSTRIALE „REGELE MIHAI I"
CLUJ-BRAŞOV

Nr. 2729, 12 NOV. 1947

Convocare

Domnii profesorii şi domnii conferenţiari sunt rugaţi să binevoiască a lua parte la şedinţa Consiliului profesoral, care va avea loc mâine Joi 13 Noemvrie 1947, ora 11, la Rectorat cu următoarea

ordine de zi:
1. Problema preluării Liceului "Honterus"
2. Diverse adrese şi cereri.

Rector, Secretar General,

D-Sale D-lui Prof. D. Voina...
" " Prof. P. Roşca...
" " Prof. S. Cioranu...
" " Prof. I. Gârbacea...
" " Prof. A. Gocimen...
" " Prof. N. Condeescu...
" " Prof. S. Lupaş...
" " Prof. I. Gherghel...
" " Prof. L. Diculescu...
" " Prof. Ol. Boitoş...
" " Prof. A. Tătaru...
" " Prof. I. Tarţa...
" " Conf. N. Penescu...
" " Conf. I. Tanislau...
" " Conf. E. Micu...

ROMÂNIA ARHIVELE NAŢIONALE CLUJ

ROMÂNIA
MINISTERUL CULTURII NAŢIONALE ŞI AL CULTELOR
ACADEMIA DE INALTE STUDII COMERCIALE ŞI INDUSTRIALE „REGELE MIHAI I"
CLUJ-BRAŞOV

Nr. 2881, 19. XI. 1947

Convocare

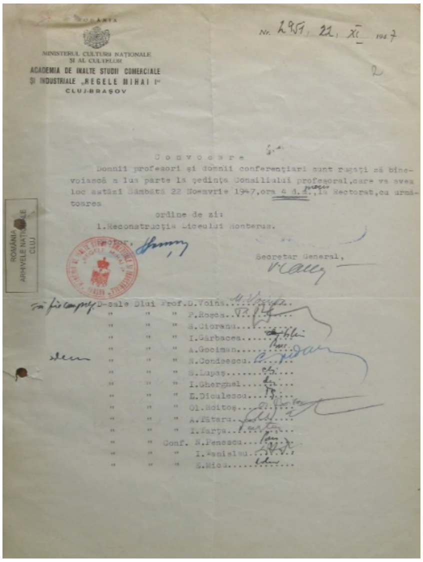
Domnii profesori şi domnii conferenţiari sunt rugaţi să binevoiască a lua parte la şedinţa Consiliului profesoral, care va avea loc mâine Joi 20 Noemvrie 1947 ora ..., la Rectorat, cu următoarea

ordine de zi:
1. Problema preluării Liceului "Honterus"
2. Diverse adrese şi cereri.

Rector, Secretar General,

D-sale Dlui Prof. D. Voina...
" " " P. Roşca...
" " " S. Cioranu...
" " " I. Gârbacea...
" " " A. Gocimen...
" " " N. Condeescu...
" " " S. Lupaş...
" " " I. Gherghel...
" " " L. Diculescu...
" " " Ol. Boitoş...
" " " A. Tătaru...
" " " I. Tarţa...
" " Conf. N. Penescu...
" " " I. Tanislau...
" " " E. Micu...

ROMÂNIA ARHIVELE NAŢIONALE CLUJ



ROMÂNIA
MINISTERUL CULTURII NAŢIONALE ŞI AL CULTELOR
ACADEMIA DE INALTE STUDII COMERCIALE ŞI INDUSTRIALE „REGELE MIHAI I"
CLUJ-BRAŞOV

Nr. 2951, 22, XI 1947

Convocare

Domnii profesori şi domnii conferenţiari sunt rugaţi să binevoiască a lua parte la şedinţa Consiliului profesoral, care va avea loc astăzi Sâmbătă 22 Noemvrie 1947, ora 4 d.m., la Rectorat, cu următoarea

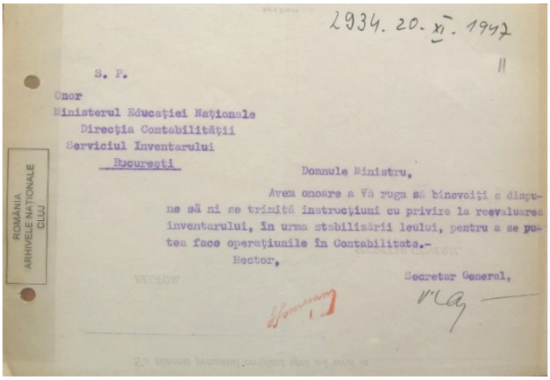
ordine de zi:
1. Reconstrucţia Liceului Honterus.

Rector, Secretar General,

D-sale Dlui Prof. D. Voina...
" " " P. Roşca...
" " " S. Cioranu...
" " " I. Gârbacea...
" " " A. Gocimen...
" " " N. Condeescu...
" " " S. Lupaş...
" " " I. Gherghel...
" " " L. Diculescu...
" " " Ol. Boitoş...
" " " A. Tătaru...
" " " I. Tarţa...
" " Conf. N. Penescu...
" " " I. Tanislau...
" " " E. Micu...

ROMÂNIA ARHIVELE NAŢIONALE CLUJ

Solicitare pentru introducerea Limbii ruse în programa de învățământ a Academiei de Înalte Studii Comerciale și Industriale din Brașov, convocarea membrilor Consiliului Profesoral pentru rezolvarea preluării și amenajării Liceului Honterus în folosul Academiei, precum și rezoluțiile rectorului și ale Consiliului profesoral.


2934. 20. XI. 1947

S. P.

Onor
Ministerul Educației Naționale
Direcția Contabilității
Serviciul Inventarului
București

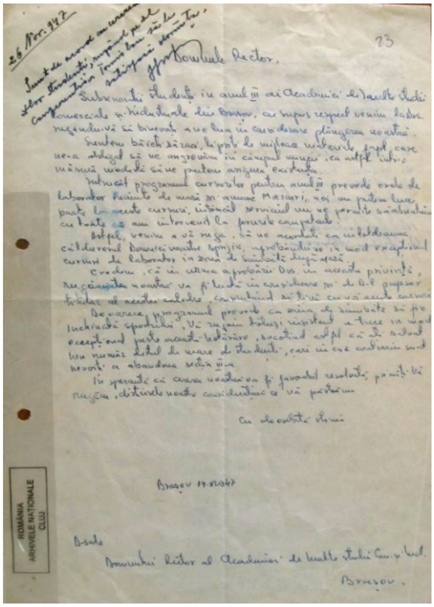
Domnule Ministru,

Avem onoare a Vă ruga să binevoiți a dispune să ni se trimită instrucțiuni cu privire la reevaluarea inventarului, în urma stabilizării leului, pentru a se putea face operațiunile în Contabilitate.-

Rector,

Secretar General,

ROMÂNIA ARHIVELE NAȚIONALE CLUJ


26 Nov. 947

Domnule Rector,

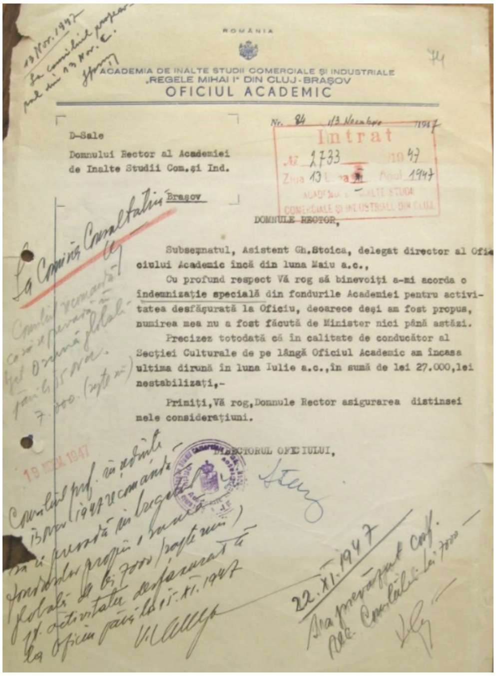
Brașov 19.XI.947

D-sale

Domnului Rector al Academiei de Înalte Studii Com. și Ind.

Brașov.

ROMÂNIA ARHIVELE NAȚIONALE CLUJ


ROMÂNIA

ACADEMIA DE ÎNALTE STUDII COMERCIALE ȘI INDUSTRIALE „REGELE MIHAI I" DIN CLUJ-BRAȘOV

OFICIUL ACADEMIC

Nr. 84 /13 Noembrie 1947

D-Sale

Domnului Rector al Academiei de Inalte Studii Com.și Ind.

Brașov

Intrat Nr. 2733 /1947 Ziua 13 Luna XI Anul 1947

DOMNULE RECTOR,

Subsemnatul, Asistent Gh.Stoica, delegat director al Oficiului Academic încă din luna Maiu a.c.,

Cu profund respect Vă rog să binevoiți a-mi acorda o indemnizație specială din fondurile Academiei pentru activitatea desfășurată la Oficiu, deoarece deși am fost propus, numirea mea nu a fost făcută de Minister nici până astăzi.

Precizez totodată că în calitate de conducător al Secției Culturale de pe lângă Oficiul Academic am încasa ultima diurnă în luna Iulie a.c.,în sumă de lei 27.000,lei nestabilizați,-

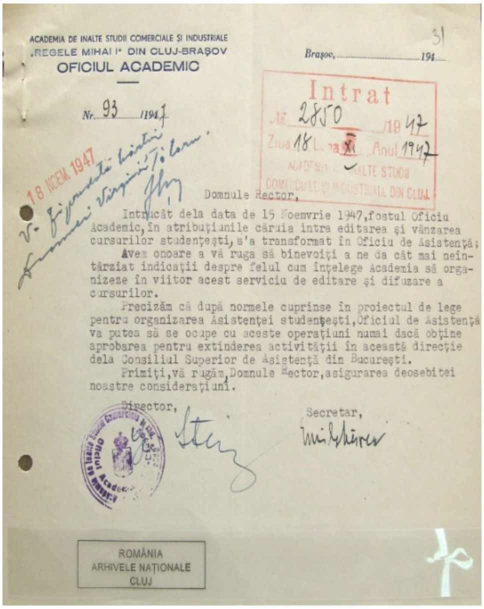
Primiți,Vă rog,Domnule Rector asigurarea distinsei mele considerațiuni.

DIRECTORUL OFICIULUI,

La Comisia Consultativă

19 NOEM. 1947

22.XI.1947


ACADEMIA DE ÎNALTE STUDII COMERCIALE ȘI INDUSTRIALE „REGELE MIHAI I" DIN CLUJ-BRAȘOV

OFICIUL ACADEMIC

Nr. 93 /1947

Brașov, ...194..

Intrat Nr. 2850 /1947 Ziua 18 Luna XI Anul 1947

18 NOEM. 1947

Domnule Rector,

Întrucât dela data de 15 Noemvrie 1947,fostul Oficiu Academic,în atribuțiunile căruia intra editarea și vânzarea cursurilor studențești,s'a transformat în Oficiu de Asistență;

Avem onoare a vă ruga să binevoiți a ne da cât mai neîntârziat indicații despre felul cum înțelege Academia să organizeze în viitor acest serviciu de editare și difuzare a cursurilor.

Precizăm că după normele cuprinse în proiectul de lege pentru organizarea Asistenței studențești,Oficial de Asistență va putea să se ocupe cu aceste operațiuni numai dacă obține aprobarea pentru extinderea activității în această direcție dela Consiliul Superior de Asistență din București.

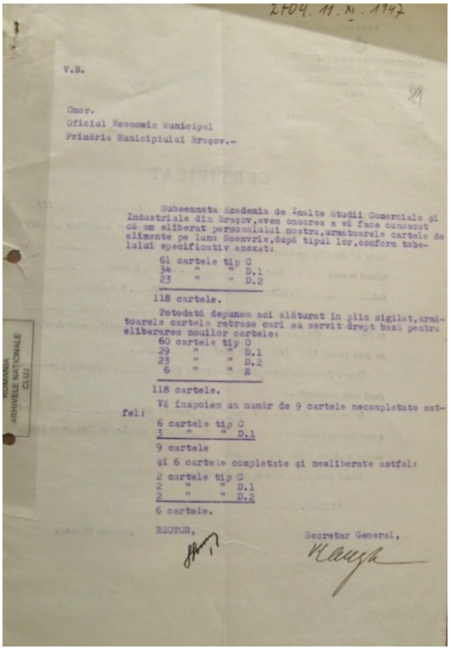
Primiți,vă rugăm,Domnule Rector,asigurarea deosebitei noastre considerațiuni.

Director,

Secretar,

ROMÂNIA ARHIVELE NAȚIONALE CLUJ

Diverse solicitări și rezoluții ale rectorului Academiei de Înalte Studii Comerciale și Industriale din Brașov, profesorul Laurian Someșan, vizând aspecte fiduciare și sociale studențești și ale corpului didactic.



2704. 11. XI. 1947

V.B.

Onor.
Oficiul Economic Municipal
Primăria Municipiului Braşov.-

Subsemnata Academia de Înalte Studii Comerciale şi Industriale din Braşov, avem onoarea a vă face cunoscut că am eliberat personalului nostru, următoarele cartele de alimente pe luna Noemvrie, după tipul lor, conform tabelului specificativ anexat:

61 cartele tip C
34 " " D.1
23 " " D.2
118 cartele.

Totodată depunem aci alăturat în plic sigilat, următoarele cartele retrase cari au servit drept bază pentru eliberarea nouilor cartele:

60 cartele tip C
29 " " D.1
23 " " D.2
6 " " E
118 cartele.

Vă înapoiem un număr de 9 cartele necompletate astfel:

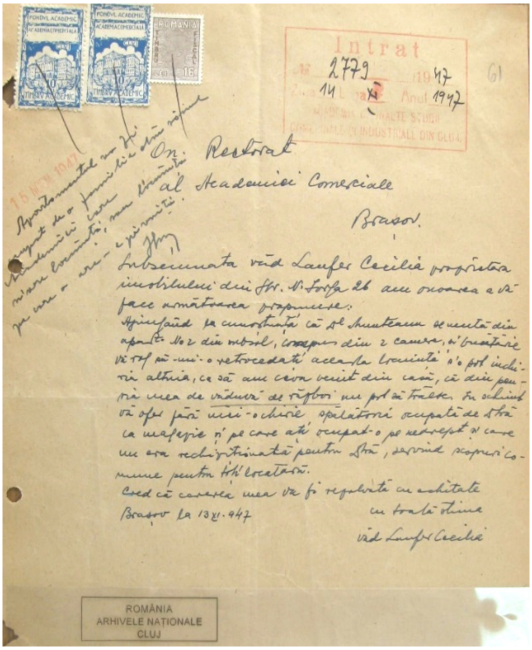
6 cartele tip C
3 " " D.1
9 cartele

şi 6 cartele completate şi neeliberate astfel:

2 cartele tip C
2 " " D.1
2 " " D.2
6 cartele.

RECTOR, Secretar General,

ROMÂNIA ARHIVELE NAŢIONALE CLUJ



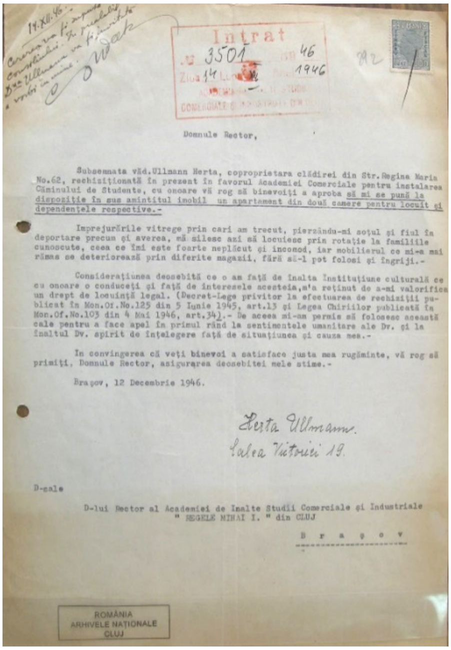
Intrat № 2779 1947 Ziua 14 Luna XI Anul 1947

On. Rectorat
al Academiei Comerciale
Braşov.

Apartamentul va fi cerut de o familie din corpul didactic care n'are locuinţă; nu locuinţa pe care o are

Subsemnata văd. Laufer Cecilia proprietara imobilului din Str. N. Iorga 26 am onoarea a vă face următoarea propunere:
Aflând că d-l Munteanu se mută din apart. No 2 din imobil, compus din 2 camere şi bucătărie vă rog să-mi-o retrocedaţi această locuinţă s'o pot închiria altuia, ca să am ceva venit din casă, că din pensia mea de văduvă de război nu pot să trăiesc. În schimb vă ofer fără nici-o chirie spălătoria ocupată de d-tră ca magazie şi pe care aţi ocupat-o pe nedrept şi care nu era rechiziţionată pentru d-tră, servind scopuri comune pentru toţi locatarii.
Cred că cererea mea va fi rezolvată cu echitate
Braşov la 13.XI.947 cu toată stima
văd. Laufer Cecilia

ROMÂNIA ARHIVELE NAŢIONALE CLUJ



14.XII.46.
Cererea va fi supusă consiliului. În prealabil D-na Ullmann va fi invitată a vorbi cu mine.

Intrat № 3501 1946 Ziua 14 Luna XII Anul 1946

Domnule Rector,

Subsemnata văd. Ullmann Herta, coproprietara clădirei din Str. Regina Maria No. 62, rechiziţionată în prezent în favorul Academiei Comerciale pentru instalarea Căminului de Studente, cu onoare vă rog să binevoiţi a aproba să mi se pună la dispoziţie în sus amintitul imobil un apartament din două camere pentru locuit şi dependenţele respective.-

Imprejurările vitrege prin cari am trecut, pierzându-mi soţul şi fiul în deportare precum şi averea, mă silesc azi să locuiesc prin rotaţie la familiile cunoscute, ceea ce îmi este foarte neplăcut şi incomod, iar mobilierul ce mi-a mai rămas se deteriorează prin diferite magazii, fără să-l pot folosi şi îngriji.-

Consideraţiunea deosebită ce o am faţă de înalta Instituţiune culturală ce cu onoare o conduceţi şi faţă de interesele acesteia, m'a reţinut de a-mi valorifica un drept de locuinţă legal. (Decret-Lege privitor la efectuarea de rechiziţii publicat în Mon.Of.No.125 din 5 Iunie 1945, art.13 şi Legea Chiriilor publicată în Mon.Of.No.103 din 4 Mai 1946, art.34).- De aceea mi-am permis să folosesc această cale pentru a face apel în primul rând la sentimentele umanitare ale Dv. şi la înaltul Dv. spirit de înţelegere faţă de situaţiunea şi cauza mea.-

In convingerea că veţi binevoi a satisface justa mea rugăminte, vă rog să primiţi, Domnule Rector, asigurarea deosebitei mele stime.-

Braşov, 12 Decembrie 1946.

Herta Ullmann.
Calea Victoriei 19.

D-sale

D-lui Rector al Academiei de Inalte Studii Comerciale şi Industriale " REGELE MIHAI I. " din CLUJ

B r a ş o v

ROMÂNIA ARHIVELE NAŢIONALE CLUJ

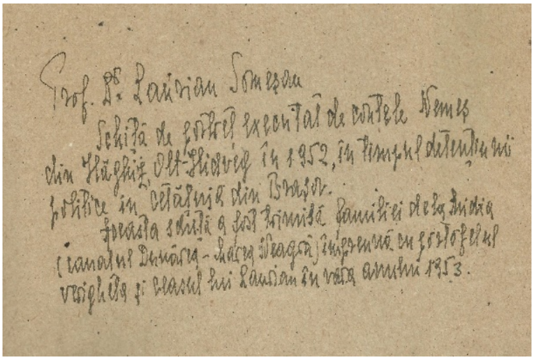
Rezoluții rectorale ce poartă semnătura profesorului Laurian Someșan privitoare la o serie de probleme sociale ale membrilor corpului didactic al Academiei de Înalte Studii Comerciale și Industriale din Brașov, precum și ale particularilor ale căror bunuri au fost rechiziționate.

EPURAREA DIN ÎNVĂȚĂMÂNTUL SUPERIOR, MARGINALIZAREA ȘI REGIMUL CARCERAL

După instaurarea comunismului în România, profesorul Laurian Someșan a fost treptat marginalizat, suferind și rigorile regimului carceral, aidoma altor confrați de breaslă. Procesul său de marginalizare s-a desfășurat treptat. La început, el a trecut cu bine de prima etapă a epurărilor, care s-a derulat în perioada 1945-1947, când au fost înlăturați din funcțiile publice și închiși toți cei care avuseseră legătură cu regimul mareșalului Antonescu, de cele mai multe ori din „vina" deținerii unor funcții publice; unul dintre victimele de la Academia Comercială din Cluj-Brașov a fost savantul Victor JInga, pe nedrept înlăturat din funcția sa rectorală și încarcerat apoi o lungă perioadă de timp. A impresionat profund corpul profesoral, angajații și studenții Academiei Comerciale, opinia publică în general, și cazul sinuciderii profesorului Olimpiu Boitoș împreună cu soția, o cunoscută actriță a Teatrului Național din Cluj, din cauza iminenței arestării; la Brașov, soții Boitoș au locuit în același imobil cu familia Someșan, ei la etaj, iar familia Someșan la parter.

Pentru profesorul Laurian Someșan calvarul marginalizării a debutat *„cu ocazia marilor epurări din 1949"*, când a fost îndepărtat din învățământul superior, iar un an mai târziu, și din Institutul de Cercetări Geografice, unde era director de secție încă din 1946. Grație familiei unite, profesorul a reușit să treacă cu bine peste această primă traumă și, după aproape doi ani de *„șomaj"*, a reușit în august 1951 să lucreze *„într-un colectiv geologic al Departamentului Gospodăriei Locale, iar din ianuarie 1952, ca geolog-hidrolog în Institutul de Proiectări al Ministerului Industriei Ușoare"* din Brașov (Maria Someșan, 2011, *op. cit.*, p. 14). Ceea ce era mai rău urma să vină, anume arestarea din august 1952; dar să lăsăm pe fiica profesorului să relateze momentul, precum și desfășurarea ulterioară a evenimentelor (*idem*): *„În noaptea de 15 august 1952 este arestat. A fost o acțiune de amploare a Securității, extinsă pe întreg teritoriul țării, căreia i-au căzut victimă un mare număr de intelectuali. [...]. După o scurtă detenție în închisoarea de la Cetățuie, timp în care familia îi este evacuată din apartamentul din str. Bogner (astăzi Aninoasa) este trimis, împreună cu întregul lot de arestați brașoveni, la celebrele lagăre de muncă forțată de la Canalul Dunăre – Marea Neagră. Ajunge în colonia care a intrat în istoria Gulagului românesc drept unul din cele mai sinistre locuri de detenție, Midia, unde, chiar în ziua sosiri, sadicul comandant al coloniei îi informa pe deținuți că se găsesc într-un lagăr de exterminare. Pentru mulți dintre ei, amenințarea a devenit realitate. Laurian Someșan a scăpat cu viața la limită și s-a întors după doi ani, cu o notificare că a fost reținut pentru cercetări (deși în tot acest răstimp nu fusese anchetat deloc) și* *că nu a avut nicio condamnare*". În momentul arestării, apartamentul a fost perchiziționat, iar membrilor familiei, respectiv soției, profesoară de Istorie la un liceu din Brașov, și fiicei Maria, studentă la Facultatea de Fizică din București, comunicându-li-se că vor fi mutate la Râșnov. După arestarea profesorului și după ce soția, Margareta Someșan a reușit să obțină permisiunea de a rămâne în oraș împreună cu fiica lor, ele au fost evacuate din casa de pe strada Bogner, unde s-a mutat ofițerul care a executat arestarea, și mutate într-o cameră situată pe strada Tânăra Gardă, unde au locuit timp de cincisprezece ani, până în 1967, când au reușit să-și cumpere apartamentul de pe Cetățuie. După arestare, înainte de a-l duce la canal, Laurian Someșan a stat încarcerat o lună în închisoarea de pe Cetățuie din Brașov, apoi l-au dus în Dobrogea.

Profesorul Ioan Iosep (2001, *op. cit.*, p. 232), apropiat colaborator al lui Laurian Someșan din perioada lui suceveană, nuanțează momentul anului 1952, scriind că „*a primit o lovitură năprasnică*" când, „*sub pretextul că ar fi deținut funcții importante în Partidul Național Creștin (P. N. C.), dar suspectat, după cum mi se confesa profesorul, și de orientare legionară, a fost arestat de Securitatea comunistă, fără a fi însă judecat. Nici una din acuzații nu a putut fi probată; a fost un simplu membru al P. N. C., participând la ședințele publice ale partidului, iar în ceea ce privește a doua acuzație, credem că a avut la bază o simplă speculație: corelarea specializării efectuate în Germania în anii 1938 și 1939 (când, la Berlin și München, a audiat cursuri și a participat la seminarii de geografie) cu ascensiunea fascismului* [sic!, nazismului, s.n.] *în Germania și a legionarismului în România și cu cercetările sale geopolitice*". Peste ani, când la inițiativa profesorului Șerban Dragomirescu s-a comemorat la Brașov activitatea profesorilor universitari Laurian Someșan și Nicolae N. Popp, în cadrul simpozionului dedicat lor sub genericul „*Mari cărturari brașoveni în domeniul Geoștințelor*", în ambianța atât de încărcată de românism a Casei Mureșenilor, acesta spunea că „*amândoi au suferit rigorile regimului totalitar comunist: au fost îndepărtați din învățământul superior, din Institutul de Cercetări Geografice al României, au cunoscut umilitoare suferințe, inclusiv regimul de detenție, fără a fi condamnați*" (2011, *op. cit.*, p. 7), iar Ioan Iosep a pus punctul pe i, spunând că au fost „*aruncați în închisorile comuniste pentru motive politice inventate*" (2011, *op. cit.*, p. 25).



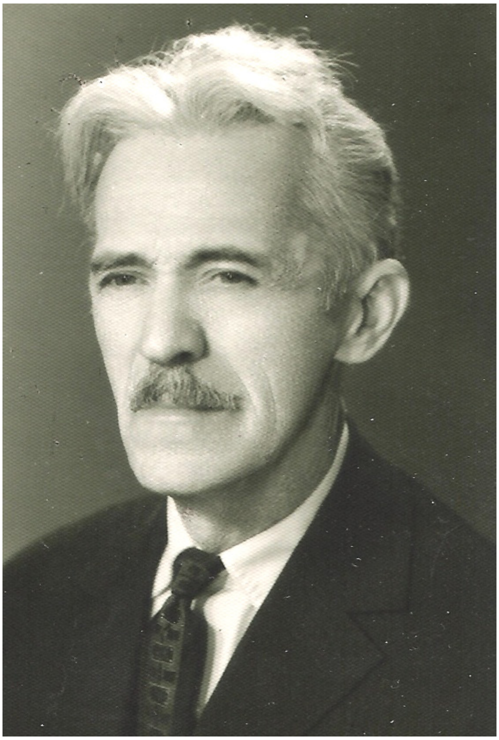
Prof. Dr. Laurian Someșan
Schiță de portret executat de contele Nemeș
din Hăghiz Olt-Hidvég în 1952, în timpul detențiunii
politice în cetățuia din Brașov.
Această schiță a fost trimisă familiei de la Midia
(canalul Dunărea-Marea Neagră) împreună cu portofelul
verigheta și ceasul lui Laurian în vara anului 1953.

Portretul lui Laurian Someșan, executat de contele Nemeș din Hăghig în timpul detenției din închisoarea de pe Cetățuia din Brașov, în august 1952.

În perioada detenției politice a profesorului în închisoarea de pe Cetățuie de la Brașov, unde au fost aduși toți cei arestați în acele zile de la mijlocul lunii august 1952, a făcut cunoștință cu contele Nemeș, proprietarul castelului de la Hăghig care, pe o hârtie de ambalaj i-a realizat portretul; pe dosul hârtiei, s-a consemnat pentru viitorime următorul mesaj: „*Schiță de portret executat de contele Nemeș din Hăghiz* [Hăghig, s.n.] *Olt-Hidvég în 1952, în timpul detențiunii detențiunii politice în cetățuia din Brașov. Această schiță a fost trimisă familiei de la Midia (canalul Dunărea-Marea Neagră) împreună cu portofelul, verigheta și ceasul lui Laurian în vara anului 1953*”. Realizarea acestui portret a fost o formă de protest a unor oameni superiori, educați, care a u răspuns la brutalitatea arestării cu instrumentele pașnice ale artei...În privința faptului că obiectele personale mai sus enumerate au fost trimise familiei profesorului Someșan în vara anului 1953, dovedește o dată în plus, cinismul securității care a pricinuit o sperietură grozavă familiei care a crezut că soțul și tatăl lor a murit în detenție!

S-a plâns vreodată public profesorul Laurian Someșan de nedreptatea care i s-a făcut? Ne răspunde la această întrebare firească Ioan Iosep care, referindu-se la ostracizarea și stigmatizarea nedreaptă la care i-a supus regimul totalitar pe profesorii Laurian Someșan și Nicolae Popp, pe care i-a cunoscut îndeaproape ca și coleg mai tânăr la Institutul Pedagogic din Suceava, a ținut să menționeze: *„Nouă, tinerilor lor colegi suceveni, cei doi profesori nu ni s-au confesat niciodată cu privire la motivele, contextul și detaliile arestării și detenției. Și i-am înțeles: nu voiau să redeschidă rănile și să retrăiască anii dureroși care le-au zguduit viețile, le-au frânt speranțele și carierele și le-au afectat familiile*” (*idem*). Nu s-au plâns fiindcă știau că dreptatea este de partea lor, că au lucrat cinstit pentru țară, nu aveau să-și reproșeze ceva... Apoi să avem în vedere că intelectualitatea românească interbelică avea o demnitate dobândită prin educație și biserică, că era profund morală și animată de idei patriotice, nefiind impresionată de elementele retrograde ale societății care, cu ajutor sovietic au dobândit puterea prin fals, iar cât au fost aceste elemente de determinate, s-a văzut în sfârșitul atât de lamentabil al comunismului…

Laurian Someșan a fost un exponent reușit al acestei societăți românești, desăvârșindu-și studiile în perioada interbelică, numai prin eforturi personale, accedând în funcții și demnități numai prin meritocrație.

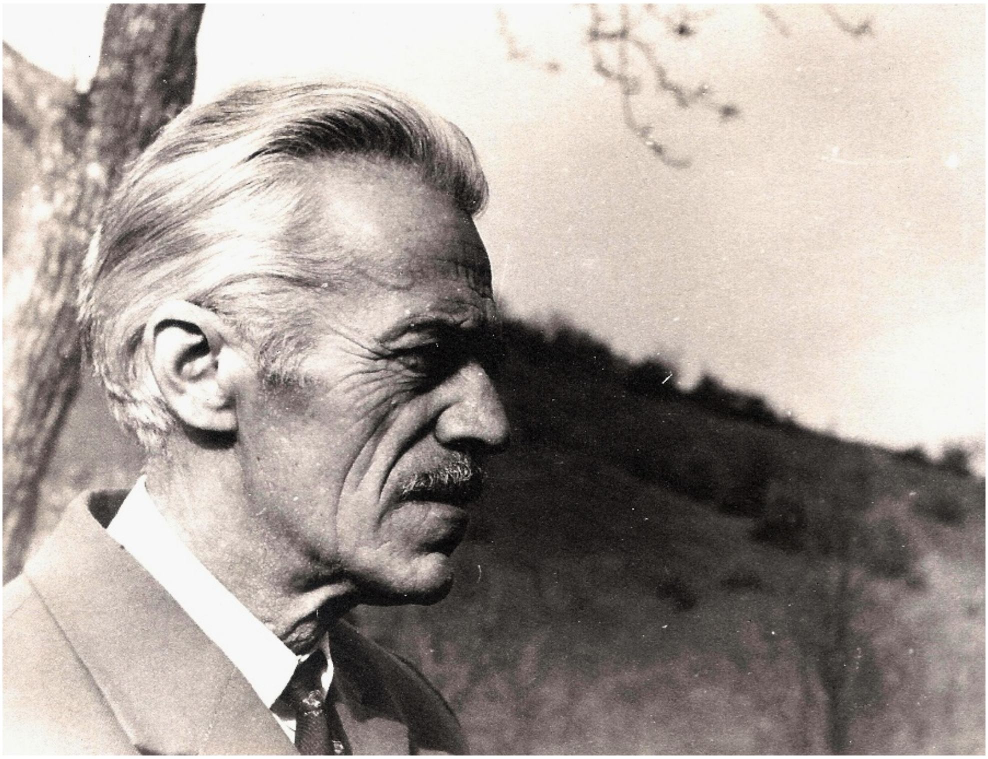


Profesorul Laurian Someșan „conferențiar” la Facultatea de Silvicultură din Brașov, în 1955.

După eliberarea din lagărele de muncă forțată, a încercat și a reușit să reintre în învățământ, pentru că *„destinderea politică care se făcea simțită în 1955 părea să-i fie favorabilă*”, după cum afirma Maria Someșan (2011, *op. cit*., p. 14), astfel că, în acele condiții *„a reușit să obțină numirea la Facultatea de Silvicultură din Brașov*”, însă sorții nu îi surâd căci, “*după 1956 (anul Revoluției din Ungaria), o nouă acțiune de epurare îi înlătură din învățământul superior pe cei politic indezirabili*”, astfel că doar trei ani a reușit să-și păstreze postul de conferențiar. În noile circumstanțe, se reprofilează și devine… *„proiectant geotehnic la Direcția de Sistematizare și Proiectare a Construcțiilor (DSAPC) din Brașov*” (*idem*), unde a rămas până la reabilitarea lui, odată cu angajarea ca lector la Institutul Pedagogic din Suceava, în 1965, astfel că, doar după șapte ani, după o nouă destindere politică, cea din 1964, a reușit să revină în învățământul superior, unde s-a titularizat în 1967, după o nouă verificare din partea serviciilor de securitate și de cadre al PCR.

Acestea sunt faptele nude, atât cele ale epurării din învățământ, ale marginalizării, cât și aceea punitivă, acte directe, fățișe; desigur că Laurian Someșan a avut de suferit și pe alte planuri, una dintre cele mai stânjenitoare și agasante pentru el fiind îngrădirea accesului la publicare. În acest sens, Maria Someșan, a consemnat: „*Fiind considerat fost promotor al* ***Geopoliticii*** *– văzută multă vreme drept periculoasă «pseudoștiință burgheză» – i se refuză tacit timp de foarte mulți ani, uneori chiar de către foști colegi de breaslă ajunși în posturi de răspundere, dreptul de semnătură în publicațiile de specialitate. Este adevărat că și el a refuzat cu perseverență orice concesie oportunistă și nu a fost dispus să recurgă la simulări ideologice. Avea orgoliul de-a nu spune niciodată ceea ce nu credea și învățase destul de greu și de târziu să nu spună chiar tot ceea ce credea că este drept și adevărat*” (*idem*).

Se naște în mod firesc întrebarea: a fost vinovat Laurian Someșan, numai și în parte, pentru ca să fie îndepărtat din învățământul superior, marginalizat, pentru a fi deținut în lagărele de muncă forțată? A fost vinovat Laurian Someșan că la un moment dat, când Țara i-a cerut-o, i-a apărat fruntariile pe drept dobândite? Nici vorbă! El și-a făcut datoria, așa cum i-a dictat conștiința și idealurile, care erau ale unei întregi generații, și cum fusese învățat de magistrul său, George Vâlsan. Referindu-se la motivele arestării profesorului, într-o notă de subsol (2011, *op. cit*., p. 25), Ioan Iosep a ținut să precizeze pentru posteritate: „*Într-o discuție purtată chiar în ziua în care avea loc ceremonia ocazionată de pensionarea profesorului Laurian Someșan (1971), rectorul de atunci, prof[esorul] V[asile] G. Ionescu, i-a mărturisit asistentului M[ihai] Iacobescu că nu cu mult timp în urmă Securitatea notificase conducerii institutului că toate acuzațiile ce îi fuseseră aduse lui Laurian Someșan s-au dovedit nefondate*”, fapt ce nu i s-a comunicat niciodată profesorului, autorul citat opinând “*că decizia ca informația să nu-i fie adusă la cunoștință profesorului, pentru a nu-i provoca, la cei 70 de ani, un șoc fatal, a fost corectă*”. Referitor la acest aspect dureros din viața profesorului Someșan, la simpozionul dedicat lui și colegului său Nicolae Popp la Brașov, sub auspiciile Casei Mureșenilor, Maria Someșan a ținut să sublinieze că atunci „*...când hotarele României și integritatea țării erau puse în discuție, Laurian Someșan se angajează în eforturile de apărare a intereselor românești, elaborând o serie de lucrări de geopolitică, în intenția de a demonstra că Transilvania este o regiune geografică indivizibilă și o zonă de continuitate a poporului român. Aduce argumente în sprijinul continuității elementului românesc din Transilvania și al caracterului organic al României Mari în* *articole ca La frontière occidentale de l'Etat roumain, Une carte discutable (Réponse à M. Paul Teleki), Le passé de la Transylvanie et le facteur géographique etc.*" (2011, *op. cit.*, p. 12), invocând activitatea tatălui său în plan publicistic, din perioada premergătoare cataclismului politic și social al celui de-al Doilea Război Mondial când, cu argumentele științei și ale realităților evidente de pe teren, intelectualii români au răspuns pretențiilor absurde ale statelor revizioniste. În acest fel și în acele circumstanțe, „*imperativele politice ale vremii i-au canalizat tot mai mult interesul pentru Geopolitică. [...]. Tocmai această activitate, desfășurată în interesul țării și în lumina idealurilor care au creat România Mare, va deveni peste un deceniu cap de acuzare împotriva sa și sursă a unui șir de persecuții politice. Ele au culminat prin detenția politică în anii de vârf ai stalinismului, destin comun unei bune părți a celor care înțeleseseră să-și asume idealurile naționale*", a constatat cu amărăciune fiica profesorului.



Profesorul Laurian Someșan în 1957, după ce a fost epurat de la Facultatea de Silvicultură din Brașov.

Cu detașare, de pe culmea vârstei sale octogenare, având, la rândul domniei sale, perspectiva trecutului, fiica profesorului, Maria Someșan (2011, *op. cit*., p. 11), face o constatare amară, subliniind: „*este locul să înregistrăm și ironia Istoriei, care a făcut ca o bună parte a celor care și-au asumat atunci aceste idealuri să fie acuzați peste nici trei decenii tocmai pentru acest fapt. Este bine să ne amintim că aproape toți protagoniștii actului Unirii de la 1 Decembrie 1918 și foarte mulți dintre acei participanți la Marea Adunare care mai erau în viață la sfârșitul celui de-al Doilea Război Mondial și-au sfârșit existența în închisorile comuniste sau, dacă le-au supraviețuit au purtat până la moarte traumele detenției".* Hotărât lucru, profesorul Laurian Someșan a fost pe nedrept pedepsit; ca și alte zeci și zeci de mii de intelectuali, el era incompatibil cu noua ideologie așa-zisă a omului nou, cu internaționalismul proletar care punea mai sus de interesele țării pe acelea de clasă, instaurate cu forța în țara noastră. Noii „clase politice" pusă în funcție de ocupantul sovietic doar pe criteriul obedienței față de ocupant și al atașamentului la internaționalismul proletar pentru triumful unei ideologii comuniste păguboase, îi era pur și simplu frică de elita veche, educată, pe care de-a valma a băgat-o în închisoare pentru a o extermina.

Toți cei care trecuseră prin școala românească, de la cea primară și secundară, până la aceea universitară, ca să nu mai vorbesc de școlile de ofițeri, fuseseră educați în spiritul muncii, al credinței, pentru Rege și Patrie, ca simboluri sacre ale Națiunii; se folosea în epocă sintagma: „*Muncă, Credință, Rege, Națiune*". Deprinși cu aceste valori sănătoase din care de desprind altele, încă din fragedă vârstă, românii le-au apărat în momentele dificile ale ocupării țării de către Armata Roșie sovietică, astfel că sute și sute de mii care i s-au împotrivit fățiș, iar intelectualii numai pentru vina de a fi intelectuali, care nu o făcuseră în mod fățiș, au fost aruncați în închisori.

Laurian Someșan, aidoma altor geografi români valoroși și cu o conștiință națională înaintată, precum Ștefan Manciulea, Gheorghe Popp, Nicolae Al. Rădulescu, Lucia Apolzan, Mihai D. David, Năstase I. Gheorghe, Ion Conea, Nicolae Dragomir, Isbășoiu Constantin, Victor Tufescu, Wachner Heinrich și mulți alții, a suferit pentru determinarea cu care a promovat și, în perioadele de cumpănă, a apărat interesele Patriei sale.

BIBLIOGRAFIE

1. Dragomirescu, Șerban, 2011, *Mari cărturari brașoveni în domeniul geoștiințelor: prof. univ. Laurian Someșan și prof. univ. Nicolae M. Popp / Great geographers from Brașov: professor Laurian Someșan and professor Nicolae M. Popp*, în revista Țara Bârsei, serie nouă, numărul 10, pp. 7-8, Brașov.
2. Figes, Orlando, 2016, *Revoluția Rusă, 1891-1924: tragedia unui popor*, Editura Polirom, Iași.
3. Someșan, Maria, 2011, *Laurian Someșan, o schiță biografică*, în revista Țara Bârsei, serie nouă, numărul 10, pp. 10-15, Brașov.
4. Iosep, Ioan, 2001, *In memoriam. Prof. univ. dr. Laurian Someșan (1901-1986)*, în Analele Universității „Ștefan cel Mare" Suceava, Secțiunea Geografie, anul X, pp. 229-240, Suceava.
5. Iosep, Ioan, 2011, *Laurian Someșan și Nicolae Popp – ctitori ai învățământului geografic superior sucevean/Laurian Someșan and Nicolae Popp – the Founders of the Geography Department at the Suceava University*, în revista Țara Bârsei, serie nouă, numărul 10, pp. 24-30, Brașov.
6. Pestrea, Suciu Steluța, 2011, *Străzi, case, oameni din Brașov*, Editura Foton, Brașov.
7. Someșan, Laurian, 1937, *La frontière occidentale de l'État roumain*, în Revue de Transylvanie, Anul III, nr. 2, pp.179-187, Cluj, Imprimeria Națională, București.
8. Someșan, Laurian, 1938, *Une carte discutable (Réponse à M. Paul Teleki)*, în Revue de Transylvanie, 1938, Tome IV, no. 1-4, pp. 123-127, Cluj, Imprimeria Națională, 1939, București.
9. Someșan, Laurian, 1939, *Le passé de la Transylvanie et le facteur géographique*, în Revue de Transylvanie, V, 1939, 3, pp. 313-328, Cluj.
10. Suciu, Steluța, 2016, *Istorii ale unor case din Brașov*, în revista Astra, serie nouă, anul VII (L), nr. 1-4 (345-348)-2016, pp. 78-86, Brașov.
11. xxx, Arhivele Naționale ale României, Direcția Județeană Cluj a Arhivelor Naționale, Fond (F) 798, Dosar (D) 162, 164, 165, 171, 184, 194, 202, 203, 210, 232, 246, 248, 249.

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 51-72)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.04

RESHAPING WATERS. A HISTORY OF POLITICAL INTERFERENCE IN THE RISE AND FALL OF THE ROMANIAN SPA-TOWNS – CASE STUDY: SÂNGEORZ-BĂI

SILVIU-CLAUDIU BORȘ[1]

ABSTRACT. – Reshaping Waters. A History of Political Interference in the Rise and Fall of the Romanian Spa-Towns – Case Study: Sângeorz-Băi. A curious case in Romania's architectural narrative is represented by its spa-towns, many of which have had seemingly regrettable fates. Once the crown jewels of the country's tourism segment, only a few of this type of urban developments have retained their prestige, many of them being mere shadows of what they once were. Sângeorz-Băi, a small town in the northern county of Bistrița-Năsăud, falls somewhere in-between these two categories. By definition, spa-towns are resort towns developed on mineral springs that have appeared naturally and have been preserved for their health benefits. Seeing as the spa-town archetype is based on a commodity meant to be enjoyed by people, the interference of politics in the evolution of this type of urban entities came naturally. The proposed article means to explore how political interference affected the evolution of the aforementioned towns, Sângeorz-Băi being used as a case study that mirrors the ways in which political actors have affected the whole array of Romanian spa-towns. The entire intended discourse's foundation would be based on reviewing the perks and misadventures that this type of towns have encountered through their existence, aspects that will be documented through archive studies, historical research and personal experience – the author of the intended article being a native of the spa-town Sângeorz-Băi, and also, in a way, a political actor himself, struggling to preserve some of the last historical buildings that the local authorities have yet to demolish (Fig.1).

Keywords: *spa-town; heritage; mineral waters; villa; balneotherapy, sojourn; tourism.*

[1] *Ph.D. Student at the Technical University of Cluj-Napoca, Teaching Assistant at the Faculty of Architecture and Urban Planning, Email: Silviu.Bors@arch.utcluj.ro. This paper is part of the author's research within his Ph.D. thesis.*

Preface

„My dear, I'm letting you know that I have demolished your precious villa. I know you were in the process of classifying it as a monument, but I do not care, it was ruined, and it was falling on children. I took it down, it is over."[2]

"The person to be named mayor of a spa town will be needed to possess an academic title."[3]

Fig. 1. – Vila 13, or *The Old Hebe Hotel*, prior to its demolition in 2018.
Source: author.

[2] Extract from a telephone call received by the author of this paper from the mayor of spa-town Sângeorz-Băi, on April 19 2018, one day after the demolition of one of the last building standing from the town's historical existence, Villa 13, ["- *Dragule, te sun ca să te anunț că ți-am demolat vila frumoasă. Știu că ai încercat să o clasezi monument, nu mă interesează, stătea distrusă aici și pica pe copii. Am dat-o jos, e gata."*]
[3] Extract from *The Law No.569 from the 26 of March 1936, Article 111, Paragraph 1* [*Primarul numit în comunele declarate stațiuni balneare sau climatice va trebui să posedă un titlu academic.]*

Foreword

A curious case in Romania’s architectural narrative is represented by its spa-towns, many of which have had seemingly regrettable fates. Once the crown jewels of the country’s touristic segment, only a few of this type of urban developments have retained their prestige, many of them being mere shadows of what once was. Sângeorz-Băi, a small town in the northern county of Bistrița-Năsăud, falls somewhere in-between these two categories.

The main reason behind choosing Sângeorz-Băi as the main pillar of this study resides in the fact that the author of the article is a native of the aforementioned spa-town and also, in a way, a political actor himself, struggling to preserve some of the last historical buildings that the local authorities have yet to demolish. We say yet to demolish because very recently, in the beginning of April 2018, the mayor and the city council have decided to take down one of the last standing villas that were part of the historical spa-town, citing public safety as the main reason behind the decision. The conundrum is far from simple; years of poor administration and lack of interest towards the historical value of the remaining architectural entities surely paved the way towards the regrettable fate, but was the cleansing decision the best one? Sadly, in a subject already crippled by the passing of time, only more time will tell.

As a PhD student, I started my thesis – which tackles the evolution of Sângeorz-Băi, purely on an affective basis. Seeing the current state of the town, a landscape composed of a few nearly destroyed historical buildings and two empty hotels from the socialist period ignited a personal need to act, my desired intervention being comprised of a thorough research of the establishment’s past that could afterwards generate a series of strategies that could possibly help the spa-town’s future. I have begun my studies in the field of spa-towns with small and sincere ideas. Through temperate episodes of reverie, I imagined that the conclusions to my studies would lead to some changes in the perception of the subject, or that maybe, with some chance, they would influence some attitudes. I was sure that the road would not be easy, but never would I have imagined that my good intentions would be so strongly held back by the people who should be the most entitled to help – those chosen to represent and defend the values of the town. I say these words not only in the light of the recent demolition, but also in view of the general attitude that the local administration has towards heritage, perceiving the old structures as mere impediments in their quest for immediate financial gain. The poor understanding of the importance possessed by the historical buildings combined with a series of shallow strategies – like the proposal of a new luxurious hotel in a forgotten city that already has 1500 empty hotel rooms – are proving to be a dangerous combination for what is left of the once flourishing spa-town.

Therefore, it is imperative that a consensus must be reached regarding the importance of the town's heritage. I have personally tried to convince members of the local administration to establish procedures regarding monument classifications, as to make some of the remaining historical buildings eligible to large refurbishment investments – only to be hit with negative responses, whilst taking matters into my own hands proved to be belated. Nonetheless, the demise of Vila 13 will not mark the end of my efforts, as I perceive the unfortunate event as an incentive to a new and better determined procedure of classification – one involving the area of the entire park of the spa-town.[4] In the meantime my highest priority will be to enhance the local community's scope of understanding regarding its past values.

All things considered, this paper is by no means a pointed finger towards a sole culprit concerning the current state of the establishment, but more of a clenched fist held under the chin, in a contemplating position – a meditation session on what was – and what is. A look towards what it has become must, however, be preceded by a study on how it came to be.

A search for beauty

The beginnings of small Romanian villages tend to be sometimes romanticized, either for the sake of seeking a glorious past, or for the need to differentiate and elevate a certain town and its inhabitants from the neighbouring settlements. Sângeorz-Băi is not an exception to this behaviour, with myths and legends passed through stories from the elders, that place the first inhabitants of the old town in the realm of the unbent Dacians that did not surrender to the Romans and retreated in the northern forests of Transylvania. Legends of ancient ancestors like the great hunter Dan and his acolytes, or remembrances of the Tartar invasion give the names of the surrounding natural elements (Sohorca, 1986).

Although the present paper's objective is by far not one of geographical purposes, one must first look at what made the idea of a spa-town appealing, the cornerstone of this type of urban development being the spectacle of the surroundings. Therefore, the development of this type of villages heavily relies on the entity of the tourist and that of nature. In the case of spa-towns, nature and its offerings become attractions. Dean MacCannell describes attractions as either "souvenirs" or "true sights" – souvenirs are attractions of small scale or importance, which attract individuals, while true sights are collected by entire societies (MacCannell, 1999, p. 42). It is clear that spa-towns fall in the category of

[4] All of the remaining buildings are either located in the park, or near its area. The public space in itself presents real historical value, being the nucleus of the old spa-town.

the true sights, the whole idea of visiting these establishments and enjoying their facilities becoming a subject of almost ritualistic attitudes (MacCannel, 1999).

However, for this type of developments to flourish, a sense of ingenuity was necessary. The villages had to evoke an urban atmosphere, while still retaining their rural charm (Hajdu, 2012). The whole subject of the appearance of the Romanian spa-towns serves as a reflection of the process of modernization that the country desired, the cultural effort of synchronization with Europe being led by borrowing social practices (Hajdu, 2012). Romanian spa towns thus serve as an exponent of the pursuit of modernity and relevance that the country has led, roads that were preceded and incentivized first and foremost by one's constant need and search for beauty.

A search for emergence

The architecture and urban development behind the spa-town type of establishments comes as a response to a certain need of a social group, or class – in this case the search for health and leisure. As John Ruskin points out in his book "The seven lamps of architecture", this specific type of art field arranges itself under five heads: devotional, memorial, civil, military and domestic (Ruskin, 1849). Albeit certainly well rooted in the domestic, spa-town architecture is definitely highly dependent of civil efforts. These particular types of architectural developments are derivative of the natural blessings of the surroundings, but without concentrated support from certain entities, the scenery becomes a mere unused canvas. Therefore, it is obvious that for this type of establishments to flourish, the implication and cooperation of people is imperative. In the case of Sângeorz-Băi, most of the catalysts behind its development were tangent to the political realm.

One of the first political entities to have an impact on the development of the case-study spa-town is the Austro-Hungarian Empire and its military regiments, specifically the no. 17 Frontier Regiment of Năsăud, later changed to the no.50 Infantry Line Regiment. In the transformation process all the profits gained by the military regiment were constituted into the Frontier Regiment Funds, which would serve the purpose of helping and investing in different cultural and urban activities (Vlașin, 2014). The aforementioned military organization and its activities involving the town and its surroundings represent the first bricks being laid at the modern foundation of the urban development. With a calculated approach based on practicality and inventory, the regiment started developing the first settlements around the natural mineral water springs, the evolution of these developments being presented very clearly through a set of maps representing the town and its territory. (Fig.2).

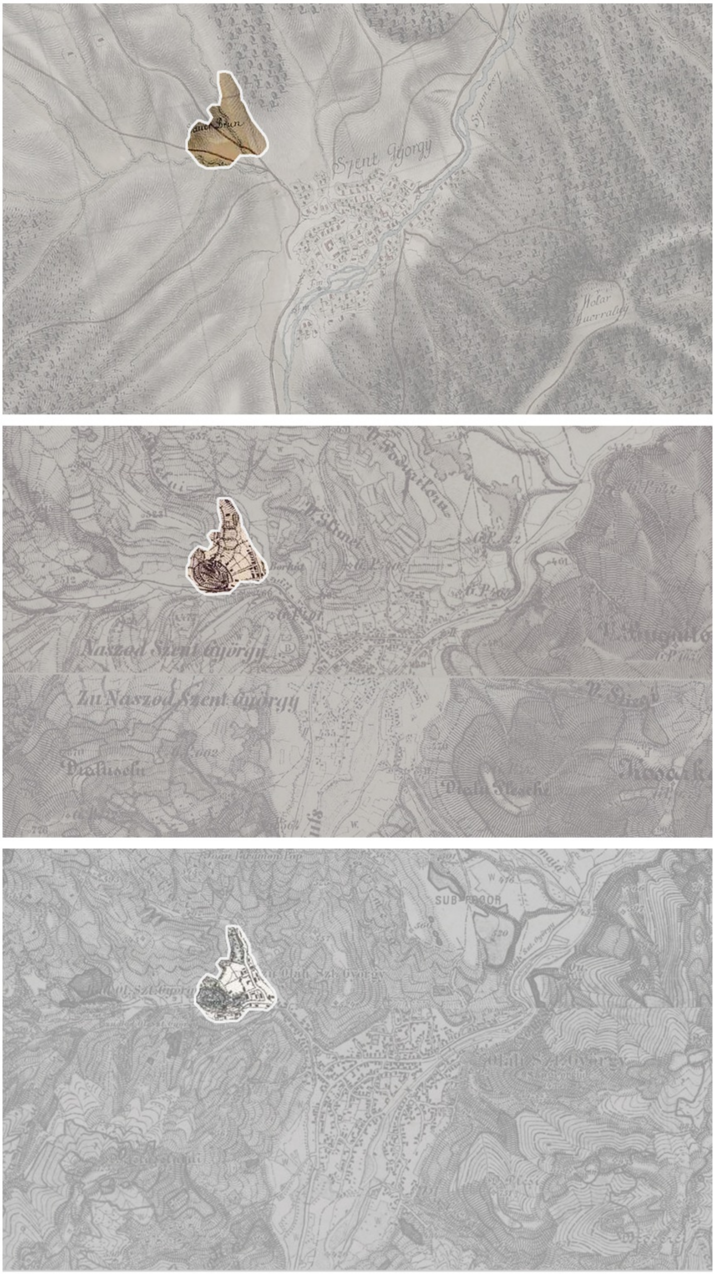


Fig. 2. - Maps depicting the clear evolution of the developments (in the north-western part of the town) under the influence of the Frontier Regiment; 1763-1787 (top), 1806-1869 (centre), 1869-1887 (bottom). *Source: http://mapire.eu/en/*

The first picture shows the map of the town before any implication of the military regiment, the second and third pictures presenting evident improvements in the north-western part of the town, where the mineral springs reside. Historical documents dating from 1860 to 1895 provide insight into the dialogue between the locals and the administration of the frontier regiment funds, the latter lending monetary support to the community and local authorities for the creation of urban developments near the natural springs and also sustaining the appearance of the first solid material church built in the town ("The administration of the Frontier Regiment Funds", 1860-1895).

An important year in the history of the Romanian spa-towns is 1868, when the Society of Hydrology was created in Bucharest at the initiative of Carol Davila. The organization had the purpose of researching and validating the importance of the spa-towns situated within the Romanian territory (Voinea & Baran, 2008). This marked an important point in the national perception and attitude towards the usage of natural mineral waters – the introduction of the medical perspective to a relatively unorganized field of activities (Hajdu, 2012). However, a lack of clear set laws undermined the possibilities of the medical organization.

One of the first medically driven approaches towards the natural springs of Sângeorz-Băi was Dr. A.P. Alexi's "Die St.-Georger Säuerlinge im Nordosten Siebenbürgens", which in 1892 described the waters and its qualities as occupying one of the first places in Europe regarding its value (Alexi, 1892). It is no surprise that the spa-town sees itself taken into administration by a medically governed association, by the name of The Hebe[5]Society. While in the hands of the predominantly medical administrative society, the spa-town knew its historical prime. Documents suggest that the association had two periods of interference in the development of the town, once between the years 1879 and 1902, and the second – and most important time, concerning its legacy, between 1911 and 1928 ("Climatic mineral baths in Sîngeorzul-Român", n.d.). In the periods between these years, the spa-town was administrated by the local authorities. A medical prospect dating back to 1904 presents the development, then known as St. Giorgiul-Român, as a flourishing establishment with mineral waters superior to those of Vichy, Grand-Ville and other better-known western towns of the same profile ("Prospect of the 'Hebe' Alkaline Baths from Sângeorgiul-Român", 1904). The constant comparisons with Europe's more popular destinations exemplify the cultural relevance that these types of urban establishments pursue. The same brochure offers insight towards some of the first dwellings constructed on the village territory (Fig. 3), the images representing the bourgeois atmosphere

[5] In ancient Greek mythology, Hebe – daughter of Zeus – was the goddess of youth, cupbearer for the gods and goddesses of Mount Olympus.

of the old village and its mineral springs ("Prospect of the 'Hebe' Alkaline Baths from Sângeorgiul-Român", 1904, p.8). The public's interest towards music, fine dining and organized trips throughout the neighbouring surroundings that the brochure exposes, along with the medical facilities that it presents, confirm the impact that the Hebe Society had on the village. Although not a political group itself, the society worked with the local authorities for the benefit of the village. The contract signed between the two parts feature agreements such as: the right of demanding plots that the society may use for constructing leisure facilities, the obligation for the Hebe group to invest in buildings and the park, and the obligation to keep a constant medical presence in the spa-town. The contract also states that the building materials and work force that will be needed will be provided by the town officials ("Lease Contract between the Society and the Town", 1922). These fragments of insight regarding medical organization-local administration relationships exemplify the manner in which political representatives of the establishments entrusted in the aforementioned societies, underlining the role of the administrative units as a supervising one.

Fig. 3. - Images representing some of the first dwellings constructed in Sângeorz-Băi's territory, offering insight into the atmosphere present at those times.
Source: "Prospect al Băilor Alcalino-Muratice 'Hebe' din Sângeorgiul-Român, Comitatu Bistrița-Năsăud (Transilvania)" ["Prospect of the 'Hebe' Alkaline Baths from Sângeorgiul-Român, Bistrița-Năsăud County (Transylvania)"] (1904), (Tipografia G.Matheiu, Bistrița), p. 8.

As stated before, the medical presence is one of high importance, in the field of the old spa-towns. The medics would keep note of all their research and publish it every year so that the conclusions could serve for future purposes. Along with other intellectual visitors, the medics would organize courses on different subjects that the tourists could attend, contributing to the general atmosphere of cultural exchange that the old village embodied. An old orientation guide from 1914 mentions – besides the obvious medical facilities – a rich library, a piano room and a tennis court, while a cultural event invitation from the same year details a program of diverse theatrical representations (Fig. 4). The latter also mentions that students will have a reduced entry fee and that the financial gain of the event will be directed towards the town's library ("Invitation for a Theatrical and Musical Evening Event", 1914). These historical documents, among many others, depict a period of social and cultural loans that the Romanian people were drawn on. The main theme of this period in the history of spa-towns was one of a continuous process of absorption and imitation of the social, cultural and artistic values of the more advanced western European countries. A key part in this endeavour is also represented by the times in which these events take place, the union of Transylvania to Romania taking place in 1918.[6] From this moment on, from a tourist perspective, knowing and experiencing your own country becomes as important as exploring the Occident (Hajdu, 2012). Sângeorz-Băi became an even more popular destination following the expansion of the railroad system between 1909 and 1912 (Sohorca, 1986)[7], the neighbouring village of Ilva Mică becoming an important railway station and junction, placed on a route connecting different regions of the now unified country. The rising number of tourists following these changes can easily be seen in a visitor tableau that depicts the number and nationality of the tourists, as well as statistics based on gender or other criteria ("Visitors Tableau of the 'Hebe' Baths of Sîngeorz-Băi", 1927). A large part in this period of flourishing is played by the tandem between local authorities and the before mentioned administration societies, the capitalistic manner in which town officials entrust in the societies mirroring the entire modernization process. For Sângeorz-Băi, this period of collaboration ended in 1928, when the contract between the authorities and the organization is terminated, the Hebe Society citing in their liquidation papers that the main reason behind the disagreement resides in the town officials' plans for a larger scale development of the establishment ("Liquidation notice regarding the 'Hebe' Society", 1928). In the case of this

[6] The Union of Transylvania with Romania was declared on the 1st of December 1918.

[7] After the edification of the Ilva Mică – Vatra Dornei railroad, Sângeorz-Băi found itself on one of the most important train routes of the newly formed state, fact that contributed to the rise in popularity that the spa-town gained.

particular spa-town, it appears that the relation between the two entities was one of relative success, the pair augmenting each other in the common search for emergence. However, not all other Romanian establishments had the same fate.


INVITARE.

Tinerimea universitară dela băile din Sângeorgiul-român
Vă învită cu toată onoarea la

Serata teatrală-muzicală
împreunată cu dans,

ce o va aranja cu concursul doamnei
Veturia Dr. Pop **Duminecă în 2 August**
st. n. a. c. în sala otelului „H E B E".

Inceputul precis. la 8 oare seara.

PREȚUL DE ÎNTRARE: Loc de șezut 2 cor.,
loc de stat 1 cor., studenții cu preț redus.

Venitul curat este destinat în favorul bibliotecei băilor.

Locurile de șezut sunt numerotate.

Suprasolvirile se primesc cu mulțămită și se vor publica.

Comitetul aranjator.

Fig. 4. - Cultural event invitation from the year of 1914, depicting the cultural activities that the Spa-Town visitors and locals could attend to.
Source: Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, "Societatea Hebe 1882-1939" ["The Hebe Society 1882-1839"].

A search for order

One of the means through which the aforementioned Society of Hydrology was promoting and raising awareness regarding the situation of the Romanian spa-towns was its magazine, "Curierul Băilor" – a monthly paper published by the organization in order to popularize the spa-town tourism field in the public eye. The magazine served as an information platform as well as a place where people involved in the field could exchange ideas and express concerns. Throughout the history of the medical and political contingent regarding the mineral water based urban developments, there have been a lot of tensed situations, mainly caused by the lack of legislative support that the medical societies have received. In an issue of October 1929, an article entitled “Another communal bad deed” mentions a few situations in which the collaboration between local authorities and medical societies did not work in a positive manner. The feature is very critical concerning the interest that local administrations have towards sustaining and protecting the establishments in their territory. While the medical societies use the raised funds in order to reinvest in the well-being of the spas, the local authorities are being criticized for imposing a large number of taxes on the tourists and the medical organizations without having the intention of reinvesting the tax money in the spa-establishments. Episodes consisting in intentions of totally separating the spa-establishments from the spa-town itself in the case of Tușnad because of poor political support, or instances of over-taxing nearly bringing the medical organization in charge to an end in the case of Bușteni, describe a tense situation in the relationship between the two types of entities (“Another communal bad deed”, 1929). Proving once again the manner in which this field is focused on keeping up with the western trends, articles in which comparisons of the national concerns within the domain are made with those from England or France are also present. Because of the fact that a large number of spa-town visitors are workers, this specific type of therapy being one that resolves a lot of occupational diseases, a balneotherapy social assistance program was introduced. Although far behind in many respects concerning the field, it is shown that with regard to the aforementioned social program, Romania was one of the leading figures, ahead of, for example, its English counterpart (“Spa social assistance”, 1929), with a total of 15.747.602 lei spent in 1927 alone on balneotherapy welfare beneficiaries. The Society of Hydrology also looked with admiration towards their French peers, being impressed by the serious fashion in which they conduct the program of mineral waters protection, with strict laws regarding the fraud and disloyal competition involving artificially mineralized waters (“Mineral water protection in France”, 1929).

A more critical approach towards Romania’s tourism infrastructure is that penned by the internationally renowned biologist, speleologist and explorer, Emil Racoviță. The once president of the Romanian Academy for Science and Culture addresses the state in which the country’s tourism segment presents itself and the need for creating a National Tourism Office. The proposed organization would have served as a guardian for the entire field, with a high emphasis on the importance of spa-towns. Its missions would include guidance and support towards local authorities regarding transport infrastructure and tourist attraction conservation, awareness spreading involving the facilities and beauties of the Romanian spa-towns, and the protection of the natural and built heritage that these establishments possess. The scientist was concerned with the way tourism was treated in Romania, placing the country years behind other better organized European nations, and stating that it is the state's duty to facilitate the evolution of its tourism branch (Racoviță, 1929).

The fourth decade of the 20th century proved to be a problematic one for both Romania's spa-towns and its entire tourism scope, the general atmosphere of the subject matter being one of economic issues, poor infrastructure and a bothering lack of helpful legislation ("Program of the Congress and Autumn General Meeting", 1930). Albeit the rather bleak manner in which the field presented itself, a somewhat hopeful disposition emerges on the 26 of March 1936, in the form of Law No. 569. Published by the Parliament under the rule of King Carol II of Romania, the law presented special dispositions regarding the country's spa-towns. Besides several new economic advantages and clearer development regulations, a set of two specifications within the law were particularly interesting. The law specified that the mayor of a spa-town should possess an academic title ("The No.569 Law from the 26th of March, 1936", article 111) and that the parliamentarian mandate is incompatible with that of a mayor, with only two exceptions in the form of the representatives of the capital city Bucharest and those of spa-towns ("The No.569 Law from the 26th of March, 1936", article 114). These dispositions depict the high regard in which these establishments were held, and the general consensus that the sojourn sphere was one of great importance for the entire nation, echoing the statements made by the aforementioned members of the scientific and cultural communities. Accepting spa-towns as both a health and leisure necessity, but also as a cultural nest where ideas can be discussed and inserted into the Romanian society as a whole, was a big step needed in the evolution of this type of developments. Synchronization with the western counterparts never seemed closer than in this moment of legal recognition, when spa-town establishments were placed on the very same page with the nation's capital city. Was this the moment that the Society of Hydrology was longing for? Did Racoviță's plead for the state's implication come to fruition? In a very pragmatic point of view, yes, the search for order and normality was, at least on paper, starting to find its goals. Spa-towns, however, with Sângeorz-Băi not proving itself to be an exception, were not yet facing a sudden twist of destiny under the charm of a great political gesture, but the same old steady stagnation with rare improvements that they found themselves into since the end of the third decade of the 20th century. Other changes due to political reasons, nevertheless, were to follow shortly after.

A search for modernity

The years that went by between 1936 and 1947 were those of a time of change in the realm of spa-towns, especially in the case of the north-western Transylvanian ones, which faced a political and geographical relocation in the aftermath of the Vienna Dictate of 1940, which stated that half of the region would be submitted to Hungary. Albeit a period of tension, there are no documents that describe major changes in the field of spa-town establishments, especially in the case of Sângeorz-Băi. Besides a strained atmosphere from 1940 to 1944 and a world war that would definitely affect the town, the local authorities also faced a fire that destroyed the town hall and also a large part of the town's documents ("Big Fire in Sângeorz-Băi", 1939), hence the lack of historical information dating from this period.

Probably the most polarizing changes the field of spa-towns has dealt with are those by the hands of the communist regime. Active from 1947 to 1989, the totalitarian regime - in its many forms – would leave permanent marks in the history of the entire country. Sângeorz-Băi, the entire realm of sojourn related towns, and the whole nation, were entering a new phase – influenced by the Soviet Union and its political views.

It is not the subject of this paper to analyse the entire sum of effects that the communist regime's influence had on Romania and its people. However, it is important to the subject to mention one of the party's many debatable efforts, the nationalization law. Adopted on the 11th of June 1948, the law was synonymous with a change in the country's economic policy, from a capitalistic direction to a centralized state one. The new legislative rule stated that the totality of the territory's resources that do not belong to the state shall be nationalized, thus becoming its property. Although on paper the process had a fair share of compensation regulations, the whole affair had more of a confiscation undertone. Mineral waters, as one of the territory's resources, were no exception to the operation. The entirety of the spa-town realm, with both its natural springs and its built infrastructure were now in the hands of the communist state. A glimpse on a document from April 1949 mirrors the way in which this process unravelled for the case study spa-town. The document is written in the form of a solicitation towards the local authorities of Sângeorz-Băi, demanding with utmost importance and urgency a description of the situation regarding the town's establishments and villas. The response, which carefully describes the name, location, capacity and ownership of the structures, offers insight into the number of the edifices still existing during that period, most of them being lost at present times. A most interesting fact about the list, however, consists in the names of the establishments. Besides a villa and a hotel under the familiar name of Hebe, the names of important medics from the earlier times in the town's history are also present on the list, in the likes of housings belonging to Dr. Scridon or Dr. Monda, both important names in the Hebe Society. As all the tourist destinations were prepared for the country's people, all these locations became favourite vacation places for several work syndicates, in the case of Sângeorz-Băi, the state railway carrier, CFR. However, problematic the process was, the years to come were ones of modernization, with electricity and several other infrastructure improvements being developed, in the likes of accessibility, bathing conditions and mineral water extraction technology improvements.

By 1957, Sângeorz-Băi had a modern water bottling process, exporting its natural goods towards several Romanian towns and even to other European countries ("Agreement between the Hebe Society and 'Generala' S.A. regarding mineral water exportation to England and the U.S.", 1926). In 1960, the town became a regional subordinate city, thus qualifying as eligible for large investments. Little more than 10 years later, the city would inaugurate two modern hotels, one that would later be known as the new Hebe Hotel, with a capacity of nine hundred sleeping places, and another one, now known as "Someșul"- taking its name from the river that passes through the town, that could host another six hundred people. The new structures were built in a modern fashion, by renowned architects from the Regional Construction Trust from Cluj. The new establishments still present today was built with the features of the international style, bearing no resemblance to the old buildings of the historical town (Fig. 5). However, this was not an impediment to the popularity of Sângeorz-Băi as a tourist destination, the city quickly becoming a popular vacation spot for Romania's working class. The natural scenery, the mineral waters and the remaining somewhat rural atmosphere still had their charm. All these, augmented by the presence of modern conditions took the city to an entire new level of appreciation, shaping what would become the spa-town's golden years. However, from an architectural point of view, the search for modernity would mark the beginning of the end for the historical establishments, the new prevailing against the old.

Fig. 5. – Selection of postcards from Sângeorz-Băi, from its socialist embodiment. *Source*: author.

A search for belonging

As Romania's socialist past is a fairly recent one, it is no surprise that the current state of Sângeorz-Băi is highly resembling to its communist apparel. The degree in which the establishment has not changed since 1989[8] is striking. Besides small insignificant additions to its built inventory, the town evokes the same atmosphere that it presented in its communist phase. However, this does not mean that the city is still flourishing with visitors. The once fully booked hotel rooms and villas became more and more empty as the years went by, leaving the once thriving urban development a mere memory from the past. Romania's journey back to capitalism proved to be a rather difficult one, the majority of the present day spa-town difficulties being rooted in the way that the nationalized properties were being returned to their original owners or in the manner in which the aforementioned properties were privatized. A lack of investments and resources paved the way to a slow but steady decay, either by the faults of companies that show little to no interest in restoring the establishments to their former effervescence (Cotuțiu, 2005), or because of the financial difficulties the new owners face.

The time span between 1990 and the present day can be seen as the most harmful period that the historical buildings of Sângeorz-Băi have faced. One could argue that the socialist years, defined by a lack of interest towards

[8] The year of the Romanian Revolution marks the end of 42 year of communist rule in Romania.

heritage were the true nail in the coffin for the remaining structures from the old establishment, but at least during that period of time the buildings were inhabited and held under a certain amount of supervision. The dawn of capitalism revealed a broken country, and in the case of Sângeorz-Băi, a broken spa-town. The historical edifices that resisted through the communist regime were now pawns in a long series of property games, affairs that would see them in the hands of either uninterested owners, or in the possession of people and companies unfit to handle them with proper care.

Villa 13, for example, with its ownership permanently disputed between local authorities and other different entities found itself becoming a restaurant, and later a night club, with its once fully booked sleeping rooms being used for different types of offices and business venues. Vila 1, the only historical monument presents in Sângeorz-Băi (Fig. 6), saw itself exchange ownership between several state institutions, such as the Romanian Intelligence Service or the County Council of Bistriţa-Năsăud (Gheorghe, 2016), the constant property swaps participating directly in its present day decadence, with the building finding itself on the brink of destruction.

Fig. 6. – The past and present of Vila 1 (or Vila Porumbiţa), a historical monument plagued by neglect. On the left, the building upon its inauguration, on the right and centre, its state in the summer of 2018. *Source*: author.

The old Villa Mia, now Villa Sindi (Fig. 7), although retaining its former sojourn function under the ownership of a schooling syndicate from the Romanian town of Iași, is clearly an example on how not to refurbish a historical building, suffering several questionable functional and aesthetical changes. Other architectural objects, such as the Dr. Ciuta Sanitarium, were demolished (Fig. 8) in the aftermath of long and agonizing judicial disputes between property claimants.

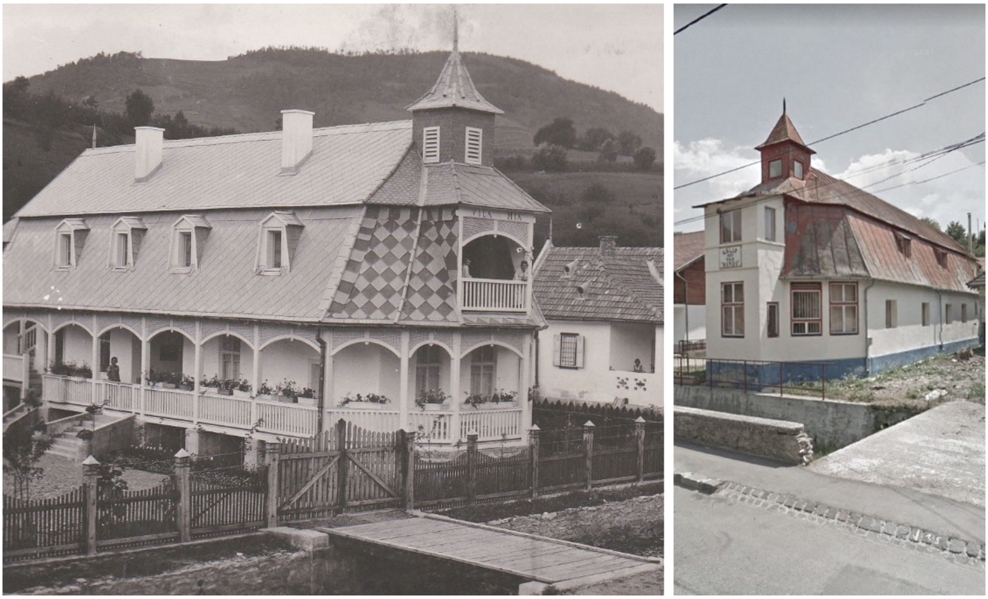


Fig. 7. – The past and present of Vila Sindi, a historical building plagued by inappropriate interventions. On the left, the building at the beginning of the 20th century, on the right, its state in the summer of 2018. *Source*: author.

To make things worse, even the socialist structures – built less than fifty years ago – present themselves in a decaying manner, the lack of interest and investments from the companies in charge of the Hebe and Someșul hotels being synonymous with a low level of interest from possible tourists. Under the circumstances, Sângeorz-Băi and its entire sojourn related components are facing a time of uncertainty, as the fast pace of the new millennium proves to have no patience with the city's most disputed yet unwanted and misunderstood architectural heritage.

These are the years defined by the spa-town's search for belonging, which find it in a most awkward and difficult position, on the brink of losing its already shattered identity.

Fig. 8. – The demolition of the Dr. Ciuta Sanatorium in the summer of 2018, after years of disputes regarding its ownership. *Source*: author.

Conclusions – or a plea for search

One thing is certain, although being a natural gift that few territories are lucky to have received, mineral waters do not have enough power to keep the establishment alive by themselves. There has always been a motor behind every period of success that the town of Sângeorz-Băi has ever had, the natural springs representing the oil that fuels and keeps the motor working properly. The catalyst of the establishment's prosperity has taken many forms, from the likes of the Frontier Regiment, to those of the medical organizations and even the communist regime, thus there has always been a driving force behind the development's wellbeing. Political origins are not a sine qua non quality for the manifestation of these incentive entities, the only imperative trait for these individuals or groups being a desire to do better. This should either refer to the improvement of a way in which things are developing currently or to a responsible approach towards mending the realizations of the preceding incentives (Fig. 9). The nod to John Ruskin's works at the beginning of the article has not been unintentional, his works being advocates of how practical action and understanding – that it is the duty of the privileged, or in this case those in a position where they have the possibility to act, to make their world a more beautiful and self-aware place – an attitude that in the case of Sângeorz-Băi is somewhat present, but in a form that is polluted by an unclear strategy and a fascination for immediate financial gain.

Fig. 9. – The current state of the hotels built during the socialist period. Even though they can be regarded an architectural counterpoint to the Belle-Époque spa-town's built repertoire, these buildings should imperatively be a part of any strategy concerning the spa-towns revival, being an important part of its heritage. *Source*: author.

Essentially, the affairs of a city, spa-town or not, must be conducted with wisdom and an ability to make the right decision in a majority of circumstances. In the case of Sângeorz-Băi, the demolition of one of the last standing villas from the historical sojourn village, under its fatidic name of Villa 13, represents an agonizing dilemma. The edifice was a witness of time, a fragment of history that was transmitted from generation to generation, passed from elders to children, connecting entities from different periods and of different values. However, it was also clearly affected by at least thirty years of neglect and indifference, mirroring, in a way, the entire recent destiny of spa-towns.

The entire affair can be very well seen as a lesson about time and its relativity, as apparently thirty years of carelessness weigh more than an entire century of flourishing. From a very pragmatic point of view, yes, the decaying villa may have represented a danger towards children passing-by, but surely some physical site protection barriers in the wait for an intelligent non-destructive strategy could have been a more reasonable approach than depriving the spa-town's youth of their past – especially in the European Year of Cultural Heritage.

Undoubtedly, Villa 13's fate is just a herald of the entire country's historical spa-town predicament. The building's demise cannot even be pinpointed to the present town's local authorities, they themselves merely inheriting a long-before rolling snowball. A plea, however, must be made – towards them, towards their future peers, towards anybody with a will to make things better – a plea for a continuous search on how to act with one of the country's most precious yet unexploited natural gifts, a plea for curiosity and research involving past behaviours that have helped these establishments flourish – a plea for wisdom and responsibility.

The town's historical journey was one defined by constant searches, so it comes as no surprise that in present times Sângeorz-Băi and the majority of the Romanian spa-towns are in a state of disarray, as their pursuit of meaning and belonging proves to be a rather difficult endeavour. The present paper's purpose was not only to narrate the trials and tribulations that the case study town has faced, but rather to identify the incentives behind its turning points, and learn from past experiences – with the hopes that the information retrieved would prove useful for all the parties involved in the current state of the spa-town realm. One must thus remember the importance of the search of beauty and understand the fact that natural scenery and its gifts must be completed by a calculated approach towards the architectural insertions present or desired in its area. The search of emergence must be patient, yet determined, as it takes carefully crafted strategies and combined efforts from both local administrations and field experts to understand and try to resolve the current state in which these establishments reside, thus making cooperation a key element of the reviving process, along with a search for order – through which these efforts can be legislated. The prospects that the Romanian spa-towns have for the future must also be carefully tied to a search and understanding of modernity, as the word's meaning often changes – not in the sense of embracing the new instead of the old, but rather in having a modern, open minded perspective on the entire historical spa-town subject and using the existing heritage as a cornerstone of future developments, avoiding the loss of identity that the aforementioned establishments would otherwise face and ending the search for belonging that places the entire Romanian spa-town spectrum in an architectural and historical limbo.

REFERENCES

1. „Acord între Societatea Hebe și 'Generala' S.A. de Comerț și Industrie pentru a exporta apă în Anglia și S.U.A." ["Agreement between the Hebe Society and 'Generala' S.A. regarding mineral water exportation to England and the U.S."] (1926), Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, f. 00143, „Societatea Hebe 1882-1939".
2. „Administrația Fondurilor Grănicerești Năsăudene" ["The administration of the Frontier Regiment Funds"] (1860-1895), Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, f.2757, ff. 1-114.
3. Alexi, A.P. (1892), "Die St.-Georger Säuerlinge im Nordosten Siebenbürgens und die Flora auf dem Gebiete derselben", Druck Von Josef Drotleff, Hermannstadt, pp. 1-11.
4. „Asistența socială balneară" ["Spa social assitance"] (1929), in Curierul Băilor, Stațiunilor Climatice și turismului, Societatea de Hidrologie și Climatologie medicale, nr. 15, 30 October 1929, București, p.172.
5. „Aviz de lichidare a Societății 'Hebe'" ["Liquidation notice regarding the 'Hebe' Society"] (1928), Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, f. 00143, „Societatea Hebe 1882-1939".
6. „Băi minerale climatice în Sîngeorzul-Român (Oláhszentgyörgy)" ["Climatic mineral baths in Sîngeorzul-Român"] (n.d.), Tipografia G. Matheiu, Bistrița.
7. „Contract de arendare între comună și Societatea Hebe" ["Lease Contract between the Society and the Town"] (1922), Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, f. 00143, "Societatea Hebe 1882-1939", pp.1-8.
8. Cotuțiu, Liviu (2005), „Cine este acționar majoritar la Hebe S.A.?", Gazeta de Bistrița, Bistrița, 20 iunie 2005, *https://www.hotnews.ro/stiri-presa_regionala_arhiva-1734891-cine-este-actionar-majoritar-hebe.htm* – last accessed on March 1, 2019, 18:00.

9. „Foc mare la Sângeorz-Băi" ["Big fire in Sângeorz-Băi"] (1939), în Unirea Poporului, Blaj, nr. 35, 27 August 1939, p.2.
10. Gheorghe, Eugen (2016), „Ce se va întâmpla cu Vila nr. 1 din Sîngeorz-Băi, monument istoric", Timp Online, Bistrița, 23 decembrie 2016, *https://timponline.ro/ce-se-va-intampla-cu-vila-nr-1-din-singeorz-bai-monument-istoric/* - last accessed on March 1, 2019, 18:00.
11. Hajdu, Ada (2012), „Arhitectura de Vilegiatură în România Modernă", teză de doctorat, Universitatea Națională de Arte, București, pp.14-50.
12. „Invitare Serata Teatrală-Muzicală" ["Invitation for a Theatrical and Musical Evening Event"], (1914), Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, f. 00143, "Societatea Hebe 1882-1939", (Tip. G. Matheiu, Bistrița).
13. „Încă o faptă rea comunală" ["Another communal bad deed"] (1929), în Curierul Băilor, Stațiunilor Climatice și turismului, Societatea de Hidrologie și Climatologie medicale, nr. 15, 30 Octombrie 1929, București, p.179.
14. Legea nr. 569 din 26 Martie 1936 [The No. 569 Law from the 26th of March 1936] (1936), Art. 111-114.
15. MacCannell, Dean (1999), "The Tourist: A New Theory of the Leisure Class", University of California Press, Berkeley, pp.1-42.
16. „Prospect al Băilor Alcalino-Muratice 'Hebe' din Sângeorgiul-Român, Comitatu Bistrița-Năsăud (Transilvania)" ["Prospect of the 'Hebe' Alkaline Baths from Sângeorgiul-Român, Bistrița-Năsăud County, (Transylvania)"] (1904), Tipografia G.Matheiu, Bistrița.
17. „Protecțiunea apelor minerale în Franța" ["Mineral water protection in France"] (1929), în Curierul Băilor, Stațiunilor Climatice și turismului, Societatea de Hidrologie și Climatologie medicale, nr. 15, 30 Octombrie 1929, București, p.174.
18. Racoviță, Emil (1929), „Oficiul Național Turistic – Necesitatea Organizărei lui în România" ["The National Touristic Office and the Need for its Creation in Romania"], în Curierul Băilor, Stațiunilor Climatice și turismului, Societatea de Hidrologie și Climatologie medicale, nr. 15, 30 Octombrie 1929, București, pp.173-174.
19. Ruskin, John (1849), "The seven lamps of Architecture", John Wiley, 161 Broadway, New York, p.9.
20. Sohorca, Iustin (1986), „Povestea Comunei Sîngeorz-Băi", Cercul Plaiuri Năsăudene și Bistrițene, Cluj-Napoca, pp.17-53.
21. „Tabloul vizitatorilor Băilor 'Hebe' din Sîngeorz-Băi" [Visitors Tableau of the 'Hebe' Baths of Sîngeorz-Băi] (1927), Arhivele Naționale, Serviciul Județean Bistrița-Năsăud, f. 00143, "Societatea Hebe 1882-1939".
22. Voinea, Alexandra; Baran, Dana (2008), „O incursiune în istoria întreținerii sănătății prin apă în România", Jurnal Medical Brașovean, Brașov, pp.172-176.
23. Vlașin, Cornelia-Nicoleta (2014), „Istoricul Fondurilor Grănicerești 1851-1947", PhD diss., Institutul de Istorie „George Barițiu" al Academiei Române, Cluj-Napoca, pp.6-7.
24. Vlădică, Mircea (2003), „Sîngeorz-Băi, Veche Vatră de Credință și Cultură Românească", Editura Napoca Star, Cluj, p.253.

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 73-92)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.05

THE ANTHROPOGENIC TOURISM POTENTIAL AND ITS CAPITALIZATION POSSIBILITIES IN IARA-HĂȘDATE BASIN

CIPRIAN MOLDOVAN[1], ȘTEFAN DEZSI[1], RAULARIAN RUSU[1], TITUS MAN[1], EUGEN BOGDAN DOLEAN[1]

ABSTRACT. - The Anthropogenic Tourism Potential and Its Capitalization Possibilities in Iara-Hășdate Basin. The paper deals with the anthropogenic tourism resources of Iara-Hășdate Basin, which are the result of the combining effect of history, development of human civilization and typology and traditions of ethnic groups inhabiting the basin. The result is a unique cultural heritage belonging to both material and spiritual legacy, with visible attractive products for tourism materialized mostly in architecture, clothing, customs, music and gastronomy. The historical evolution of the area is reflected not only by culture, traditions and attitudes of the people towards lifetime events, but also by the relatively high number of tourism attractions from different historical periods, generating iconic architectural, historical and religious landmarks. Considering the complexity of tourism resources available in Iara-Hășdate Basin, there are multiple types of tourism offered by the area. Existing natural conditions favor various forms of recreational mountain tourism from traditional winter leisure tourism, hiking and hunting tourism to more extreme ones like mountain climbing, caving and extreme tourism. The rich historical cultural heritage of the studied area offers very good premises for the development of various cultural tourism forms, mostly rural and religious tourism. The results of tourism resources assessment can be used to coordinate tourism development strategies for a superior endorsement and to better prioritize tourism related policies with a focus on economic development, land use management, territorial identity and environmental quality.

Keywords: *anthropogenic tourist resources, types and forms of tourism, rural tourism, cultural tourism, Iara-Hășdate Basin.*

[1] *"Babeș-Bolyai" University, Faculty of Geography, 5-7 Clinicilor Street, Cluj-Napoca, Romania, e-mails: ciprian.moldovan@ubbcluj.ro, stefan.dezsi@ubbcluj.ro, raularian.rusu@ubbcluj.ro, titus.man@ubbcluj.ro, dolean_eugen@yahoo.com*

1. INTRODUCTION

The tourism resources group the totality of attractive elements in a territory that may be capitalized by means of tourism, regardless of their natural or anthropogenic origin and the relations that exist between them. They lie at the basis of the emergence and development of tourism, representing its "raw material". At the same time, due to their qualitative, quantitative and locational features and as the result of inserting structurally, physiognomically, dimensionally and functionally adapted tourism plans, they may determine the establishment of tourism convergent flows that are differentiated in terms of size, intensity and diversity, and to determine the option for the type of practiced tourism, as well as the intrinsic value of tourism consumption and therefore the economic efficiency of the associated tourism act (Cocean and Dezsi, 2009, Snak, 1976; Glăvan, 2000; Cândea and Simon, 2006).

Complementary to the tourism natural heritage of the area of reference, which constituted the object of a previous study (Moldovan *et al*, 2017), the anthropogenic heritage represents, in its turn, an integral part of the primary or potential tourism supply, as both attractive categories form the fundamental factors or the essential motivation for the emergence and development of tourism. The anthropogenic heritage is the consequence of a continuous process of multiplication and diversification, resulting from the demographic increase which stimulated the ascendant-spiraling evolution of the humanity, its material civilization and spiritual culture. In this context, apart from the attractive elements belonging to the natural environment, tourism massively appeals to a series of attractive elements (in different forms of expression) coming out from the creativity and spirituality proper to the human individual (Cocean and Dezsi, 2005, Cocean and Dezsi, 2009).

Starting from the premise that "*the anthropogenic potential is the one which lays at the basis of the functional system of tourism*", Muntele and Iaţu (2003, p. 89, apud Cazes, 1992) include within the category of anthropogenic factors both the primary elements representing the cultural-artistic heritage and those created for leisure, i.e. the secondary elements generated by tourism activity. In our opinion, the latter ones are elements of the tourism infrastructure or the technical-material resources, considered as components of the secondary supply, which represent the decisive factor of establishing tourism as a concrete spatial phenomenon, as a result of the transformation of attractive elements into a tourism product and the provision of the comfort needed for the development of the tourism act in optimal conditions (Cocean and Dezsi, 2009).

Among the many existing works in the literature looking to assess the structure of the anthropogenic tourism potential, one considers the complex classification of its elements performed by Glăvan (2000). He grouped them into three categories of potential: the cultural-historical one, the technical-economic one and the socio-demographic one. In their turn, these are made up by 18 components, from historical monuments and folk events to tourism villages, economic units, social institutions and population. One also takes into account the complex classification of Minciu (2004), who subordinates 12 subcategories of anthropogenic attractions to homogeneous groups of socio-demographic potential, technical-economic aspects, institutions and events, and cultural-artistic attractions. A classification that has a lower degree of complexity and is therefore less relevant has been performed by Cândea and Şimon (2006), who assimilate the anthropogenic heritage to the set of cultural and socio-economic components of the social environment. The approach of Ielenicz and Comănescu (2013) involves a classification according to the historical features, the architectural, art or religious importance, the national-folkloric characteristics, as well as the economic, artistic or memorial features. In this context, one also considers the proposals made by Ciangă (1997 and 2007), related strictly to the cultural and historical features of the anthropogenic potential, approached in an organized manner by categories, subcategories and elements.

In our opinion, a more efficient and functional approach of structuring the anthropogenic attractive resources has been proposed by Mac (1992) and used by Cocean (1996), Cocean and Dezsi (2009) and partly by Neguţ (2003). It integrates historical buildings, religious buildings, cultural buildings, economic buildings that have a tourism function, human activities that have a tourism function and ethnographic tourism resources. This approach has been also accepted by other authors, in different papers (Răcăşan, 2014; Răcăşan *et al.*, 2016; Răcăşan, 2015; Dezsi, 2006 etc.). In this context, the assessment and classification of the anthropogenic attractive resources performed in this paper has adapted to the configuration of the anthropogenic heritage in the study area, whose structure was assessed according to the typology of analyzed objectives.

2. METHODOLOGY

This paper approaches and assesses the attractive features of the tourism resources belonging to the anthropogenic heritage in the study area. The research methodology included the review of bibliography, mainly the monographies presenting communes or villages located in the study area (Bodea, 2009, Cinezan, 2011, Copilu Cheatra, 1989, Gergely, 2002, Gergely and Luca, 2004, Lăzărescu, 2006, Luca, 2007, Surd, 2013, Vana, 2003), other monographic studies and research projects focused on Cluj County as a whole (Buta, Idu and Edroiu,1980, Morariu and Savu,1970, Negucioiu, Teodor and Edroiu, 1980), plans and development strategies also referencing the county (Pop Gr. P., 2007, Pop, I.A., Danciu, Cocean and Luţaş 2008), tourist guidebooks (Mititean and Kadar, 2006), the Romanian Encyclopedia (*http://enciclopediaromaniei.ro/wiki/Portul_popular_din_Transilvania*), cartographic documents (the Romanian Ethnographic Atlas: Ghinoiu, 2003 a, b, 2005a,b, 2011), as well as online information available on the websites of specialized institutions, such as the National Heritage Institute – *http://patrimoniu.gov.ro/ro/*, the Cultural Memory Institute – *http://www.cimec.ro/Monumente/LacaseCult/default_ro.htm*, Cluj County Council - *http://www.cjcluj.ro/judet/, http://www.cjcluj.ro/* etc., corroborated with the authors' field observations.

3. THE ANTHROPOGENIC TOURISM POTENTIAL

The analysed area is an integral part of a region that has a material and spiritual culture well within the established national heritage. The interference and exchange with the neighbouring territorial systems of different ranks and spatial extensions may lead to original solutions for its better capitalization by means of tourist activities. The anthropogenic tourism heritage has an important weight in the structure of the tourism potential of the analysed area and is harmoniously complementary to the natural tourism potential. The adapted tourism strategies may determine varied types and forms of tourism and the polarisation of tourism flows oriented, sized and structured according to them.

In terms of variety and value, **the anthropogenic tourist resources** of the analysed area are directly linked to the long evolution of human civilization and the interferences between the diverse ethnical groups characteristic for Transylvania (and implicitly for Cluj County and Iara-Hășdate Basin) and their specific heritage, whose unique mark resulted after centuries of evolution and is found in the material and spiritual culture, represented by the architecture and manner of organisation of villages and households, traditions, customs, clothing, music, gastronomy, mentality.

The specific conditions of the historical, economic, social and political development and evolution of the analysed area, determined by the geographical position and the physical-geographical conditions, which allowed the insertion and active adaptation of the human element, have had a peculiar reflection in the culture and traditions of the people and their system of values. This has not led to a loss or dilution of their particular social, cultural or economic characteristics, well individualised as a result of a centuries-long evolution integrated in the Transylvanian regional culture.

As a consequence of this specific situation, one remarks a number of typologies, each having a different weight within the villages of the analysed basin. Because of this, the villages inhabited by a Hungarian population should be inserted in the functional tourism circuits, therefore contributing to a higher variety of the tourism supply, meeting the demands and needs of new market segments. This also makes sense as some of the Hungarian celebrations (the winter or Easter holidays) have a different schedule and sometimes take place in a different period than the ones of the majority Orthodox Romanian population.

In this context, the analysed territory has a rich and complex cultural heritage, whose ancient historical tradition is proven by archaeological discoveries and the high number of historical, architectural and religious monuments belonging to different historical periods.

All these result in the opportunity to provide a relatively diverse and complementary (structurally, physiognomically and functionally) tourism supply which would allow, in the future, the establishment of converging tourist flows able to capitalize it at higher levels of social and economic efficiency.

2.1. The cultural and historical tourism heritage represents the most valuable component of the entire anthropogenic heritage, as it is the result of a long and eventful history. It belongs to human communities which contributed to the creation of one of the most varied and valuable multicultural heritage, determined by different national and religious groups that were involved throughout the centuries in the establishment of this complex set, which has a unique personality.

The spatial structure of Iara-Hășdate Basin, corroborated with the peculiarities of the other elements belonging to the natural environment (climate, drainage network, vegetation and fauna), favorized an ancient population settlement in this area, proven by ***archaeological artifacts***, that attest the succession of civilisations and implicitly the continuity of population and intense habitation across this territory, as well as a diversified range of activities capitalizing the natural environment and its resources.

Archaeological artifacts

A number of archaeological sites are included on the list of historical monuments in the analysed area. They cover all historical periods from the early Stone Age to the end of the Middle Ages.

The list of historical monuments includes a selection of the best known and most researched archaeological sites. The most representative ones are located on the territory of the following villages: Liteni (the sites known as „Piatra Mare" and "Cetate"), Petreştii de Jos ("Crucea Cheii" site), Tureni (the sites called "La furci", "Svona" and "Dealul"), Mărtineşti ("Dealul Bisericii"), Miceşti ("Valea Micuşului") and Petreştii de Sus ("Valea Sărăcăzii" and "Terasa" near the school and the parish house).

Different types of artifacts (villages, cairns, necropolises etc) belonging to prehistorical period have been documented in several villages. The most representative ones are located in Iara, Petreştii de Jos, Sălicea, Săvădisla, Mărtineşti, Tureni, Vlaha and Petreştii de Jos.

The Neolithic (or the New Stone Age, around 6000-3000 BC), characterised by the emergence of agriculture and pottery, is represented by the sites located in Petreştii de Sus (the settlement at the site called "Terasa" near the school and the parish house) and Petreştii de Jos (the settlement at the site called "Crucea Cheii").

In its turn, the *Bronze Age* (the first Metal Age, around 3000-1000 BC) is attested in villages like Liteni, Petreştii de Jos, Tureni, Petreştii de Sus and Sălicea.

The *Early Iron Age* (around 800-450 BC), also called *Hallstatt Age*, is represented by large-sized settlements, fortified with walls made of earth and stockades, such as those at Miceşti and Tureni.

The *Late Iron Age* (also called La Tène) corresponds to the period of the Dacian Kingdom and it is represented by many Dacian, Celtic and Scythian settlements. The fortified settlements at Liteni, Tureni and Sălicea are important vestiges of the period.

The Roman period (2nd and 3rd centuries AD) represents the period of the organisation of the Dacian Province within the Roman Empire. It is well represented by many artifacts belonging to the Roman civilisation, especially village and villas (farms located outside towns). The high human density during the Roman period is indicated by the high number of discoveries, located in several sites (Iara, Mărtineşti, Miceşti, Petreştii de Jos, Petreştii de Sus).

The historical periods after the Roman age are also represented across the analysed territory. Artifacts belonging to the *age of migrations* (4th to 9th centuries) have been discovered at Săvădisla, Petreştii de Jos, Petreştii de Sus, Tureni.

The Early Middle Ages (9th to 12th centuries) is represented by several fortresses, like those at Liteni, Săvădisla (11th to 17th centuries) and Lita, located near Săcel, Băişoara commune (13th to 15th centuries), which was also the Cluj County seat for a period, moved here because of the Mongol invasion in 1241.

They are in a precarious state of conservation, due to the long period passed since their building and the impact of the social and historical events. Their age and derelict state constitute major barriers in transforming them into tourist attractions of their own. However, the archaeological artifacts exhumed and preserved on site, as well as those taken and stored in museums, present a peculiar interest only for a limited category of scientists, very small in terms of numbers and therefore economically irrelevant.

Constant advertising, properly directed to specific segments of the tourist demand, together with the creation of access ways, modern parking lots, as well as minimal tourism facilities, would enhance the emotional impact on the collective conscience and the interest derived from the symbolic value of their cumulated features. In this context, there would be definite positive effects of their integration in the functional tourist circuits.

During the medieval and modern period, several ***manors*** have been built by the nobility on their domains. The most representative ones are those belonging to the *Teleki*, *Beldi* and *Kemeny* families, all built during the 19th century in Iara, as well as *Veres Castle* (in Pruniş, village belonging to Ciurila commune, built in the 18th – 19th centuries) and *Mikes Castle* in Săvădisla, built during the 19th century.

Religious tourist attractions

The religious buildings (churches and monasteries) are anthropogenic tourist attractions that are representative for all the communities within the analysed territory, due to their historical and cultural importance and implicitly they are potential tourist attractions. Churches and monasteries represent remarkable technical and artistic achievements, which have a high symbolic value and are significant because of their size, iconography and collections of religious objects, but also due to their architecture and style, according to the historical period in which they were built.

Surduc wooden church

Finișel wooden church

Pădureni wooden church

„Pious Paraskeva" wooden church

Fig. 1. Some of the most important wooden churches in Iara-Hășdate basin

The attractive potential of the wooden churches

Cluj County, together with Maramureş, Sălaj, Bihor and Alba counties, is well-known for the high number of religious buildings made of wood. There are 84 wooden churches in Cluj County, although only 14 of them are classified as monuments of national interest. Their importance for tourism comes from:

- Age – most wooden churches across Cluj County date from the 18th and 19th centuries;

- Architecture –they usually have three rooms which lie longitudinally, separated by transversal walls: narthex, nave and chancel. The tower, campanile and apse are architectural elements that are characteristic for wooden churches.

- The conservation of valuable paintings – most often those which represent scenes from the life of Jesus, Virgin Mary, the Evangelists, the prophets, as well as the paintings "The Wise Virgins" and "The Mad Virgins".
- Icons on glass.

Many of these churches have suffered structural damages, not just because of usual wear and tear, but also due to certain historical events which affected them partially or totally.

Among the wooden churches located in the study area, one remarks the age and the historical, cultural and artistic values of "Saint Archangels Michael and Gabriel" Church in Măgura Ierii village (Iara commune), built in 1783, the church in Pădureni (Ciurila commune), built in 1750, the church in Finișel (Săvădisla commune), built in 1758, which also includes a bell tower built in the 18th or 19th century, the church in Surduc (Iara commune), attested in the 18th century, and the "Pious Paraskeva" Church in Stolna (Săvădisla commune), built in 1730.

Fig. 2. „Saint Archangels Michael and Gabriel" Church (Măgura Ierii village, Iara commune)

The attractive potential of the stone churches

The unfavourable political and social context in which the Romanian Orthodox population evolved for centuries was also the consequence of the imposition of several limitative measures regarding the building of long-lasting churches, made of stone. For this reason, the number of old stone churches is much lower than the number of wooden churches.

Taking age as reference, the oldest stone churches located in the analysed territory are „Saint Archangels Michael and Gabriel” in Borzești (Iara commune), built in the 18th century, and the Unitarian Church in Iara village, built between the 13th and 15th centuries, and rebuilt in the 18th century.

The Unitarian Church „Saint Archangels Michael and Gabriel”

Fig. 3. The oldest stone churches in Iara-Hășdate basin

Starting with the end of the 18th century and the beginning of the 19th century, the building of stone churches is extended. Some of them were raised on the location of former wooden churches. Many stone churches built during this period took over several elements from the wooden churches, keeping the wooden tower and roof. The dissemination area of the religious buildings is therefore expanded to the entire region, each community having its own church. However, these churches are not integrated in the tourism circuit, either because they have been recently built or because they lack any notable attractions.

The attractive potential of monasteries

Monasteries represent architectonic complexes having a high spiritual weight, centred around churches or cathedrals, where monastic communities and commoners link with the divinity.

After 1989 many new monasteries have been built, a fact doubled by the resettlement of other older monasteries, which did not function for political reasons during the communist period. The only monastery located in the study area is „Saint Prophet Elijah the Tishbite" in Băișoara, built after 1989. As with other monasteries which recently emerged in the cultural and religious landscape of the area, it still has a low impact on religious tourism.

Fig. 4. „Saint Prophet Elijah the Tishbite" Monastery, Băișoara.

4. TYPES AND FORMS OF TOURISM

The diversity and complexity of the tourism phenomenon revealed by the approach to identify, assess and evaluate the natural and the anthropogenic attractive resources highlight the study area as a space suitable for the practice of relative complex types of tourism. The presence and territorial location of the existing tourist attractions have a decisive impact on the types of tourism, such as recreational tourism, cultural tourism and mixed tourism, by means of which they are exploited and capitalized. This aspect is revealed by the high number of practiced and potential forms of tourism, induced and subsidized by the existing territorial attractions, either directly (by capitalizing a certain category of material or immaterial attractive resources) or indirectly (those forms which capitalize the esthetic or landscaping values of the natural environment and/or some of its features).

The presence, stored attractive values and territorial grouping of attractive elements are favorable premises that determine the emergence and practice of different forms of tourism. They also allow for the delineation of areas that have specialized or complex tourism functions, which may and should make the object of a policy to bring out the analyzed area within a development strategy as soon as possible.

There are many favourable premises for the practice of a varied range of *types and forms of tourism*: the presence of many natural and anthropogenic attractive resources, the accessibility given by the road network, the neighbouring location of Cluj-Napoca City – as a nodal tourist point to attract and disperse tourist flows in Cluj County and the entire North-West Region, the vicinity of Băișoara – Buscat Mountain area, the high accessibility provided by the marginal position of important European and national roads (E 60 and DN 75), as well as the A3 motorway, which crosses the study area. New types and forms of tourism may develop in the context of responsible spatial planning, as well as the needed modernization, diversification and functional adaptation. The above-mentioned premises indicate the presence of a *complex tourism profile* and of *areas with specialised or complex tourism functions*, which are the object of a valorisation policy within the development strategy for the study area and for Cluj County as a whole in the medium and long term.

The study area is approached as a functional territorial system at the level of all its structural components, both within the study area as a distinct space and in its existing or possible relations to the neighbouring tourism systems, as an integral part of the functional county territorial system. Detailed analyses highlight types and forms of tourism that have an impact on the regional geographical and socio-cultural space, as well as a ranking configuration of the types and forms of tourism which may (and should) be promoted in this area in the future.

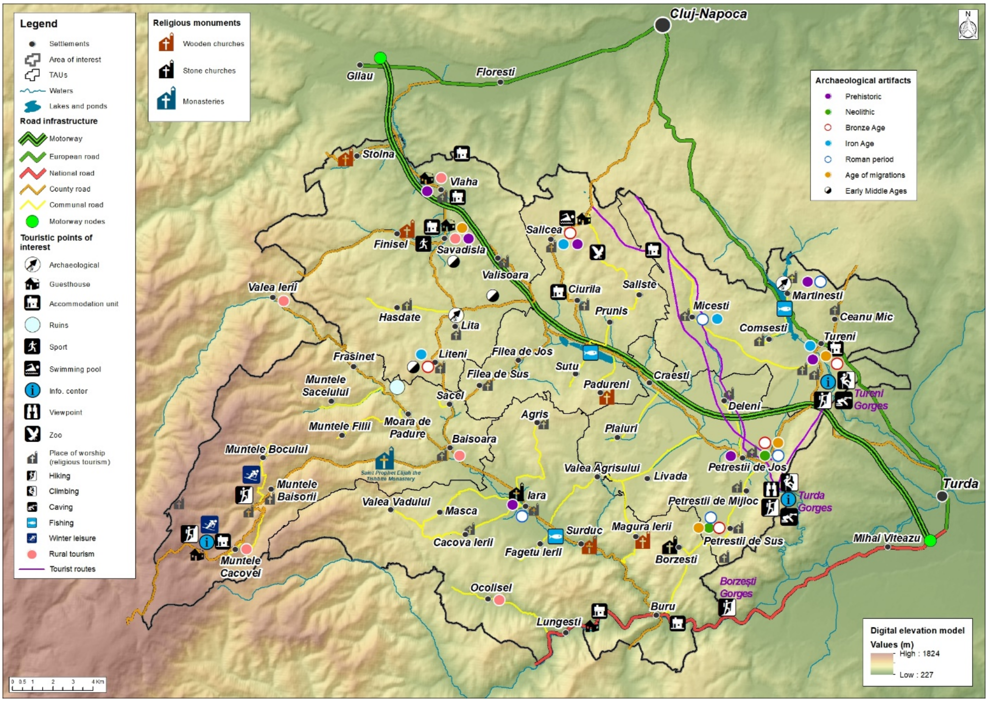


Fig. 5. Map of anthropogenic tourist resources in Iara-Hășdate basin

1. The recreational mountain tourism is on the top of the pyramid in terms of future opportunities due to a high attractive potential provided by the large area covered by mountains, characterized by a potentially valuable ski area, although not yet fully accounted for. The varied resources provide the opportunity for the practice of many forms of tourism, such as: speleotourism (caving), mountain climbing, hiking, hunting and fishing tourism, etc.

- ***The winter leisure tourism (for winter sports -ski, bobsleigh, luge, skating)*** has many opportunities for development and diversification in the mountain area, especially in Gilău-Muntele Mare Mountains where snow is present for five months annually above 1700 m. However, there are few places planned in this respect, weakly diversified and of a modest quality. Băișoara and Buscat Mountain are the only locations which provide ski slopes with a medium degree of planning. There is need for the planning of other ski slopes (including routes for cross-country skiing), bobsleigh and luge, with different degrees of difficulty, as well as new skating rinks;

- Speleotourism (caving) is one of the most novel, interesting and profitable forms of tourism. To be practiced in optimal conditions, the caves included in the tourism circuits should be properly equipped and visits should be adequately planned. Nowadays, caving is practiced in an unorganised manner, economically inefficient and extremely negative regarding the conservation of the underground heritage. There are many underground cavities (caves and potholes) which may be arranged for tourism, especially the ones in the area of Turda Gorges and Tureni Gorges;

- Mountain climbing is another form of mountain recreational tourism which may be practiced in several mountain areas, such as Surduc Gorges, Ocolişel Gorges, but mainly in Turda Gorges and Tureni Gorges, where there are a number of routes with a high degree of difficulty (grades IV to VI in UIAA scale) but there are also easier climbs for initiation (grades II – III). However, routes should be properly signposted, climbing areas should be arranged adequately and accommodation units should be built for hosting the climbers;

- *Hiking* is mainly stimulated by the morphological and landscaping values of the mountain space, where the spectacular and morphologically varied landscape represents a major attractive resource. The high summits and long ridges of Muntele Mare and Gilău Mountains, the gorge and canyon sectors (Turda Gorges, Tureni Gorges, Arieș Canyon) represent areas of reference frequently visited by hikers. Despite the clear advantage of the mountain space in terms of hiking, the basin space itself may also provide areas for this activity. Most of the mountain trails have their starting point in villages located in the basin or at the contact between the mountains and the basin;

- Hunting tourism is favoured by the existence of remarkable game, especially in terms of large game (bear, deer, boar, wolf, fox, rabbit). It is organized and managed within hunting areas, more frequently located in the mountain ranges, such as Muntele Mare and Gilău Mountains, but also in the basins, where there is a higher degree of forest cover. These areas are also less affected by the presence of other human activities, especially forestry or mining, and therefore provide proper locations for the practice of this form of tourism, which also has a supplementary role in diversifying the supply of certain regions. In a perfectly controlled and rigorously organised setting, provided by a specialised accompanying staff, already trained in this direction, one may hunt exceptional specimens, while respecting and preserving the reproduction matrices at the level of each species. Hunting tourism is practiced by a low number of people, but usually having a high income, and therefore is an economically efficient activity;

- Fishing tourism (sporting or leisure fishing) has proper conditions for development due to the existence of a dense and unpolluted drainage network. However, the low discharge has been strongly affected by the massive deforestation of the previous century, which even have had an accelerated pace during the last two decades. Deforestation have also had a negative impact on the fishing biological potential, which has decreased constantly. Fishing may be practiced along the main streams in the area (Arieș, Hășdate, Iara) and in the reservoirs (Bondureasa, Şoimului I and II etc);

- Extreme tourism (gliding with a paraglider or hang glider, motocross, mountain biking or cycling tourism, river rafting, etc.) may be practiced in favourable conditions in the mountains. Slopes, gradients, difference in height, terrain fragmentation, corroborated with the favourable dynamic elements such as air currents or water streams, may provide an adequate setting for the practice of such activities;

2. Cultural tourism is ranked highly among the forms of tourism that are practiced or may be practiced in the area, due to the high attractive potential provided by a diverse range of historical, religious, ethnographical, cultural and economic attractions.

In this study area, cultural tourism is mainly divided into two types in terms of practice: ***rural tourism*** and ***religious tourism***.

- Rural tourism has a strong cultural background, as it tends to value the customs, traditions or local folklore, components of the rural civilisation still preserved in many of the villages, especially in the mountain area (Băişoara, Valea Ierii, Ocolişel, Muntele Cacovei, etc), but also in the basins (Vlaha and Săvădisla).

- Religious tourism takes into account the valorisation of the existing religious attractions and of the events organised by them (feast days, pilgrimages). This form of tourism is favoured by the existence of churches and monasteries. The most representative attraction of this type is the monastery at Băișoara, whose feast day is an event which annually attracts many visitors.

3. Mixed or polyvalent tourism results from the spatial association of two or more types of tourism in order to satisfy the needs of tourists in a fast and complex manner. There is a frequent association between leisure tourism and cultural tourism within ***rural tourism***, which became a form of tourism that has an ever-increasing impact in the study area.

Other forms of tourism which may be practiced successfully in the study area include scientific tourism, festival and event-related tourism and transit tourism.

- Specialised ***scientific tourism***, including didactic and educational tourism and certain forms of leisure tourism, is favoured by the existence of natural areas or cultural attractions which have a certain scientific status, based on significant scientific or cultural values. Especially in summer, these attractions may represent focal points of a tourism demand motivated by their study for scientific or formative-educational purposes, by specialists or for the training of future specialists, researchers, students or pupils, in fields like history, archaeology (mainly in the archaeological sites disseminated across the study area) and ecotourism. The development of ecotourism supposes a certain awareness regarding ecology and a number of activities in nature, including the observation of floristic and faunistic aspects. This form of tourism is based on the protected nature reserves in the study area and its development contributes to the preservation of these protected areas, providing also a source of income for the local population.

- ***Festival and event-related tourism*** is a form of tourism based on the opportunities provided by different types of events, like cultural and artistic events, expos, fairs, folk dancing competitions, festivals or sporting events. They are present in more and more villages, and many of them are organised during the feast days of the village. To all these, one may add a large range of popular celebrations and festivals valuing the specific ethnographical resources of different areas.

- ***Transit tourism*** is favoured in its development by the location of important national and international roads in the northern (E 60 / DN 1) and southern (DN 75) parts of the study area. A 3 motorway also crosses the area from Turda to Gilău, but without any entries/exits. All these roads connect the area to the rest of Romania and other European countries, therefore facilitating transit to and from many locations. Cluj-Napoca International Airport also provides air connections to diverse domestic and foreign destinations, and the number of passengers is increasing every year.

5. CONCLUSIONS

The anthropogenic tourism resources of Iara-Hășdate area are the result of the combining effect of history, development of human civilization and typology and traditions of ethnic groups inhabiting the basin. The result is a unique cultural heritage belonging to both material and spiritual legacy, with visible attractive products for tourism materialized mostly in architecture, clothing, customs, music and gastronomy. Less visible, but very important, effects are noticed in the mentality of inhabitants and territorial arrangements of villages. Anthropogenic tourism resources are linked with the location and natural conditions of the studied area, the general environment being often the main factor for the appearance, evolution and development of some elements that today are extremely attractive resources for tourism.

The historical evolution of the area is reflected not only by culture, traditions and attitudes of the people towards lifetime events, but also by the relatively high number of tourism attractions from different historical periods, generating iconic architectural, historical and religious landmarks. In this context, Iara-Hăsdate Basin is characterized by a vast cultural and historical tourism heritage attested by the archaeological artifacts, result of the population's longstanding continuity and evolution. Churches and monastic sites, very present in the area, are valued not only as technical and artistic religious buildings, but are treasured for their symbolic value and their tourist reputation and attractiveness can be easily capitalized in each community.

Considering the complexity of tourism resources available in Iara-Hăşdate Basin, there are multiple types and forms of tourism offered by the area. Existing natural conditions favor various forms of recreational mountain tourism from traditional winter leisure tourism, hiking and hunting tourism to more extreme ones like mountain climbing, speleotourism and extreme tourism. The rich historical cultural heritage of the studied area offers very good premises for the development of various cultural tourism forms, mostly rural and religious tourism. Given the combination of both natural and anthropogenic tourism resources, advantages of location and general needs of tourists, Iara-Hăşdate Basin has favorable conditions for different other forms of mixed and polyvalent tourism, including, but not limited to, scientific tourism, transit tourism, and festival or event-related tourism.

The results of tourism resources assessment can be used to coordinate tourism development strategies for a superior endorsement and to better prioritize tourism related policies with a focus on economic development, land use management, territorial identity and environmental quality.

REFERENCES

1. Bodea, V. (2009), *Hăşdate: studiu monografic*, Edit. Arcadia Media, Cluj-Napoca.
2. Buta, I., Idu, P.D., Edroiu, N. (1980), *Cluj. Ghid turistic al judeţului*, Edit. Sport-Turism, Bucharest.
3. Cândea, Melinda and Simon, Tamara (2006), *Potenţialul turistic al României*, Edit. Universitară, Bucharest.

4. Cazes, G. (1992), *Fondements pour une géographie du tourisme et des loisirs*, Edit. Bréal, Paris.
5. Ciangă, N. (1997), *Turismul în Carpaţii Orientali: Studiu de geografie umană*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
6. Ciangă, N. (2007), *România. Geografia turismului*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
7. Cinezan, V. (2011), *Ciurila - microunivers transilvan*, Edit. Eikon, Cluj-Napoca.
8. Cocean, P. (1996), *Geografia turismului*, Edit. Caroo, Bucharest.
9. Cocean, P., Dezsi, Şt. (2005), *Prospectare şi geoinformare turistică*, Edit. Presa Universitară Clujeană, 2nd revised edition, Cluj-Napoca.
10. Cocean, P., Dezsi, Şt. (2009), *Geografia turismului*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
11. Consiliul Judeţean Cluj, *Harta Digitală a Judeţului Cluj*, available at *http://www.cjcluj.ro/*, last accessed on: 27 February 2019.
12. Consiliul Judeţean Cluj, *Judeţul Cluj*, available at *http://www.cjcluj.ro/judet/*, last accessed on: 27 February 2019.
13. Copilu Cheatra, V. (1989), *Iara*, Edit. Dacia, Cluj-Napoca.
14. Dezsi, Şt. (2006), *Patrimoniu şi valorificare turistică*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
15. Enciclopedia României, *Portul popular din Transilvania*, available at: *http://enciclopediaromaniei.ro/wiki/Portul_popular_din_Transilvania,* last accessed on 27 February 2019.
16. Gergely, E. (2002), *Tureni: studio monografic*, Edit. Casa Cărţii de Ştiinţă, Cluj-Napoca.
17. Gergely, E., Luca E. (2004), *Iara: studio monografic*, Edit. Casa Cărţii de Ştiinţă, Cluj-Napoca.
18. Ghinoiu, I. (2003a), *Atlasul etnografic român, Volumul I: Habitatul*, Institutul de Etnografie şi Folclor „Constantin Brăiloiu", Edit. Academiei Române, Bucharest.
19. Ghinoiu, I. (2003b), *Sărbători şi obiceiuri. Vol. III: Transilvania*, Edit. Enciclopedică, Bucharest.
20. Ghinoiu, I. (2005a), *Atlasul etnografic român, Volumul II: Ocupaţiile*, Institutul de Etnografie şi Folclor „Constantin Brăiloiu", Edit. Academiei Române, Bucharest.
21. Ghinoiu, I. (2005b), *Comoara satelor: calendar popular*, Edit. Academiei Române, Bucharest.
22. Ghinoiu, I. (2011), *Atlasul etnografic român, Volumul IV: Portul şi arta populară*, Institutul de Etnografie şi Folclor „Constantin Brăiloiu", Edit. Academiei Române, Bucharest.
23. Glăvan, V. (2000), *Turismul în România*, Edit. Economică, Bucharest.
24. Ielenicz, M., Comănescu, Laura (2013), *Turism, teorie şi metodologie*, Edit. Universitară, Bucharest.
25. Institutul de Memorie Culturală, *Lăcaşuri de cult din România - Baza de date online*, available at *http://www.cimec.ro/Monumente/LacaseCult/default_ro.htm*, last accessed on: 27 February 2019.

26. Institutul Naţional al Patrimoniului, *Lista Monumentelor Istorice 2015. Judeţul Cluj*, Anexă la Ordinul Ministrului Culturii nr. 2.828/2015, pentru modificarea anexei nr. 1 la Ordinul Ministrului Culturii şi Cultelor nr. 2.314/2004 privind aprobarea Listei monumentelor istorice, actualizată, şi a Listei monumentelor istorice dispărute, cu modificările ulterioare din 24.12.2015, Ordin publicat în Monitorul Oficial al României, Partea I, Nr. 113 bis, 15.02.2016, available at *http://patrimoniu.gov.ro/ro/*, last accessed on: 27 February, 2020.
27. Lăzărescu, L. (2006), *Mărtineşti, vechiul meu sat transilvan*, Edit. Polidava, Deva.
28. Luca, Minodora Susana (2007), *Băişoara – locul sufletului nostru*, Edit. Casa Cărţii de Ştiinţă, Cluj- Napoca.
29. Mac, I. (1992), *Geografie turistică generală*, Universitatea Independentă Dimitrie Cantemir, Sibiu.
30. Minciu, Rodica (2004), *Economia turismului*, 3rd edition, revised and completed, Edit. Uranus, Bucharest.
31. Mititean, R., Kadar, A. (1996), *Zona turistică Băişoara şi masivul Muntele Mare: ghid turistic*, Edit. Fundaţia Soros pentru o Societate Deschisă, Bucharest.
32. Moldovan, C, Dezsi, Şt., Rusu, R., Man, T., Dolean, E.B. (2017), *The natural environment and tourism potential of Iara-Hăşdate Basin,* Studia Universitatis Babeş-Bolyai, Geographia, Vol, 62, No. 1, pp. 105-124.
33. Morariu, T., Savu, Al. (1970), *Judeţul Cluj*, Edit. Academiei Republicii Socialiste România, Bucharest.
34. Muntele, I., Iaţu, C. (2003), *Geografia turismului: concepte, metode şi forme de manifestare spaţio-temporală,* Edit. Sedcom Libris, Iaşi.
35. Negucioiu, A., Teodor, P., Edroiu, N. (1980), *Cluj. Judeţele Patriei. Monografie*, Edit. Sport- Turism, Bucharest.
36. Neguţ, S. (2003), *Geografia turismului*, Edit. Meteor Press, Bucharest.
37. Pop, Gr.P. (2007), *Judeţul Cluj – Judeţele României*, Edit. Academiei Române, Bucharest.
38. Pop, I.A., Danciu, M. I., Cocean, P., Luţaş, Mihaela (2008), *Judeţul Cluj*, Consiliul Judeţean Cluj, Edit. Tribuna, Cluj-Napoca.
39. Pop, I.A., Porumb, M., coord. (2006), *Patrimoniul natural şi cultural al României: Munţii Apuseni*, Institutul Cultural Român, Centrul de Studii Transilvane, Cluj-Napoca.
40. Răcăşan, Bianca Sorina (2014), *Types and forms of tourism based on natural and anthropic tourist resources in Apuseni Mountains. Case study: Rural Mountain Area of Cluj County,* Geographica Timisiensis, Vol. XXIII, No. 2, pp. 5-26.
41. Răcăşan, Bianca Sorina (2015), *Prospecting Event Tourism within the Rural-Mountain Area of Cluj County by means of Online Promotion*, Journal of Settlements and Spatial Planning, Special Issue, No. 4, pp. 199-209.
42. Răcăşan, Bianca Sorina, Potra, Alexandra Camelia, Găman, G. (2016), *Tourism Potential Value Assessment Model for Rural-Mountain and Boundary Contact Areas. Case Study: Cluj County, The District of Ciceu and the Balneary Area of Bacău County (Romania)*, Journal of Environmental and Tourism Analyses, Vol. 4, No. 1, pp. 74-96.

43. Snak, O. (1976), *Economia şi organizarea turismului,* Edit. Sport-Turism, Bucharest.
44. Surd, V. (2013), *Miceşti (Micuş) un sat transilvănean*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
45. Vana, C. (2003), *Cacova Ierii: studiu monografic*, Edit. Boema, Turda.
46. Vişinescu, V., Bujor, Mariana (2013), *Petreştii de Jos: un colţ de ţară românească: Vatra folclorică şi spaţiul păstrării fiinţei naţionale*, Edit. Casa Cărţii de Ştiinţă, Cluj-Napoca.
47. Vişinescu, V., Lechinţan, V. (2002), *Petreştii de Jos: studiu monografic*, Edit. Casa Cărţii de Ştiinţă, Cluj-Napoca.
48. *** (2005), *Planul de Dezvoltare a Judeţului Cluj. Studiu sectorial–Turismul. Proiect nr. 12899/2005*, Academia Română– Filiala Cluj. Colectivul de Geografie, Cluj-Napoca.
49. * * (2011), *Strategia de Dezvoltare a Judeţului Cluj pentru perioada 2014-2020*, document written during the project „Elaborarea Strategiei de Dezvoltare a Judeţului Cluj pentru perioada 2014-2020", Code SMIS 12836, financed from the European Social Fund, by means of Operational Programme Administrative Capacity Development; beneficiary: Cluj County Council.

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 93-108)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.06

THEORETICAL APPROACH TO THE PROFILE OF TOURISTS VISITING URBAN TRAVEL DESTINATIONS

LOREDANA MARIA TALPOȘ[1], CRISTINA BOLOG[2]

ABSTRACT. - Theoretical Approach to the Profile of Tourists Visiting Urban Travel Destinations. The tourist profile is a key element in tourism, being addressed both in the academic and professional area. Possessing information regarding the tourist's features leads to market segmentation, creating adequate marketing and management strategies, providing an appropriate tourism offer, choosing the most advantageous promotion channels, obtaining tourists' loyalty or their recommendation to others. Also, urban tourism is a form of tourism practiced by an important number of tourists. Thus, the main purpose of this study is to provide a theoretical approach to the profile of tourists visiting cities and the secondary objectives are to identify research conducted recently on this topic, the approach of this concept by stakeholders and the variables of the profile of these tourists. This research consists of a review of studies and content analysis of the papers written on this topic was realized. Research on the tourist profile has been conducted all over the world, including Romania, approaching the characteristics of tourists with various preferences regarding, for example, the chosen types/forms of tourism, travel services, motivation, satisfaction or loyalty. We identified and analyzed the socio-demographic, geographical and behavioral variables and approached the importance of data regarding tourist features for various stakeholders.

Keywords: *tourist profile, urban travel destinations, international tourists, content analysis, Romania.*

Introduction

Nowadays, tourism represents: development, economic growth, 10% of world's GDP, 30% of services export, 7% of world's exports, 1/10 of jobs, peace and security, environmental protection or cultural preservation. In the year

[1] *"Babeș-Bolyai" University, Faculty of Geography, Doctoral School of Geography, 5-7 Clinicilor Street, Cluj-Napoca, Romania, e-mail: lore.talpos@gmail.com*
[2] *"Babeș-Bolyai" University, Faculty of Geography, 5-7 Clinicilor Street, Cluj-Napoca, Romania, e-mail: cristina.bolog@ubbcluj.ro*

2017 there were 1326 million international tourist arrivals, Europe being on the top (51% from total). Compared to 2016, the international tourist arrivals grew by 7% in the world and by 8.4% in Europe (World Tourism Organization, 2018). Also in Romania there was growth in tourist arrivals: 11002522 arrivals (22.54% being foreigners) in 2016 and 12143346 arrivals (22.72% foreigners) in 2017 (http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table). Tourism is characterized by: growing competitiveness, building bridges between people and communities, need for strategies in order to achieve sustainable development, increasing connectivity and mixing the physical and digital world (World Economic Forum, 2017).

Tourism in urban travel destinations is also a popular topic for research. Cities facilitate the access to places where various types or forms of tourism are practiced, such as: urban tourism, cultural tourism, sporting tourism, congress tourism, rural tourism, adventure tourism or ecotourism. Also, in the last 30 years a growing scale of the research on urban tourism topic has been registered, explained by the proliferation of the urban tourism domain sub-themes and the broader development of tourism research (Ashworth & Page, 2011).

At the end of the 1970's, there appeared a new orientation in Geography, called Behavioral Geography. The responsibility for actions with spatial effect was attributed to the human behavior (Benedek, 1999). "Tourist" and "tourist experience" are fundamental concepts for tourism, being focused starting with the 1960s when the first studies approaching the nature of the experience were realized in a more critical and broader way (Femenia-Serra & Neuhofer, 2018). Tourists and their behavior or experience are varied (McCabe, 2005; Femenia-Serra et al., 2019), this diversity conducting to studies aiming to define tourist typologies by analyzing aspects such as: socio-economic features, motivations, psychographic aspects, perceptions, decision making or chosen activities (Femenia-Serra et al., 2019).

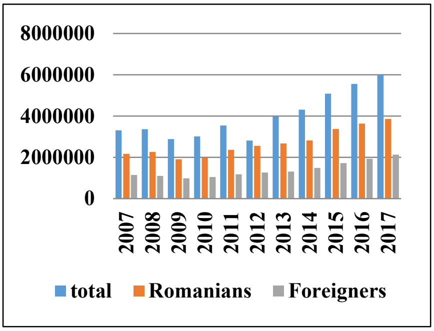


Fig. 1. Number of tourist arrivals in Bucharest and Romanian county seats, except Tulcea
Source: processed after data available on http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table, 2018

Urban settlements are origins of most tourists, representing also the travel destination of many persons and an important focal point in numerous tourist itineraries (Ashworth & Page, 2011). Also, the urban population of the world is continuously growing in number and in percentage, having important effects on urban tourism. The economic effect of tourism activity on urban settlements, positive or negative, overlooks the environmental, social or political ones (Ashworth & Page, 2011). In Romania, urban areas are a popular type of travel destinations.

Also, the tourist profile is a popular topic of interest and research. Searching the key words "tourist profile" on Web of Science, for the completed years, 882 papers have resulted. Analyzing the following graphic, there can be noticed the interest in this aspect.

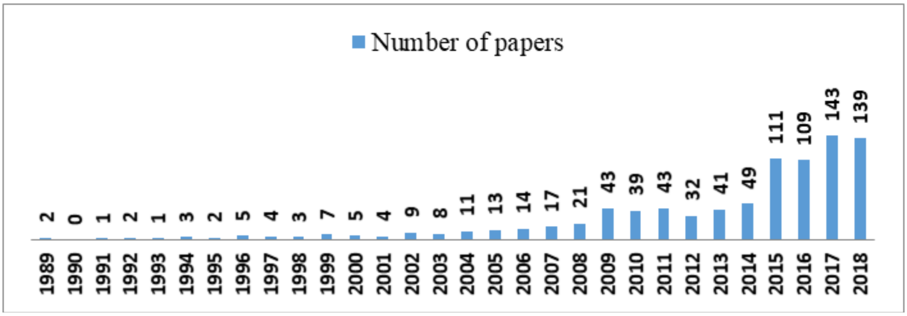


Fig. 2. Number of papers per year

Source: processed according to data from www.webofknowledge.com

Tourist circulation, tourism potential and infrastructure are essential components of the tourism phenomenon (Ciangă, 2007). For the knowledge, understanding and valorization of the tourist circulation, with the ultimate goal of achieving sustainable tourism, the tourist profile has an important role. The tourist profile concept is addressed in both academic and professional area and consists of the tourist's features divided into socio-demographic, geographical and behavioral categories. Academic researchers and different tourism stakeholders should understand the tourists' behavior and know their socio-demographic and geographical features. Also, client knowledge is a strategic fundamental point for the hospitality management, helping to improve the tourism offer, to create customized and adapted services and travel packages, to have good and fruitful relationships with customers and, also, to have suitable and advantageous management and marketing strategies (Adomavicius & Tuzhilin, 2001; Min et al., 2002; Talón-Ballestero et al., 2018). For the sustainable development of tourism, it is essential that the tourist services and packages be realized according to the need of the tourist demand.

Tourism market segmentation is done in order to plan and manage the tourist-oriented policies (Brida et al., 2014). Implementation of a marketing strategy in tourism is necessary for a travel destination to acquire a positive image and tailored to the needs, expectations and preferences of its target tourist segments. To meet this goal, it is, firstly, necessary to know the profile of tourists which provides information regarding a range of variables (Costa et al., 2014).

Thus, finding information regarding the tourists' features is at the base of the process needed to be done for sustainable development in tourism. This stage is followed by market segmentation which helps creating adequate tourist packages and tourism development strategies, resulting in sustainable tourism development.

Materials and methods

Taking into consideration these aspects, the main purpose of this paper is to provide a theoretical approach to the profile of tourists visiting urban travel destinations. Also, the secondary objectives of the paper are:

1) to identify research conducted recently regarding this topic;
2) to identify the importance of the tourist profile for tourism stakeholders;
3) to identify the component parts of the tourist profile.

This research consists of a review of studies approaching the features of tourists. Content analysis of the papers written on this topic was performed. We analyzed articles, conference proceeding and reports. Also, the available database from the internet was analyzed. Information was processed and presented in graphics and tables for a more suitable and easier manner of understanding and analyzing various aspects.

Results and discussions

The tourist profile is a popular topic for discussion and research, and urban tourism is a form of tourism practiced by an important number of tourists. Thus, there are many written papers approaching various aspects related to the profile and the features of tourists visiting urban travel destinations. **Research on this subject was conducted by researchers living in various countries regarding tourists visiting urban travel destinations located in different parts of the world**, examples being: Prayag et al., 2013; Central Bureau of Statistics Aruba, 2014; Costa et al., 2014; Stepchenkova et al., 2015; Tsourgiannis et al., 2015; Pinheiro Melo Borges Tiago et al., 2016; Todorovic & Jovicic, 2016; der Hoed & Russo, 2017; Gonzales Santa-Cruz &

Lopez Guzman, 2017; Observatiori del Turisme a Barcelona Ciutat I Regio, 2017; Jaapar et al., 2017; Talón-Ballestero et al., 2018; Sthapit & Jimenez–Barreto, 2018, Ramirez et al., 2018. **Also in Romania, a country that represents a travel destination which is more popular every year, studies were made about the features of tourists visiting cities, such as:** Tudoricu, 2008; Coma et al., 2008, Lazin & Pop, 2009; Manea et al., 2013, Muntean & Moisă, 2014; Mahika et al., 2015; Toader et al., 2015; Cosma et al., 2016.

Many studies have been carried out regarding the profile of tourists not relying on the practice of a certain type/form of tourism – e.g. Lazin & Pop, 2009; Prayag et al., 2013; Central Bureau of Statistics Arruba, 2014; Costa et al., 2014; Muntean & Moisă, 2014; Tsourgiannis et al., 2015; Pinheiro Melo Borges Tiago et al., 2016; Todorovic & Jovicic, 2016; Observatori del Turisme a Barcelona Ciutat i Regio, 2017; Talón Ballestero et al., 2018 – **or tourists practicing particular types/forms of tourism.** The types/forms of tourism approached in the studies analyzed for this paper are: cultural in general – e.g. Cosma et al., 2008; Toader et al., 2015; Gonzales Santa Cruz and Lopez Guzman, 2017; Ramires et al., 2018, event tourism as part of cultural tourism – e.g. Tudoricu, 2008; Mahika et al., 2015; Cosma et al., 2016, visiting friends and relatives – e.g. Stepchenkova et al., 2015, volunteering tourism – e.g. Manea et al., 2013, dental tourism – e.g. Yaapar et al., 2017 and professional tourism – e.g. der Hoed &Russo, 2017.

Also, studies were conducted approaching tourist profile and different travel services: air transport services – e.g. Costa et al., 2014, traditional accommodation - hotel – e.g. Talón-Ballestero et al., 2018; recently growing in popularity type of accommodation – Airbnb – e.g. Sthapit & Jimenez Barreto, 2018.

Studies focused on aspects such as the motivation, satisfaction and loyalty: approaching motivation and push and pull factors - e.g. Prayag et al., 2015; Todorovic & Jovicic, 2016, the variables able to influence satisfaction level and loyalty - e.g. Gonzales Santa-Cruz & Lopez Guzman, 2017.

Various methods were used in order to obtain information regarding the tourist's profile: surveys were applied - e.g. Stepchenkova et al., 2015, Toader et al., 2015, interviews were conducted - e.g. Sthapit & Jimenez Barreto, 2018 or information from the database of various stakeholders was used - e.g. Pinheiro Melo Borges Tiago et al., 2016; Talón-Ballestero et al., 2018.

Also, two types of market segmentation may be performed: a priori and a posteriori – e.g. Dolnicar, 2004; Prayag et al., 2013. A priori means obtaining groups of tourists by having a predefined criterion and a posteriori refers at identifying the segments by applying segmentation algorithms (Dolnicar & Leisch, 2004; Prayag et al., 2013). Example of a study with a priori market segmentation is the one by Stepchenkova et al. (2015) and for a posteriori the one realized by Prayag et al. (2013) or by Pinheiro Melo Borges Tiago et al. (2016).

Research on tourism and information and communication technologies has focused on tourist experiences and smart travel destinations – e.g. Femenia-Serra & Neuhofer, 2018, smart tourist profile being a popular topic for research. The "smart" term represents a key concept describing the economic, social and technological development achieved with the use of technology and the widespread adoption of social media (Gretzel et al., 2015) and smart tourism appears from the contact between the tourist experience and ICT (Hunter et al., 2015; Gretzel et al., 2015). Thus, there have been recently conducted studies which have collected, processed and analyzed data from platforms such as TripAdvisor, Booking.com or Facebook – e.g. Ye et al., 2018; Van der Zee & Bertocchi, 2018.

Different actors contributing to the tourism area have different viewpoints regarding the analysis of the tourist profile. Thus, it is important to analyze the approaches of elements such as institutions, travel agencies or accommodation units regarding this topic.

Tourists' features are a topic of interest for organizations that are studying and regularly publishing reports to present the current state and trends in tourism. For example, the World Economic Forum has published information on age-groups features of a particular interest: "millennials" and "baby-boomers" (World Economic Forum, 2017). Also, research has been carried out by various institutions at national or regional level (Central Bureau of Statistics Aruba, 2014; Observatori del Turisme a Barcelona Ciutat i Regio, 2017) analyzing variables related to the geographical, socio-demographic and behavioral features.

In Romania, until recently there existed a **Ministry of Tourism (now part of the Ministry of Economy, Energy and Business Environment),** part of the Government, national authority and structure of the central public administration which had the mission to create the tourism strategies, to observe and give direction in the Romanian tourism. Also, recently, the **Incoming Romania Association** has been created with the purpose of identifying and solving the problems encountered by incoming tourists in Romania.

Also, in 2007, when Romania has joined the European Union, a masterplan for the development of national tourism in the period 2007-2026 was conceived in collaboration with the World Tourism Organization. Then, one noticed the low amount of information or lack of information about a series of variables necessary for identifying tourists' profile (Master Planul pentru Dezvoltarea Turismului Național 2007-2026, partea 1).

Knowing the profile of tourists is essential for national, regional and local authorities in conceiving development strategies in general and those of tourism development in particular. After discovering the traits of the tourists, the segmentation of the tourist market takes place, the information on the traits of the tourists in each segment providing material for the elaboration of the strategic material by establishing the strategic directions.

Also, at the level of urban destinations, it is necessary to adopt development strategies with a section dedicated to the tourism development strategy. An example of a written strategic document is the one regarding Cluj-Napoca City, where the features of tourism demand have been taken into account (Strategia de dezvoltare a municipiului Cluj-Napoca, 2014-2020).

Smart destinations need to provide adequate and smart tourist information and services and they have to be aware of the context of the tourist. This context is described by two areas: the personal and travel traits of tourists, on one hand, and the environment in which they travel – location, social aspects, etc., on the other hand (Lamsfus et al., 2015; Femenia-Serra & Neuhofer, 2018).

Destination Management Organizations are interested in creating a profile of the tourist. To find out the tourists' features, nowadays large amount of data is available in the virtual area ("big-data" or "open-data"), thanks to the insertion of information by tourists. Thus, studies have recently collected, processed and analyzed data from platforms such as: TripAdvisor, Booking.com or Facebook (e.g. Ye et al., 2018; Van der Zee & Bertocchi, 2018).

Tourist Information Centers have the tasks to promote travel destinations and attractions and to provide information about and reservation for various services (Bahre et al., 2009). In order to fulfill the tasks efficiently and effectively, it is needed to know who the tourists visiting the destination are and what are their features and interests. So, research is made on this topic, an example being the one realized by Lazin and Pop (2009).

The tourist profile provides useful information for **travel agencies.** Travel packages should be created based on understanding, for example, the tourist's motivation to achieve the satisfaction of that traveler (Gnoth, 1997; Wong et al., 2017), growing the chances of turning the tourist into a loyal customer that will buy tourism products again.

Accommodation units can be divided into traditional ones – used for a long time (hotels, guesthouses), and ones that started to be popular more recently (Airbnb, Couch-Surfing) or staying at friends or relatives. Features of tourists staying in accommodation units in cities have been studied (Talón-Ballestero et al., 2018; Sthapit &Jimenez Barreto, 2018). Some accommodation units, mainly hotels, gathered and recorded information in the Customer Relationship Management Systems (Sarmaniotis et al., 2013; Talón-Ballestero et al., 2018) as a strategy to improve both customer level of satisfaction and his or her retention (Padilla-Melendez & Garrido-Moreno, 2013; Talón-Ballestero et al., 2018).

In order to identify the profiles of tourists from urban areas, information regarding different variables was searched. In the following lines, we approached the categories of variables used in order to identify and characterize the profile of the tourists.

After analyzing studies approaching tourists' features, information resulted regarding their socio-demographic and geographic features. This information is presented in the following table.

Table 1. Socio-demographic and geographical features

GENERAL		
Age	Gender	
HOUSEHOLD		
Civil status	Number of persons from the household	Existance of children in the household
EDUCATION AND OCCUPATION		
Education	Occupational status	Occupation
INCOME		
Income	Financial well-being	
GEOGRAPHICAL/PROVENANCE		
Country of residence	Nationality	Spoken language/s
Domestic/international tourists	Type of residence environment (urban/rural)	

Source: processed after: Tudoricu, 2008; Cosma et al., 2008; Lazin & Pop, 2009; Manea et al., 2013; Prayag et al. 2013; Central Bureau of Statistics, Aruba, 2014; Costa et al., 2014; Muntean & Moisă, 2014; Stepchenkova et al., 2015; Tsourgiannis et al., 2015; Mahika et al., 2015; Todorovic & Jovicic, 2016; Cosma et al., 2016; Pinheiro Malo Borges Tiago et al., 2016; der Hoed & Russo, 2017; Gonzales Santa-Cruz & Lopez Guzman, 2017; Observatori del Turisme a Barcelona Ciutat i Regio, 2017; Jaapar et al., 2017; Talón Ballestero et al., 2018; Sthapit & Jimenez Barreto, 2018; Ramires et al., 2018.

Thus, the socio-demographic and geographical features can be grouped into the following categories of variables: general, related to the household, education and occupation, income and geographical/provenance.

International travelers are categorized not according to their citizenship, but to their country of residence (Luxembourg: Publications Office of the European Union, 2018) which is the country from the identity card or it can also be the state where a person is staying for more than a year and represents his/her economic interest spending there the biggest amount of time (UNWTO, 2015).

Analyzing studies approaching tourists' behavioral characteristics, the information presented in the following table resulted. These features can be divided according to the three stages of the tourist experience: before, during and after travel (Stepchenkova, 2015). One may consider that the features before travel refer to the motivation and travel planning, those during travel – to the services used (for transportation, accommodation, eating, activities) and those after travel – to the evaluation (including the satisfaction, good and weak aspects of the destination and experience, intention to revisit and willingness to recommend).

Table 2. Behavioral characteristics

MOTIVATION		
Main purpose of the visit/travel	Push factors	Pull factors
Frequency of practicing a certain type/form of tourism		
TRAVEL PLANNING		
Type of travel arrangement	Reservation period of time in advance	Length of stay
Preferred destination	Primary destination	Type/s of destination/s
Destination/s visited	Existence of prior visits	Number of prior visits
Source/s of information	Travel concerns	Spendings
Type of travel partners	Number of travel partners	Month/s when travel
SERVICES USED		
Type of transportation used to the destination	Type of flight/airline	Means of transportation within the destination
Type of accommodation	Level of comfort of the accommodation unit	Uses of time share properties
Preferred types of eating places	Types of activities performed	Tourist sights visited
Travel within wider area		
EVALUATION		
Satisfaction	Words associated with a destination	Top destinations attractions
Reasons for not coming	Complaints	
Intention to revisit	Willingness to practice again a certain form of tourism	Willingness to recommend

Source: processed after: Tudoricu, 2008; Cosma et al., 2008; Lazin & Pop, 2009; Manea et al., 2013; Prayag et al. 2013; Central Bureau of Statistics, Aruba, 2014; Costa et al., 2014; Muntean & Moisă, 2014; Stepchenkova et al., 2015; Tsourgiannis et al., 2015; Mahika et al., 2015; Toader et al. 2015; Todorovic&Jovicic, 2016; Cosma et al., 2016; Pinheiro Malo Borges Tiago et al., 2016; der Hoed & Russo, 2017; Gonzales Santa-Cruz & Lopez Guzman, 2017; Observatori del Turisme a Barcelona Ciutat i Regio, 2017; Jaapar et al., 2017; Talón Ballestero et al., 2018; Sthapit & Jimenez Barreto, 2018; Ramires et al., 2018

Motivation is an important aspect of the tourists' profile, starting and orienting the traveler's behavior. People can visit cities for a broad range of motivations, urban travel destinations being characterized by both diversity and density of facilities, functions, built forms, people and culture. The diversity of activities and motives and their density is a feature of cities' urban character (Ashworth & Page, 2011).

For travel planning, there are a variety of useful variables to be taken into consideration when trying to describe the profile of tourist. These variables may be related to types of travel arrangement, reservation, travel destination, length of stay, repetitiveness of the visit, sources of information, travel concerns, spending, travel partners or period of traveling.

The main purpose of the travel variable is used in numerous studies and it represents the purpose that determines the realization of the travel. In its absence, travel does not take place (UNWTO – Understanding Tourism Basic Glossary). For the main purpose of the travel, UNWTO uses three categories: holiday, leisure and recreation; personal purpose (visiting friends and relatives, religion, health, other) and business and professional (UNWTO, 2018).

Various models of analyzing tourists' motivations have been used over time, such as: Maslow's hierarchy of needs, Plog's allocentric and psychocentric model, the theories about expectancy and value, travel career ladder, motivation and expectation emergence or the push-pull model, in the present, the last one being considered the most popular model (Dann, 1977; Prayag & Hosany, 2014; Prayag et al., 2015). The push factors represent reasons that determine people decide to make a travel, while pull factors (destination attributes) are motives that make a tourist choose a certain travel destination, as a result of the push factors (Dann, 1977; Prayag et al., 2015). Push factors are internal or sentimental and pull factors are external or cognitive (Yfantidou et al., 2011).

Regarding spending, tourists visiting urban destinations spend more per person than, for example, the seaside ones, also as a consequence of their bigger dependence on catered accommodation, but there is a disadvantage regarding the fact that they are more difficult to attract, to grow their length of stay in the city and, afterwards, to determine to revisit the destination (Ashworth & Page, 2011).

During their travel, tourists use various services. The basic travel services are the ones related to transportation, accommodation and eating (Nicoară, 2010). Also, it is useful the information regarding other services used by tourists visiting cities such as the ones about: business, recreation and entertainment or personal purposes.

Tourists can choose a certain service (e.g. accommodation) based on variables such as: location, quality, price, rating made by others (Verma, 2010; Serra Cantallops & Salvi, 2014). Word of mouth (WOM) represents one of the favorite sources of information for tourists that decided to make a travel, representing a communication of a person after receiving a good, service, experience. Nowadays the electronic word of mouth (eWOM), consisting in aspects such as online reviews or suggestions, is growing in popularity (Serra Cantallops & Salvi, 2014).

Satisfaction represents the extent to which the evaluation of a tourist regarding the features of a travel destination exceed the expectations he/she had about those features (Tribe & Snaith, 1998; Wong et al. 2017) and can lead to revisiting a place or to the willingness to recommend it as a travel destination. One may analyze the overall satisfaction at the destination or satisfaction related to various components such as: natural or anthropogenic attractions, accessibility and mobility, tourist services, tourism signposting and information, internet quality, hospitality, entertainment, cleanliness, value for money (Central Bureau of Statistics Aruba, 2014; Observatori del Turisme a Barcelona Ciutat i Regio, 2017; Ramires et al., 2018).

Tourists visiting cities have, also, the following behavioral characteristics: rapidity – consuming services and tourist products rapidly, selectivity – the person using just a small part of the city offer, capriciousness – vulnerable to changes in fashion, lifestyles or tastes, and infrequency – less likely to revisit the travel destination than persons that travel in other types of destinations (Ashworth & Page, 2011).

Modifications in tourists' behavior have occurred due to the development of information and communication technology (Serra Cantallops & Salvi, 2014).

A popular type of tourists, the smart tourist, is open to sharing with tourism stakeholders information like: basic personal information, location, information from social media profiles, his/her preferences. The person is aware that the sharing of this information is beneficial for receiving information and customized travel services and experiences (Femenia-Serra et al., 2019).

Conclusion

In conclusion, understanding the "tourist profile" concept and its importance are essential for both academic researchers and tourism stakeholders. The main result of this paper is the deepening of the understanding regarding tourists' profile in general and of the people visiting urban travel destinations in particular. We identified research conducted in the last years approaching this topic and content analysis was performed. The importance of the tourist profile for various tourism stakeholders was mentioned and, also, the component parts of the tourist profile were identified and presented.

It resulted that the tourist profile is a topic of research which is growing in popularity, studies on this subject being conducted in various countries, among them also Romania. Studies regarding tourists practicing particular types/forms of tourism and studies not relying on practicing a certain type were both conducted. Studies approached features of tourists using various travel services and also focused on motivation, satisfaction or loyalty in terms of tourist profile.

It turned out that various methods can be applied in order to collect data about tourists' features, for example: surveys using questionnaires, interviews or using database from various tourism actors. Market segmentation may be performed in two ways: a priori and a posteriori.

There are various stakeholders in the field of tourism, such as: national, regional or local authorities or private associations, destination management organizations, tourist information centers, travel agencies or accommodation units.

The tourist profile is important for all stakeholders mentioned above and it consists of socio-demographic, geographical and behavioral characteristics. The socio-demographic features are related to aspects such as age or gender, household, education, occupation or income; the geographical ones refer to country/county of residence, domestic/international tourists, urban/rural type of residence, environment, nationality or spoken language/s, while the behavioral characteristics consists of variables regarding motivation, travel planning, services used or evaluation.

In the end, it resulted that the tourist profile is important for every stakeholder and the field of tourism as a whole. Finding information regarding variables that form the tourist's profile is necessary to elaborate suitable tourism strategies. This step is followed by market segmentation, which helps creating adequate tourist packages and tourism development strategies, resulting in sustainable tourism development. Thus, knowledge regarding the profile of the tourist is a fundamental element for both research and practice.

REFERENCES

1. Adomavicius, G., Tuzhilin, A. (2001), *Using data mining methods to build customer profiles*. Computer, vol. 34(3), p.74–82, doi.org/10.1109/2.901170.
2. Ashworth, G., Page, S.J. (2011), *Urban Tourism Research: Recent Progress and current paradoxes,* Tourism Management, vol. 32, p. 1-15.
3. Bahre, Heike; Casovschi, Carmen; Năstase, Carmen (2009), *The Profile of the Tourism Information Center Offices in Romania*, Amfiteatru Economic, vol. XI, no. 25, p. 51-60.

4. Benedek, J. (1999), *Organizarea spațiului rural: studiu de caz Dealurile Bistriței,* Teză de doctorat, Univ. "Babeș-Bolyai", Cluj-Napoca.
5. Brida, J.G., Disegna, M., Scuderi, R. (2014), *Segmenting visitors of cultural events: The case of Christmas Market*, Expert Systems with Applications, vol. 41, p. 4542-4553.
6. Ciangă, N. (2007), *România: geografia turismului, Ediția a II-a*, Edit. Presa Universitară Clujeană, Cluj-Napoca.
7. Cosma, Smaranda Adina; Negrușă, Adina Letiția (2008), *The Place of Cultural Tourism for Cluj-Napoca Romania, as a Tourist Destination,* WSEAS International Conference on Cultural Heritage and Tourism, vol. 5, issue 7, p. 403-413, Heraklion, WSEAS Transactions on Business and Economics.
8. Cosma, Smaranda Adina; Bota, M., Fleșeriu, Cristina; Negrușă, Adina Letiția; Toader, V., Rus, Rozalia Veronica, (2016), *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals,* Amfiteatru Economic, vol. 18, special issue 10, p. 929-943.
9. Costa, J., Moreira, M., Vieira, F. (2014), *Profile of the tourists visiting Porto and the North of Portugal*, Worldwide Hospitality and Tourism Themes, vol. 6, issue 5, p. 413-428, DOI: 10.1108/WHATT-09-2014-0027.
10. Dann, G.M.S. (1977), *Anomie, Ego-Enhancement and Tourism,* Annals of Tourism Research, vol. 4 (4), p.184-194.
11. den Hoed, W, Russo, A.P. (2017), *Professional travellers and tourist practices,* Annals of Tourism Research, vol 63, p. 60-72.
12. Dolnicar, S. (2004), *Beyond "Comonsense Segmentation": A Systematics of Segmentation Approaches in Tourism,* Journal of Travel Research, vol. 42 (3), p. 244-250, doi:10.1177/0047287503258830.
13. Dolnicar, S., Lesch, F. (2004), *Segmenting Markets by Bagged Clustering,* Australasian Marketing Journal, Vol. 12 (1), p. 51-65, doi: 10.1016/S1441-3582(04)70088-9.
14. Femenia-Serra, F., Neuhofer, B. (2018), *Smart tourism experiences: conceptualisation, key dimensions and research agenda,* Investigaciones Regionales – Journal of Regional Research, vol.42, p. 129-150.
15. Femenia-Serra, F., Neuhofer, B., Ivars-Baidal, J. A. (2019). *Towards a conceptualisation of smart tourists and their role within the smart destination scenario*, The Service Industries Journal, vol. 39 (2), p. 109-133, doi:10.1080/02642069.2018.1508458.
16. Gonzales Santa-Cruz, F., Lopez-Guzman, T. (2017), *Culture, Tourism and World Heritage Sites*, Tourism Management Perspectives, vol. 24, p. 111-116, doi: 10.1016/j.tmp.2017.08.004.
17. Gnoth, J. (1997), *Tourism Motivation and Expectation Formation,* Annals of Tourism Research, vol. 24 (2), p. 283-304.
18. Gretzel, U., Sigala, M., Xiang, Z., Koo, C. (2015), *Smart Tourism: Foundations and Developments,* Electronic Markets, doi: 10.1007/s12525-015-0196-8.
19. Hunter, W. C., Chung, N., Gretzel, U., & Koo, C. (2015), *Constructivist research in smart tourism*, Asia Pacific Journal of Information Systems, 25 (1), p. 105–120.

20. Jaapar, M., Musa, Ghazali, Moghavvemi, S., Saub, R. (2017), *Dental Tourism: Examining Tourist Profiles, Motivation and Satisfaction,* Tourism Management, vol. 61, p. 538-552.
21. Lamsfus, C., Wang, D., Alzua-Sorzabal, A., and Xiang, Z. (2015), *Going mobile: Defining context for on-the-go travelers*, Journal of Travel Research, 54 (6), p. 691-701.
22. Lazin, M.C., Pop, M.D. (2009), *The Profile of Foreign Tourists Who Visit Cluj-Napoca,* International Conference "Marketing – from information to decision". 2nd edition.
23. Mahika, Elena Cristina, Rădulescu, R., Aluculesei, Alina Cerasel (2015), *The Behaviour of Romanian Tourists Regarding the Attendance at Festivals*, Procedia Economics and Finance, vol. 23, p. 1239 – 1244.
24. Manea, Gabriela, Nae, Mariana, Matei, Elena, Vijulie, Iuliana, Târlă Laura (2013), *Raising Awareness of Volunteer Tourism: Experiencing the Volunteer Tourism Among Students and Young Researchers,* GeoJournal of Tourism and Geosites, year 2, no. 2, vol. 12, p. 120-128.
25. McCabe, S. (2005), *Who is a tourist?,* Tourist Studies, vol. 5 (1), p. 85–106 doi: 10.1177/ 1468797605062716.
26. Min, H., Min, H., & Emam, A. (2002), *A data mining approach to developing the profiles of hotel customers*, International Journal of Contemporary Hospitality Management, 14 (6), p. 274–285. http://dx.doi.org/10.1108/09596110210436814.
27. Muntean, Andreea & Moisă, Claudia (2014), *The Profile of the Tourists Who Choose Alba County as a Tourist Destination,* Annales Universitatis Apulensis Series Oeconomica, vol. 16, issue 2, p. 229-243.
28. Nicoară, L. (2010), *Organizarea serviciilor în turism*, Cluj-Napoca.
29. Padilla-Meléndez, A. & Garrido-Moreno, A. (2013), *Customer relationship management in hotels: Examining critical success factors*, Current Issues in Tourism, 17 (5), p. 387–396, http://dx.doi.org/10.1080/13683500.2013.805734.
30. Pinheiro Melo Borges Tiago, Maria Teresa, De Almeida, J.P., Gomes Borges Tiago F., Costa Dias Faria, Sandra Micaela (2016), *Baby Boomers turning grey: European profiles,* Tourism Management, vol. 54, p. 13-22.
31. Prayag, G., Hosany, S. (2014), *When Middle East Meets: Understanding the Motives and Perceptions of Young Tourists from United Arab Emirates,* Tourism Management, vol. 40, p. 35-45.
32. Prayag, G., Disegna, Marta, Cohen S.A., Yang (Gordon) H. (2015), *Segmenting Markets by Bagged Clustering: Young Chinese Travelers to Western Europe,* Journal of Travel Research, vol. 54 (2), p. 234 –250.
33. Ramires, A., Brandao, F., Sousa, A.C. (2018), *Motivation-Based Cluster Analysis of International Tourists Visiting a World Heritage City: The Case of Porto, Portugal*, Journal of Destination Marketing and Management, vol. 8., p. 49-60, DOI: 10.1016/j.jdmm.2016.12.001.
34. Sarmaniotis, C., Assimakopoulos, C., & Papaioannou, E. (2013), *Successful implementation of CRM in luxury hotels: Determinants and measurements*, EuroMed Journal of Business, 8 (2), p. 134–153, http://dx.doi.org/10.1108/ emjb-06-2013-0031.

35. Serra-Cantallops, A., Salvi, F. (2014), *New consumer behavior: A review of research on eWOM and hotels*, International Journal of Hospitality Management, vol. 36, p. 41-51.
36. Stepchenkova, S., Shichkova, E., Kim, H., Pennington-Gray, L., Rykhtik, M. (2015), *Segmenting the 'visiting friends and relatives' travel market to a large urban destination: The Case of Nizhni Novgorod, Russia*, Journal of Destination Marketing & Management, vol. 4, issue 4, p. 235-247, doi: 10.1016/j.jdmm.2015.09.001.
37. Sthapit, E., Jimenez-Barreto, J. (2018), *Exploring Tourists' Memorable Hospitality Experiences: an Airbnb Perspective,* Tourism Management Perspectives, vol. 28.
38. Talón-Ballestero, Pilar; Gonzales-Serrano, Lydia; Soguero-Ruiz, Cristina; Munoz-Romero, S.; Rojo-Alvarez, J.L. (2018), *Using Big Data from Customer Relationship Management Information Systems to Determine the Client Profile in the Hotel Sector*, Tourism Management, vol. 68, p. 187-197, https://doi.org/10.1016/j.tourman.2018.03.017.
39. Tribe, J. & Snaith, T. (1998), *From SERVQUAL to HOLSAT: Holiday Satisfaction in Varadero, Cuba*, Tourism Management, vol. 19 (1), p.25-34.
40. Toader, V., Negrusa, Adina Letiția, Cosma, Smaranda, Bolog, Cristina (2015), *Cultural tourist's behavior – Case study foreign tourists in Cluj-Napoca,* Proceedings of the International Conference SCience in TEchnology – ScinTE-2015, p. 34-37.
41. Todorovic, N., Jovicic, D. (2016), *Motivational Factors of Youth Tourists Visiting Belgrade,* J. Geogr. Inst. Cvijic, vol. 66, issue 2, p. 273-289, DOI:10.2298/IJGI1602273T.
42. Tsourgiannis, L., Delias, P., Polychronidou, P., Karasavvoglou, A., Valsamidis, S. (2015), *Profiling Tourists Who Have Holidays in the Region of Eastern Macedonia and Thrace in Greece,* Procedia Economics and Finance, vol. 33, p. 450-460.
43. Tudoricu, Anca (2008), *Event Tourism in Romania – A Tourist Profile*, Human Geographies Journal of Studies and Research in Human Geography, vol. 2, p. 95-100.
44. Van der Zee, E., Bertocchi, D. (2018). *Finding Patterns in Urban Tourist Behaviour: a Social Network Analysis Approach Based on TripAdvisor Reviews,* Information Technology & Tourism, vol. 20, p. 153–180, doi.org/10.1007/s40558-018-0128-5.
45. Verma, R. (2010), *Customer Choice Modeling in Hospitality Services: A Review of Past Research and Discussion of Some New Applications,* Cornell Hospitality Quarterly, vol. 51 (4), p. 470 –478, doi: 10.1177/1938965510378829.
46. Wong, B.K.M., Musa, G., Taha, A.Z. (2017), *Malaysia my Second Home: The influence of Push and Pull Motivations on Satisfaction*, Tourism Management, vol. 61, p. 394-410, https://doi.org/10.1016/j.tourman.2017.03.003.
47. Ye, B.H., Luo, J.M., Vu, H.Q. (2018), *Spatial and Temporal Analysis of Accommodation Preference Based on Online Reviews,* Journal of Destination Marketing & Management, vol. 9, p.288-299.
48. Yfantidou, G., Costa, G., Michalopoulou, M. (2011), *Human needs determining the profiles of popular tourist roles in Greece,* Studies in Physical Culture and Tourism, vol 18, no. 1, p.59-70.
49. Central Bureau of Statistics Aruba (2014), *Tourism,* Central Bureau of Statistics, Oranjestad.

50. Luxembourg: Publications Office of the European Union, (2018), *The EU in The World 2018 Edition,* Imprimerie Centrale in Luxembourg, DOI: 10.2785/990579.
51. Master Planul pentru Dezvoltarea Turismului Național 2007-2026, part 1 – http://turism.gov.ro/web/wp-content/uploads/2017/05/masterplan_partea1.pdf, accesed on 10.11.2018.
52. Observatori del Turisme a Barcelona ciutat i regio (2017), *2017 Barcelona Tourism Activity Report,* https://ajuntament.barcelona.cat/turisme/en/estadistiques_enquestes, accessed on 27.04.2019.
53. Strategia de dezvoltare a municipiului Cluj-Napoca, 2014-2020 - http://cmpg.ro/wp-content/uploads/2015/05/strategie-cluj-napoca-2014-2020.pdf accessed on 14.11.2018.
54. World Economic Forum (2017), *The Travel&Tourism Competitiveness Report 2017*.
55. United Nations World Tourism Organization (2018), UNWTO Tourism Highlights, 2018 Edition, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284419876, https://www.e-unwto.org/doi/pdf/10.18111/9789284419876, accessed on 08.10.2018.
56. UNWTO – Understanding Tourism Basic Glossary, http://cf.cdn.unwto.org/sites/all/files/docpdf/glossaryenrev.pdf, accessed on 08.10.2018.
57. http://statistici.insse.ro:8077/tempo-online/#/pages/tables/insse-table, accessed 20 December 2018.

STUDIA UBB GEOGRAPHIA, LXIV 1, 2019 (p. 109-123)
(RECOMMENDED CITATION)
DOI:10.24193/subbgeogr.2019.1.07

A SOCIOLINGUISTIC APPROACH TO PROFESSIONAL IDENTITY CONSTRUCTION IN TOURISM

SILVIA BLANCA IRIMIEA[1]

ABSTRACT. – A Sociolinguistic Approach to Professional Identity Construction in Tourism. Identity is an issue that affects all society and all professions, including tourism professions. The process of professional identity construction and/or reconstruction is not reserved only to the academia and to the specialised training institutions, but has become a complex process laid bare for public debate by the media and engaging Web 2.0 and many other societal institutions and processes. If the process has been widely discussed from the point of view of the professionals' training for different careers (management, communication, marketing, hospitality) or from that of tourist identities (Harrison, 2003; Thurlow & Jaworsky, 2010) and tourism relationships (Thurlow & Jaworsky, 2010), professional group identity in tourism has received less research attention from sociolinguists. Thus, it is the purpose of the present study to address some sociolinguistic considerations that have acquired relevance in the identity formation of groups of employees in tourism based on discourse and interactional sociolinguistic aspects. While surveying the early contributions of Goffman (1950s), Sacks (1960s), Schegloff (1987) and the further advancements in the field (Van Dijk, 1993, 1997; Drew and Heritage, 1993, Miller, 1994; Stubbe, 1998; Cicourel, 2003; 2003; Koester, 2004; Richards, 2006), the study is focused on the case of group identity formation in travel agencies. Finally, it seeks to reveal the temporary nature of identities, the lack of concern of travel agencies for the constriction, reconstruction, survival of group identity.

Keywords: *group identity, tourist identity, professional identity, group identity construction, representation, misrepresentation.*

[1] *Faculty of Letters, Babeș-Bolyai University of Cluj-Napoca, Romania; Director of the Centre for Tourism Training, s_irimiea@yahoo.com*

Introduction

Identity is an issue that concerns all members of society, who display both their personal identities and the identities or roles assumed by them or assigned to them by the professional group they belong to. Identity has become the object of public analysis whereby the media, PR specialists and politicians lay bare identities for public consumption. Groups construct political identities to win popular support, to promote corporate identities and to impose control on employees and customers.

The process of identity construction itself has entered a new, more complex level as many factors, one of which is the Web, contribute to its making. Nowadays, the Web offers multiple representations and the possibility of creating many parallel, or coexisting identities, each valid for a specific domain or setting.

The issue of identity construction has a rather short tradition, which acquired prominence and consistency in the 1990s, although the 1950s works of Goffman and Harold Garfinkel in ethnomethodology, those of Harvey Sacks (1960s) in conversation analysis, and Schegloff's (1987) contributions influenced to a great extent the push towards studies in identity creation. Thus, the contributions to the issue of identity construction have come from several traditions, such as interactional sociolinguistics, conversational analysis, ethnographic studies, institutional discourse studies, workplace interactional analyses, and many other disciplines.

Even the process of data collection on these processes was challenged by the questions that surround the representation of self (Atkinson and Silverman, 1997; MacLure, 1993) and all the known and unknown aspects that lie behind it. In 1998 Craib asserted that 'The central feature of the self in modern society is its reflexibility, a constant questioning and reconstruction in a lifetime project' and that 'We are constantly constructing and revising our personal stories and so reconstructing ourselves' (p. 2).

Identity (re)creation like other research areas has acquired a sociolinguistic turn becoming the object of dissection for sociolinguists. Many linguists have attended to discourse structure, interactional discourse, looking for patterns that could be related to 'structures' or 'orders' of society and ideology. According to conversation analysts, the sort of structuring that interactants are subject to in a conversation and reproduce in their talk already represents a core dimension of *social* structure (Jaworski and Coupland, 2014). Conversational production is linked to the production of social order (idem) and can, thus, through micro-level (linguistic, textual, intertextual) insights explain macro-level (societal, ideological, cultural, etc.) processes, all of which are reflections of identities or group identities.

The concept of *identity* in relation to discourse can be variously defined. It can represent a variable accounting for the use of particular linguistic or discourse devices, or a means of referring to and making reference to and inferencing about self and others (Zimmerman, 1998). Identity has been studied within the field of workplace interaction (Stubbe, 1998; Cicourel, 2003; Koester, 2004), by institutional discourse analysts (Drew and Heritage, 1993; Miller, 1994) and interactional sociolinguists.

In tourism, the issue has been approached by sociologists like Thurlow and Jaworsky (2010) who discuss both *tourist identities* as reshaped by the global *community of practice* and the prevalent role of language in creating host-tourist identities and interactions. Following Van Dijk's lead (1993, 1997), Hannam and Knox (2015) speak about the construction and display of identities, of social relations and knowledge, and the construction of social and cultural means in the achievement of tourism-specific actions. The association of everyday social and cultural means with the category of 'context' in which actions occur create the premise for an interdisciplinary and transdisciplinary study between tourism, interactional sociolinguistics, and other disciplines. These assertions coupled with the lack of determinacy create the premises for vast and entangled processes that cannot be solved by one research tradition, but call for an interdisciplinary, integrative perspective that could embrace several investigation methods and insights.

Amid these developments and challenges, the present study seeks to tackle such issues as the construction, the reconstruction and the display of identities in professional contexts. The study is focused on a particular, but less investigated environment, that of tourism agencies. At the same time, the study is intended to reveal the advancements made in the field and the interdisciplinary nature of the processes involved in identity construction. The study points to the difficulty of drawing up generalisations regarding the features and conditions of group identity (re)creation in the absence of consistent empirical and corpus studies.

Group identity

The impenetrability of the processes by which the self is constructed or reconstructed has attracted the interest of many researchers. The investigation of the self and group identity has called Bolinger's attention, who observed that 'there is no limit to the ways in which human beings league themselves together for self-identification, security, gain, amusement, worship, or any other purposes that are held in common' (1975:333). Thus, groups have been formed for some particular reasons, mutually recognised by its members. Groups have acquired a distinctive identity based on the reasons that brought them together and were further on nurtured by the established group relationships. However, little is known about these processes and one way to get to them is to study the human interactions that emerge within those groups. (Richards, 2006). Group identity and relationships have become more important for researchers, in particular as such groups have come together for the purpose of achieving common goals, such as professional, societal, etc., thus establishing professional communities with identifiable, common goals and identities.

Gradually, following the progress of society and economy, researchers turned their investigations to the world of business groups and interactions in an attempt to understand the multiple processes and ties that keep individuals together and loyal to their community. Interest has, thus, moved towards the collaborative professional group, towards the importance of mutually supportive teams and the ways in which the cultures that help them flourish and survive could be developed.

To this end, investigations followed the interactional bases that generated the groups and kept them flourishing. Other research threads examined the psychological aspects that kept groups together, for example, 'group psychology', and focused on aspects which could shed light on how groups acted and achieved their common goals, on how they turned successful or how they failed. It has been assumed that such groups have created their own processes based on interactional patterns (including the decision-making ones), some of which have accounted for their success. These decisions, which do not emerge overnight, are the result of talks and interactional practices fostered within the group, which emerge as part of the group's interactional identity, and which should be different from those of other groups. The interactional group identity is developed through many meetings, formal or informal encounters, spontaneous talks or planned ones (Richards, 2006). Some researchers wandered whether these interactional patterns are traceable in the everyday talk of the group, whether they represent a feature of the evolution of all collaborative enterprises, or whether they can be detrimental to the groups isolating them and making them more vulnerable.

(Collaborative) professional group identity

Identity is formed through action and refers to the construction, the reaffirmation or reconstruction of identities. The processes that are involved are partially reflected in the formal and informal, individual and group talks, in the way members of a group position themselves vis-à-vis one another and the outside world. Some of the traces or reflections of these processes are identifiable and revealed both deliberately or accidentally. However, since the semiotic resources that professionals use to state or restate their status are so immensely varied, rich and subtle that our conscious control over them is limited, and so is our capacity to understand them. It is this diversity of forms of expressions and the limitless forms of individual linguistic behavior that make sociolinguistic generalisations less valid and sustainable. In addition, the variety and breadth of professional environments, each with its specific features, to which other sociological factors such as education, and human traits such as trust, confidence, loyalty, etc. may influence to a great extent the sociolinguistic behavior of a member of a specific professional community, increasing or limiting his individual contribution to group identity.

Group identity cannot be static, as it is subject to permanent changes and influences that result from the intercourses that the group has with the outside world as it redefines itself vis-à-vis all the outside influences. Even labels attributed to groups of professionals, such as ‘Our ITs’ may change over time, as they reflect a particular perspective on the group which captures a major feature or some representative features of that group at a certain moment. The perspective itself may change or may be revised as a consequence of the changes that occur in the ‘standard description’ or perception, as the dynamic processes of identity construction and as the group redefines itself through its interaction with the outside world.

Thus, the process of identity (re)construction is an ongoing process, but, once a group identity is created, it does not necessarily last. Richards (2006) speaks of successful groups and of groups, which, in spite of their temporary success, eventually, failed. His research was intended to highlight the nature of three successful professional groups and the interactional foundations on which they were built, but which eventually broke up. The research took Richards (idem) well beyond the borders of linguistic study, into group psychology and the reasons that might have called for the inappropriate decisions that contributed to the dissolution of group. Richards asks himself whether the traces of the patterns that may lead to break-ups can be detected in the everyday talks of such groups as well as a feature inherent to the evolution of the groups that might eventually undermine its own existence or constitution.

The *Membership Categorisation Analysis* once launched by Sacks (1992 a and b) and other followers (Hester and Heglin, 1997; Psathas, 1999; Lepper, 2000) has mapped out a research tradition that shows how the membership of a given category (e.g. ‘doctor’, ‘mother’, etc.) is made relevant through the use of Membership Categorisation Devices and related rules. MCA has developed in parallel with other traditions from common ethnomethodological roots. In turn, ethnomethodology established itself as a tradition characterised by a diversity of forms and directions with overlapping strands of inquiry, with resemblances and differences. Two such traditions are 'conversation analysis' and MCA, both with their origins in the work of Sacks (1992 a and b), but which have developed independently of each other. While conversation analysis has focused on the sequence of features in interactions, MCA was aimed at the *categorisation* aspects of social interactions. However, Hester and Heglin suggest that 'both the sequential and the categorization aspects inform each other' (1997, p. 2). They further assume that the particular sequence of items used in an interaction depends on the membership categories of the speakers and conclude that 'social identity provides a sense of the (sequentially organized) talk, just as the talk provides for a sense of social identity' (idem). They also admit that 'in practice these aspects (the sequential and categorisational) are so closely intertwined as to be separable only for the purposes of analysis' (1997, p. 3). In this respect, they say that teachers, for example, are recognised as teachers by virtue of the production of particular sorts of sequentially positioned utterances. Membership categories (as described by Sacks) are classifications or social types that may be used to describe persons (idem). The assumption that 'collectivities' can be regarded in the same way as personal membership categories originated in Sacks' work, who also anticipated the development of the concept of 'classes'. Collectivities or 'collectivity (membership) categorisations' range from named institutions to general designations, such as 'systems' (e.g. 'the legal system', 'state bureaucracy', etc.). Hester and Heglin point out that the way in which the use of such categories displays organisational features similar to those in relation to personal membership categories are not to be presumed a priori' and say that they 'are a matter for empirical investigation' (1997, p. 3).

According to Sacks, 'Membership categorization devices' are 'any collection of membership categories, containing at least a category, which may be applied to some population containing at least one member, so as to provide, by the use of some rules of application, for the pairing of at least a population member and a categorisation device member'. In other words, a MCD is both a collection and rules of application.

Sacks provides two rules for applying membership categories. The first of these two rules is the *economy rule*, which speaks for the adequacy of using a single membership category to describe a member of a population. His does not mean that one member or person cannot be described in terms of several categories, but that in order for a person to be recognised a single category would be sufficient. Thus, for the introduction of a person it would be fair and enough to use one membership category instead of providing more categories.

For example, a description like 'he's my university colleague' would supply all the necessary information. The second rule of application is the *consistency rule* and holds that 'if some population of persons is being categorised [...], then that category or other categories of the same collection may be used to categorise further members of the population' (Sacks, 1974 a, p. 219).

Sacks also speaks about the concept of 'boundedness', which is another hallmark of his conceptual framework, by which he means activities that are carried out by members of particular categories.

The attention given to the interaction of professional groups has stimulated further research and developments in the field. Drew and Heritage (1993) explored the relationship between ordinary conversations and institutional interaction and pointed out the ways in which institutional realities are made relevant and are traceable in interactions. In their 1993 work Drew and Heritage highlight the goal orientations, the specific and particular constraints on allowable inferential frameworks, while, in a later book, Drew and Sorjonen (1997) focus on orientation to institutional identities through person reference, lexical choice, grammar forms, turn-taking and institutionally specific inferences. Drew (2003) notes that in spite of the fact that each speaker, whether client or institutional representative, designs his /her own language in order to achieve particular institutional or professional goals, much of the institutional reality is made evident in the talk. The particularities of talk design vary from institution to institution and from encounter to encounter 'but there is clear evidence that particular linguistic phenomena can be traced through their use in a range of different institutional settings' (Richards, 2006, p. 8).

Beyond the ways in which institutional speaking is made relevant through talk, Arminen (2002) draws attention to the fact that institutional realities are made relevant 'in the way in which the constitution of the talk reveals the institutional resources that are used to perform relevant tasks' (Richards, 2006:8). This leads to the assumption that institutional interaction does not reveal only the peculiarities of some given situations, but that it also captures the wider context of institutional norms and practices. Miller renders this broader significance of institutional discourse and its features. First, he notes that 'institutional discourses consist of the fundamental assumptions, concerns, and vocabularies of members of settings and their usual ways of interacting with one another', then he argues that institutional discourses are 'standardised frameworks for anticipating, acting in, and reflecting on social settings and interactions' and, finally, he admits that 'They allow and constrain setting members to organise their interactions as instances of standardized types of social relationships and produce conditions for responding to issues in predictable ways' (1994, p. 282-3).

A greater emphasis was placed on the reflexive relationship between local activities and workplace discourses (Cicourel, 2003) where the subtleties of the interplay between social and institutional activity were captured. Similarly, Koester's (2004) investigations into the relationship between relational and transactional exchanges provide insights into the use of relational sequences. Further studies shed light on everyday workplace interactions (Stubbe, 1998) insisting on exchanges that are part of institutional life but do not stand for formal business encounters.

Gradually, these studies have shown that participants in interactions draw on a wide range of interactional resources and, in spite of the fact that the interactional resources are rather familiar and common, the ways in which they are used are personal and surprising (Richards, 2006).

An interesting approach that is helpful in the analysis of group interaction is Goffman's distinction between front and back stage activities. Goffman proposes the concept of a *region*, which is 'any place that is bounded to some degree by barriers of perception' and makes a clear distinction between a *front region* (where the professional performance takes place) and a *back region* (where all considerations applying in the front are suspended). Goffman goes further suggesting that in western society there are two corresponding behavioural languages associated with the two settings and describes them in the following words: 'The backstage language consists of reciprocal first-naming, cooperative decision-making, profanity, open sexual remarks, elaborate gripping, smoking, informal dress, "sloppy" sitting and standing posture, use of dialect or sub-standard speech, etc.' (1959/1971, p. 129). In regard to front stage behavior language, he takes it to be 'the absence' or the 'opposite' of all the mentioned features. Richards (2006) suggests that in large organisations the front office is a locus for the interaction between clients and employees, while the back regions stand for the separation of insiders from outsiders (clients). This is also the place where complex interactional behaviours come into play. Critics of the approach recognise that such a characterisation is needed but suggest that the complexities of reality call for a characterisation that could respond to them. A new characterisation should differentiate between front and back stage and front and back region, where the former should stand for physical settings and the latter for specific behavioural constructions within these settings (Richards, 2006). Sarangi and Roberts (1999) use Goffman's distinction between front and back region activities, but develop their own approach in terms of front and back stage. They distinguish *frontstage* studies, focused on insider/outsider encounters, from *backstage* studies where the emphasis is laid on how the institutional world and professional knowledge are constructed. They also suggest that these differences may account for the ways in which the professional world is created backstage and represented frontstage (Richards, 2006). In his 2006 book, Richards draws on these assumptions and demonstrates how participants use 'representations of frontstage realities as a resource in their construction of collaborative identity' (p. 11).

One further remark regarding the construction of identities is that the process depends on a variety of local practices and on the history behind it (Richards, 2006). In this respect, Richards (2006, p. 12) admits that 'Nothing happens of itself; somewhere there is a history, somehow there are consequences'. This leads to another remark, that the analysis of identity construction does not lend itself to generalisations of any kind but may capture the *uniqueness* of the particular (idem).

Group identity in travel agencies

Sociolinguistic investigations into tourism and its language were undertaken by many researchers. One of the notable and pioneering books in the sociology of tourism was Graham Dann's seminal book 'The Language of Tourism: A Sociolinguistic Perspective' (Irimiea, 2018). Dann looks at how tourism uses language as means of social control in hotels and resorts (idem). According to Dann, a hotel, for example, can be considered 'as an establishment which encapsulates tourists protecting them from outside dangers' and affirms that 'Through its total institution-like qualities, the hotel above all manages its protégés' (1996:88). Dann quotes Wood's assumption that hotels 'are in essence agents of social control' (Wood, 1994 quoted in Dann, 1996:88), and that 'the larger the hotel the greater the social control exercised by the management' (Wood, 1994 cited in Dann, 1996:88). We can thus assume that in a most general sense, social control is a regulation of human behavior and tourists recognize that there are both implicit obligations to use the services provided by a hotel as well as constraints upon their enjoyment (Irimiea, 2018). Dann's book stimulated and influenced other sociolinguistic investigations into the language of tourism (Thurlow and Jaworsky, 2003; Jaworsky and Pritchard (eds.) 2005; Cappelli, 2006; Fox 2006b; Phipps, 2006; Brice, 2007; Jaworsky, Thurlow, Ylanne-McEwen and Lawson, 2007), which insisted rather on language as 'a creator of identities, power and social differences in the context of tourism' (Fox, 2008: 20).

The language of tourism as the language of social control and its role in the textualization and (re)contextualization of identity and relationship in tourism discourse was discussed by Thurlow and Jaworsky (2003), but the issue of travel agencies as containers of customs, beliefs and values that shape their identity and that must be further on transmitted to the public has not been tackled. Nor have the methods that managers, leaders or simply employees employ to reach this end been discussed from the sociological and linguistic point of view.

In tourism the employees' move from one job to another, or from one group to another is more dynamic for the mere reason that many jobs are seasonal. Many jobs in the industry, such as those of travel agent, travel guide, resort manager, etc. depend on seasonal occupational policies and the employees' own preference given to one company or another. In such profession-specific conditions, group identity can hardly flourish in spite of the efforts of managers or loyal employees to keep to a group identity or culture.

More stable groups and group identities can be built in the hotel sector, where groups are carefully built on the basis of well-established recruitment requirements and policies. These groups are thereafter monitored and consolidated by skillful managers or leaders. Such groups, mainly identifiable by the departments they work in, are based on common, understood and accepted goals, on shared practices, values, on mutual trust, confidence and reciprocal satisfaction. Group identity is carefully built around these principles and affordances, most of which make up the 'culture' of the group or company. Strong groups hold to their shared values and practices and make the members proud of their belonging to such groups. This is also something that managers or leaders appreciate most and seek to enhance.

On the other hand, the identities created through a guide-tourist encounter are based on a relationship that lasts for a few hours, days, months or more. They are temporary identities established on the ground of their common, shared settings, topics and the participants' willed adherence to the group as well as their desire to stay as a member of that temporary group. The new group identity is an agreed one established for the period of time of the common experience, where the participants partly give in their own identities to become visitors/tourists animated by the desire to visit places, to enjoy their unique experience and, finally, have fun. This new, shared or collective identity is reflected in the frequent use of pronouns like 'we' (as in 'We shall visit..., We shall see…,) 'our' (as in 'our trip', 'our programme', etc.). The new, collective identity is dropped as soon as the tourists return to their homes, but crops up in their interactions whenever they are reminiscing episodes of their experience, when they refer to the shared tourist identity with words like 'we visited', 'we all enjoyed...', etc.

This example contrasts with the strong, individual and professional identities revealed by the travel agent- tourist (sales) encounters or interactions. In this particular situation, neither participant declines his/her own personal and professional identity for any moment during the conversation. This keeping to one's own personal, professional or social affiliation is manifest in the utterances made in which the travel agent adopts his/her professional role/identity and consequently behaves and speaks like one. The social and professional distance created by the two roles does not enhance a shared perspective and the adoption of a temporarily agreed on, common, group identity and relationships.

As a result of the investigation of the views some travel agency workers (from several agencies) have on group identity, many agreed that the professional group identity is reflected within the group through their common goal, common interest which rests on the fulfilment of job responsibilities. Since travel agencies are small firms, their managers do not seek to transmit too much of what might be termed 'group identity' nor nurture the awareness of a common culture. Agents or workers are required to achieve high level communication and sales targets, they are made aware of the common goals, but are less instructed on the mechanics of how group identity is fostered in the firm/agency. Reversibly, raising awareness of group identity is a constant concern for larger, international and consolidated travel agencies which are aware of the role played by representing a trustworthy company and of cultivating its identity both within and outside the company.

If asked what methods do companies or agencies use to form, maintain and consolidate group identity, travel agents agreed that each agency would design or use its own methods. However, they mentioned the following characteristics: enhancing mutual respect, reciprocal assistance and willingness to help colleagues achieve the common goals and the concern to create a pleasant atmosphere. A company strategy that necessarily fosters group identity and company loyalty is ensuring satisfactory salaries, bonuses, and gratifications where and whenever this is possible. Attending to the welfare of the employees and showing concern for their wellbeing is also part of the aspects that enhance group boundedness and loyalty. In addition, the medium-term prospects of promotion and other benefits, even the acquisition of a broader experience would make employees keep to a company and adhere to its culture and value its identity.

Larger and well-established companies offer in-house training to their employees and a significant subject taught is company identity and how it is expressed in everyday encounters and activities both with the staff and the clients (outsiders).

Do companies or smaller agencies use sanctions or punishments for the inadequate conduct or misconduct of their employees who flout the obligation to promote company or group identity? The measures taken by managers for cases of misconduct range from verbal notifications to financial or salary cuts. In more serious cases, when the employees fail to attend to their responsibilities and purposefully ignore the characteristics that stand for their group identity, the managers may resort to the dismissal of the guilty employees.

Very often, especially younger employees are more inclined to leave the company or the agency when they are dissatisfied on the following grounds: their incapacity to cope with company work and workload, incapacity to adapt to the group and its characteristics or rules, mistrust and lack of confidence in the management and their decisions, lack of adequate or friendly working conditions and environment, an unfriendly group identity to which the employees cannot adhere, lack of incentives and many other.

However, from the perspective of employees, the main characteristics that travel company employees can transmit to the clients in respect of group identity are: professionalism, involvement, honesty, confidence, friendliness and common sense. The degree to which professionals working in a travel agency are aware or are made aware of these characteristics and the necessity to convey the right message to the public in their professional encounters depends on the management and their capacity to enhance both the required skills and the appropriate competences. It is the management members or experts who must duly inform the employees of their group responsibilities and develop the employees' skills to work with both backstage and frontstage characteristics.

In order to ensure a smooth, efficient and reliable group identity construction local practices and the history of the company must be taken into account. Perhaps Richards' remarks that 'Nothing happens of itself; somewhere there is a history, somehow there are consequences' (2006, p. 12) should be remembered and followed. Yet, no analysis of identity construction lends itself to generalisations, so more and more insightful investigations should be carried out in order to find commonalities and differences regarding the way in which company or group identity is formed and fostered.

Conclusions

The construction of identity has been approached by many sociologists and linguists for almost three decades. The present study sought to add an empirical perspective to the research heritage. Its focus is, however, limited to the discussion of the identity construction of tourism agency employees. The background for the study was provided by a brief survey of the major contributions to the definition and development of identity studies. While surveying the advancements made in the field (Goffman, 1950; Sacks, 1960;

Schegloff, 1987) and emphasising the interdisciplinary nature of the processes involved in the identity construction of groups, the study highlights the interdisciplinary nature of the processes and of the perspectives involved in the identity construction of groups.

In tourism the research on identity construction or reconstruction was mainly focused on tourist identities (Harrison, 2003; Thurlow & Jaworsky, 2010) and relationships in tourism (Thurlow & Jaworsky, 2010) and showed little interest in professional group identity. In a period in which sociological perspectives permeated practically all research areas, the present study looks at some sociolinguistic considerations that have acquired relevance in the identity formation of groups of employees in tourism. The perspective is informed by discourse and interactional sociolinguistic concepts and views.

In line with the assumption that institutional interaction reveals both the peculiarities of some given situations and the wider underlying context of norms and practices (Richards, 2006), the study pointed out the insubstantial and unsuccessful practices of managers of tourism agencies. The findings resulting from the discussions carried out with employees of some tourism agencies based in the Romanian city of Cluj-Napoca revealed that the agents were little aware of what group identity, in this particular case, agency identity really meant. Their representation of group identity was the result of their own opinions, as no one attended to their purposeful instruction in matters of agency identity, nor did anyone raise their awareness of the relevance of what group identity means and what significance or impact it may have on the agency's interaction with its customers (or outside world). The lack of involvement of those in charge (managers, group heads and employees themselves) in the process of group identity construction, reconstruction or identity survival and its control result, in most cases, in group disintegration. The study did not examine the linguistic aspects involved in the process of identity construction through social and professional interaction, instead its purpose was to lay bare some aspects that account for the misrepresentation and failure of group identity representation.

REFERENCES

1. Atkinson, P. & Silverman, D. (1997), Kunderas Immortality: The Interview Society and the Invention of the Self, *Qualitative Inquiry* 3, pp 304–25.
2. Arminen, I. (2002), Design-oriented Sociology, *Acta Sociologica*, Vol.2, No.4, December 1, 2002, pp 315-332.
3. Bolinger, D. (1975), *Aspects of Language*, 2nd ed., Harcort.

4. Cicourel, A. (2003), On Contextualizing Applied Linguistic Research in the Workplace, *Applied Linguistics*, Vol. 24, No 3, Sep 2003, pp. 360-73.
5. Craib, I. (1998), *Experiencing Identity*, Sage.
6. Drew, P. (2003a), Comparative analysis of talk-in-interaction in different institutional settings: A sketch, in Glenn, P., LeBaron, C.D., Mandelbaum, Jenny, eds., *Studies in Language and Social Interaction: In honor of Robert Hopper*, Mahwah, NJ, Lawrence Erlbaum, pp. 293-308.
7. Drew, P. (2003b), Precision and exaggeration in interaction, *American Sociological Review*, vol. 68, pp. 917-938.
8. *Drew*, P. & *Heritage,* J. (1993), *Talk at Work: Interaction in Institutional Settings*, Cambridge University Press.
9. Drew, P. & Sorjonen, Marja-Leena (1997), Institutional dialogue, in van Dijk T.A. (ed.), *Discourse Studies: A Multidisciplinary Introduction*, Sage, London, pp. 92-118.
10. Garfinkel, H. (1967), *Studies in Ethnomethodology*, Prentice Hall.
11. Goffman, E. (1981), *Forms of Talk*, University of Pennsylvania Press.
12. Hannam, K, & Knox, D. (2015), *Understanding Tourism: A critical Introduction,* Sage.
13. Hester, S. & Eglin, P. (1997), Culture in Action: Studies in Membership Categorization Analysis, *Studies in Ethnomethodology and Conversation Analysis*, International Institute for Ethnomethodology and Conversation Analysis, University Press of America, Washington DC. *https://books.google.ro/books?hl=en&lr=&id=tT7FxxMnXH0C&oi=fnd&pg=PR4&dq=membership+categorization+analysis&ots=TsC80B9sPD&sig=WHP2Edvyoqihr7gyzGA3k7EdWWU&redir_esc=y#v=onepage&q=membership%20categorization%20analysis&f=false*, last accessed on 8 Nov. 2018.
14. Irimiea, Silvia Blanca (2018), The Relationship between the Language of Tourism, Tourism and Sociology, *European Journal of Social Science Education and Research,* May-August 2018, Vol. 5, Issue 2, ISSN 2411-9563, pp. 139-151.
15. Irimiea, Silvia Blanca (2019), *Discourse and Society*, Presa Universitară Clujeană.
16. Jaworski, A. & Coupland, N., eds. (2014), *The Discourse Reader*, Routledge, London.
17. Koester, A. (2004), *The Language of Work*, Routledge.
18. MacLure, Maggie (1993), Arguing for Your Self: identity as an organising principle in teachers' jobs and lives, *British Educational Research Journal*, Vol. 19, no 4, Sept 1993, pp. 311-322.
19. Miller, Margaret A. (1994), Pressures to measure faculty work, *New Directions for Institutional Research*, Volume 1994, Issue 83, pp 5-14.
20. Richards, K. (2006), *Language and Professional Identity: Aspects of Collaborative Interaction*, Palgrave Macmillan.
21. Sacks, H. (1963), Sociological Description, *Berkeley Journal of Sociology,* 8, 1963, pp 1–16.
22. Sacks, H. (1967), The Search for Help. No One to Turn to, in E.S. Schneidman (ed) *Essays in Self Destruction*, Science House, New York, pp. 203–223.
23. Sacks, H. (1974), An analysis of the course of a joke's telling in conversation, in Sherzer, J. & Bauman, R. (eds.), *Explorations in the Ethnography of Speaking*, Cambridge University Press, London, pp. 337-53.

24. Sacks, H. (1992), *Lectures on Conversation,* Volumes I and II, Edited by G. Jefferson with Introduction by E.A. Schegloff, Blackwell, Oxford.
25. Sacks, H., Schegloff, E.A., Jefferson, G. (1974), A simplest systematics for the organization of turn-taking for conversation, *Language*, vol. 50, no. 4, pp. 696–735.
26. Schegloff, E.A. (1987), Some Sources of Misunderstanding in Talk-in-Interaction, *Linguistics,* vol. 25, no. 1, pp. 201–218.
27. Thurlow, C. & Jaworsky, A. (2010), *Tourism Discourse*, Palgrave MacMillan.
28. Zimmerman, D.H. (1998), 0Identity, context and interaction, in Antaki, C. & Widdicombe, Sue (eds.) *Identities in Talk,* Sage, London.