

BABEȘ-BOLYAI UNIVERSITY CLUJ-NAPOCA

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PhD THESIS

ABSTRACT

**CLUJ - NAPOCA- URBAN TOURISM GEOGRAPHY
STUDY**

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Key words: tourism, city, infrastructure, tourism potential, patrimony, proposals, tourism management plan

INTRODUCTION

The paper called “Cluj-Napoca – urban tourism geography study” presents the status of Cluj-Napoca tourism sector based on a mixture of physical, geographical, historical and economic elements which have been influencing the emergence of tourism along the time. The purpose of the study is to make a detailed analysis of Cluj-Napoca tourism sector, from a geographical perspective, and to be able to answer in the end to a series of current questions directly related to the city’s development strategy from tourist point of view. Another attempt was to conduct a study meant to establish the profile of the tourist coming to visit this city as well as the tourist profile of the city itself through the assessment of a series of constitutive elements of the tourism sector that in the future may lead to a more clear vision regarding the segment of public whom the city addresses from a tourist point of view. Though this study has been conducted along six months, in collaboration with the city’s tourist Info Point Centre the results cannot be generalized, therefore a continuation of the study is needed. The main question arising was regarding the city’s potential to stand out from a tourist point of view as a national and international destination, the second question was regarding the city’s chances to become an European cultural capital in 2021 and up to what extent the authorities involved in the implementation of this project have agreed so far on the programs and strategies to follow for the accomplishment of this objective, and finally the third big question in this survey is related to the chances of tourism sector to become a basic “catalyser” in the urban revival process by completing the industries that have been declining along the past few years. The answer to these questions came out from the analysis of a series of constitutive elements of the tourism sector: the city’s tourist potential, the adjacent and tourism sector specific infrastructure, the types and forms of tourism practiced in the city of Cluj Napoca, the tourist flow and demand.

Starting from the hypothesis that tourism in the cities – in this case the city of Cluj - Napoca, may become the main “engine” of urban revival, the major objectives of this study are:

- to establish the city’s attractiveness potential through the inventory and assessment of natural and anthropic patrimony;
- to establish how much the city’s infrastructure is being valorised and concurs to the development of the tourist sector and also how the city’s infrastructure’s development can lead to the city’s economic development;
- to establish how the tourist flow has evolved along the time and how it has been influenced by outside factors (ex: global economic crisis);
- to make a profile of the tourists coming to visit the city as well as a “city’s tourist profile” based on the assessment by the tourists of a few reference indicators in international urban tourism

surveys; - to develop measures and proposals of tourist arrangement, prospecting and development. The accomplishment of each objective was based on the implementation of proper research methods and means.

METHODOLOGY AND RESEARCH MEANS

The first part of the paper presents the methods, means and data used in the research as well as a review of the literature having focused on issues such as urban tourism, tourist patrimony and potential, general and tourism related infrastructure, tourist flow and demand, all of these with a focus on urban centres. The research typology used in this paper was not singular, it was both qualitative, quantitative and mixed due to the complexity of the study and to the fact that several tourism fields were approached which need a certain particular type of research. For the qualitative research the following research methods were applied: the questioning method, the documenting method based on the available literature and official documents and the observation method. For the quantitative research the following research methods were used: the graphic method, the cartographic method, the data analysis and processing method, the observation and interpretation method.

RESEARCHES AND THE LEVEL OF INFORMATION IN URBAN TOURISM GEOGRAPHY

In the second chapter of the paper a review of literature was performed, per fields approached in the urban tourism paper, the tourist potential and patrimony, the tourist infrastructure, tourism forms, tourist flow and demand and the papers which make reference to the city of Cluj – Napoca. Literature was presented on two plans, refereed papers from the national and international academic environment, with the presentation per each field of the most relevant definitions, concepts and typologies. Also note the large number of articles published in various specialized magazines, with each author focusing differently on the constitutive elements of tourism sector in an urban centre. As for urban tourism studies approaching the city of Cluj Napoca, one may say that there is no complex study in this moment that should approach the tourism phenomenon from all points of view.

GEOGRAPHICAL LOCATION OF THE CITY OF CLUJ - NAPOCA

The city of Cluj – Napoca is located at the intersection of parallel 46°46' N with 23°36' E meridian, in the area of connection between Apuseni Mountains (Muntii Apuseni), Somesan Plateau (Podisul Somesan) and Transilvania Plain (Campia Transilvaniei), over a 179,5 km² surface, occupying Romania's central North-Western part.

Photo 1 Map of Cluj – Napoca city’s location in Romania and within the development regions



SHORT HISTORY OF THE CITY FROM PRE-ROMAN TIMES UNTIL NOWADAYS REGARDED AS A CURRENT TOURISM RESOURCE

History is one of the basic tourism resources in the city of Cluj Napoca, whether we speak about buildings, archaeological vestiges, facts or legends. These resources must be valorised properly, with special focus on the legends of the city, since every corner of the city has its own story which may arouse the interest of the visitors.

In pre-roman times Napoca Dacica was integrated and literature was written about the historical vestiges dating back from this period. Then followed the Roman age which proved to be a lot richer in historical vestiges which can now be valorised from a tourist point of view. During the migration period the city regressed and was strongly affected, mostly economically. The historical period which can currently be most valorised in tourism is the medieval one. From this period date the city’s main tourist attractions: the fortress wall with the Tailors’ Fort (Bastionul Croitorilor), the religious buildings (ex. St. Michael Church - Biserica Sfântul Mihail), the city’s current configuration. It was during the same period that a few historical characters stood out with a special influence over the city: Matei Corvin, Baba Novac, Mihai Viteazu, prince Gabriel Bethlen. There

followed an intermediary period from the medieval to the modern age which proved to be another difficult one, the same as during the 1848-1849 revolution. During the liberal age the city began to revive socially, culturally and economically, but then again between 1914-1944 another difficult period came between the two world wars. During the communist times the city tried to revive after the two world wars and also faced a strong industrialization process, the same like the other cities of Romania. During the post communist period the city tried to fight the communism's remnants and during the same times the city's tourism development plans started to fall into place. One can say that the history of the city of Cluj-Napoca is a controversial one, on one hand Hungarian historians support the idea that the city of Cluj (*Kolozsvár* in Hungarian language) is a creation of the Hungarian ethnic group, based on the long period of affiliation with the Austrian-Hungarian empire and the fact that most of the city's leaders had belonged to the Hungarian ethnic group. The city's leading positions were also occupied by Hungarian people. On the other hand, some historians support the idea of the Transylvanian Saxon population's contribution to the formation of what is nowadays called the city of Cluj - Napoca (*Klausenburg* in German language), the more that the ancient medieval fortress had the shape of the ancient Transilvanian medieval fortresses built by the Transylvanian Saxon people. Finally Romanian historians support the idea that the actual city is the descendant of the ancient Napoca, which is believed to have been populated by Romanians who were overrun and oppressed by both Transylvanian Saxon and Hungarian people along the time and lost their power. Regardless of which ethnic group brought its most contribution to the formation of the city, there must be a liaison between all these ethnic groups and their contribution to the formation of the current location must be acknowledged equally. The specificity of the city of Cluj Napoca comes precisely from the fact that along the ages three beautiful cultures and civilizations have lived together: the Romanian, Hungarian and Transylvanian Saxon.

CLUJ – NAPOCA CITY TOURIST POTENTIAL

The chapter “The tourist potential of the city of Cluj- Napoca” presents a review and analysis of the city's tourist attractions, both natural and anthropic. A number of 28 main tourist attractions of the city were distinctively presented with detailed description, information regarding the visiting (opening hours, ticket prices) as well as photos of the attraction. After the presentation and analysis of the tourist attractions one tried to establish whether the city of Cluj-Napoca has a tourist potential and how this can be valorised in the future for a better tourism development. Note that the city of Cluj Napoca is privileged by the fact that it is crossed by Someș river along its central part, a river that be considered a natural oasis more than necessary in daily urban agglomeration. The city also has a few lakes and secondary channels which, if properly managed,

can become a basic tourism resource. Unfortunately up to now no hydrographical element has been properly managed for tourist activity purpose or generating tourist flows.

Rețeaua hidrografică a orașului Cluj-Napoca

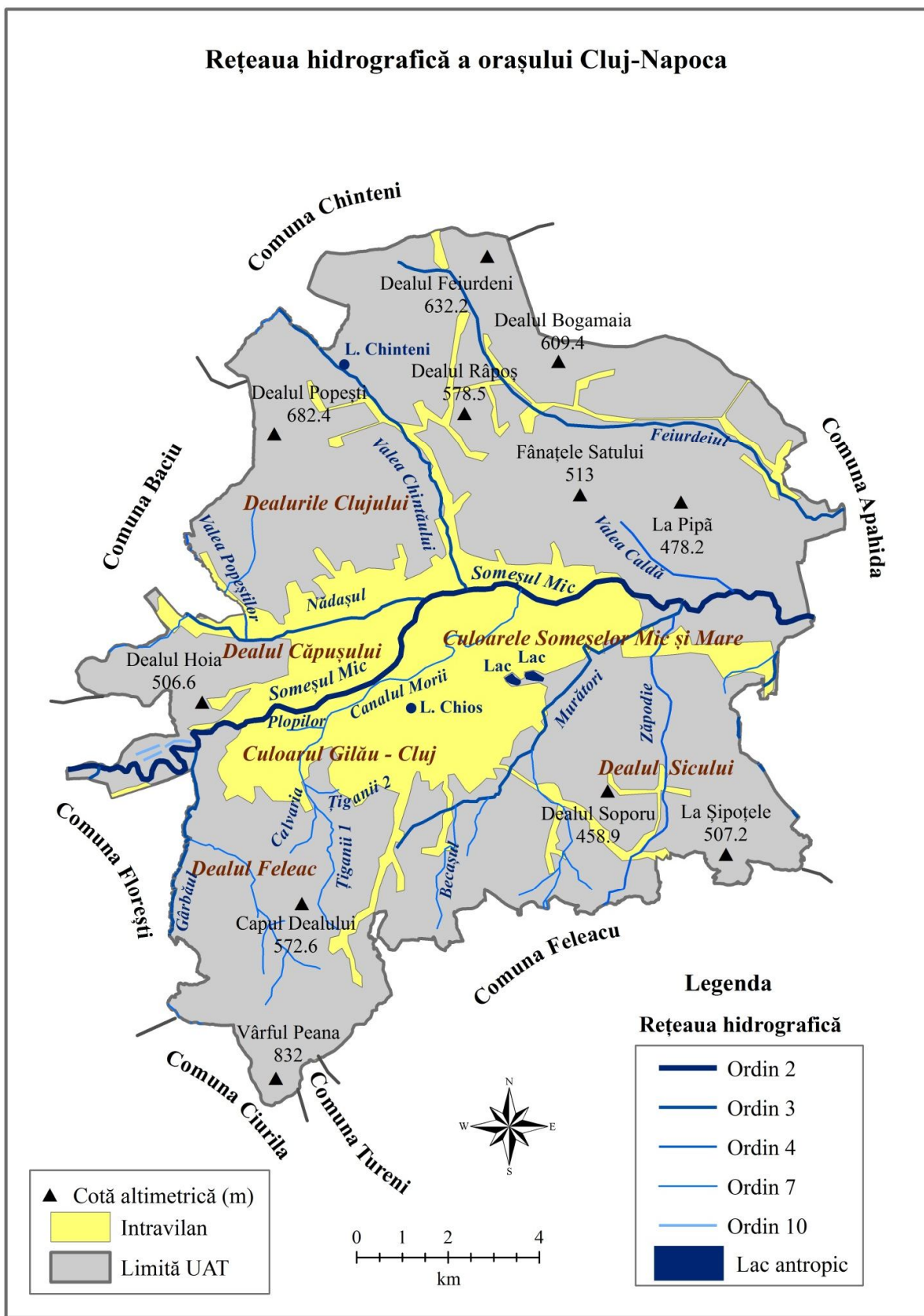


Photo 2 Cluj-Napoca city hydrographical network

Another natural element with tourist potential is the phytogeographic, represented by organized green spaces and forests on the city outskirts.

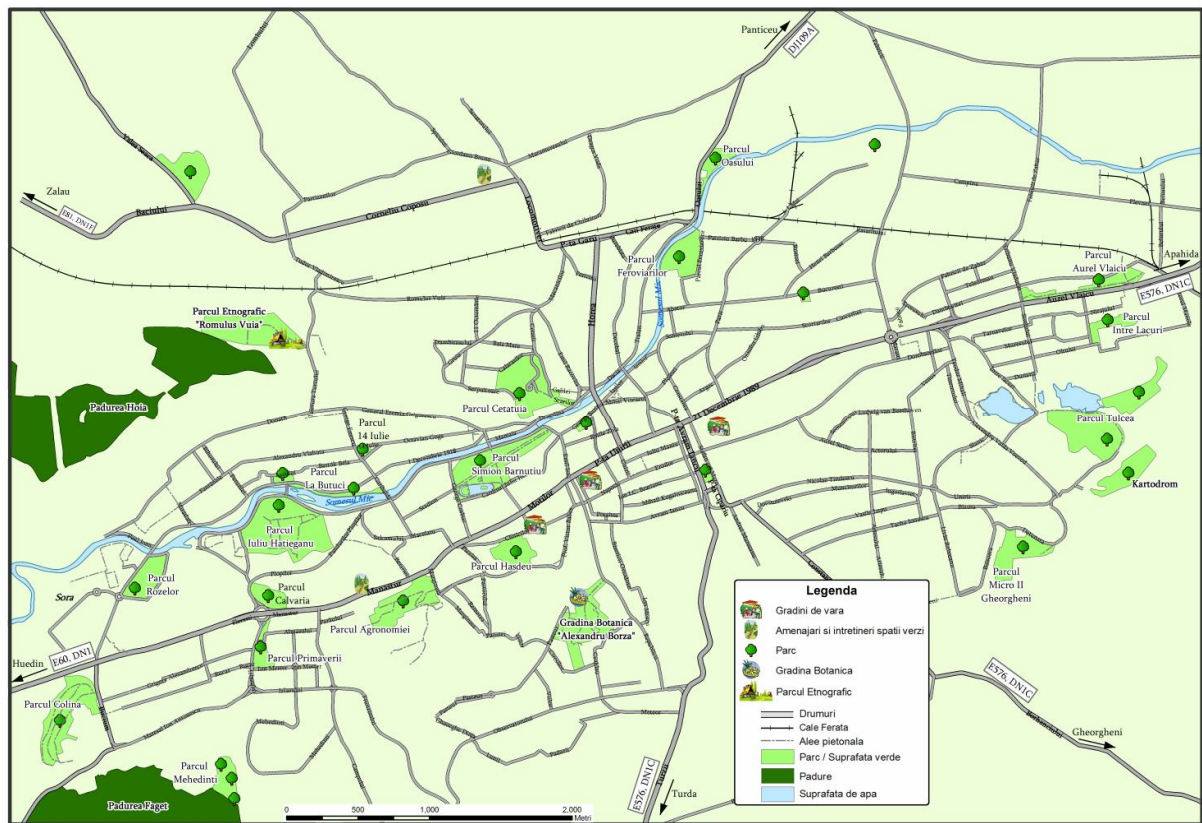


Photo 3 Cluj – Napoca green space map

In the same category of city natural tourist potential the hill like landscape was analyzed. This is mainly formed by hills which surround the city: Feleac Hill (Dealul Feleac) on the South, Cluj hills (dealurile Clujului) on the North with maximum heights on Lombului Peak (Vârful Lombului) (684 m), the Snail Hill Peak (Vârful Dealul Melcului) (617 m), Techintău Peak (Vârful Techintău) (633 m), Hoia Hills (dealurile Hoia) on the West with a maximum altitude of 506 m and Gârbăului Hill (Dealul Gârbăului) with a maximum altitude of 570 m, and Transilvaniei Plane (Câmpia Transilvaniei) starting on the East. In the city there is also a hill like landscape: Calvaria Hill (Dealul Calvaria) where “every centimetre breaths history” (Todiță, 2009, p.75) and Cetățuia Hill (Dealul Cetatua) which during the Middle Ages was called the Vineyard Hill (Dealul cu Vii) – on this hill the vineyard reached down to the foot of the hill and there was a Vauban style fortification representative for the Baroque style, built by the Hapsburg authorities during 1712-1735.

The topoclimates and microclimates of Cluj – Napoca were analyzed from the point of view of the conditions they create for the tourist act, whereas the geological elements were analyzed as basic factors of the current urban configuration. Other natural elements with tourist potential were also analyzed in the paper such as Baciului Canion (Cheile Baciului), Cluj Meadows (Fânețele Clujului) Botanical Reserves, the Valley of the Mill (Valea Morii) and Someșeni Baths (Băile Someșeni).

Within the analysis of the anthropic tourist potential one can distinguish two large categories: attractions with tourist function and festivals and events as a tourist resource. The main tourist attractions analyzed were: archaeological vestiges, historical, religious and cultural attractions, architectural complexes, monuments and statues, economic attractions.

Archaeological vestiges and historical attractions are particularly important in the tourist patrimony of a location, and the city of Cluj-Napoca as well keeps a few remnants of the past. The archaeological vestiges studied in this paper are: the building from the Roman Square (Piața Romană) on Victor Deleu street/ I.L. Caragiale park, the Roman building ruins from Unirii Square (Piata Unirii), the prehistoric graves from Polus mall. The historical attractions analyzed in the paper are: the Tailors' Fort (Bastionul Croitorilor), traces of the first medieval fortress ever existing here and the Locksmith's Tower (Turnul Lăcătușilor), also called the Firemen Tower (Turnul Pompierilor). Their importance for the city's tourist potential mostly comes from their age and then from the function that they had in the past. From an uniqueness point of view one could ascertain that similar edifices can also be found in other urban settlements from Transilvania.

Cultural attractions were also divided into several categories: museums, libraries, theatres, operas, universities and memorial houses. The same as for the previous attractions, these were also analyzed from the point of view of their age, uniqueness and current function. One also tried to emphasize the potential that all these attractions have in attracting a larger number of tourists. It was ascertained that cultural attractions have double potential of attracting tourists, both by the buildings and the activities which are organized inside the buildings. The museums were classified based on the specificity of the objects exposed and the following types were identified: history, art, ethnographic, natural sciences and profile museums. A file per attraction was made, for the Botanical Garden, the Pharmacy History Museum, the Art Museum, the Transilvania History Museum, the Ethnographic Museum (the open door section and the indoor section), the Water Museum, the Botanical Museum, the Speleology Museum, the Mineralogy Museum, the Zoological Museum, the Vivarium. As for libraries, only Lucian Blaga library was considered to have a tourist potential and consequently presented in this paper. For operas and theatres the Romanian National Theatre and Opera as well as the Hungarian State Theatre and Opera were analyzed, since these are

valuable for the tourism sector mostly via the activities which are organized in them. Cluj – Napoca universities analyzed in this paper were: Babeş – Bolyai University, the Technical University, Iuliu Hațieganu Medical and Pharmacy University, the Agricultural Sciences and Veterinary Medicine University. As for memorial houses there is no memorial house in Cluj Napoca open for visit, Emil Isac memorial house too having been closed in 1995 and given back to its rightful owners.

Religious attractions were classified based on the following criteria: the historical criteria or the age criteria – the older a religious edifice the more attractive to tourists; the architectonic style criteria, which reflects best the features of the ages when they were built. Based on this criteria the following church types were emphasized: churches built in Feudal times – IXth – XVth century, churches built during the period of Transilvania principality 1526 – 1867, churches built when Cluj was integrated into the Austrian – Hungarian empire 1867 – beginning of the XXth century, churches built in the XXth century and up to now. The second criteria used was the architectonic style, with a variety of architectonic styles and combinations of architectonic styles in the city of Cluj-Napoca: Roman, Gothic, Baroque, Neo-gothic, Neo-classical, Moor, Vienna secession and Byzantine. The third criteria used was the location of the edifices; based on this criteria two church typologies were established: churches built within the ancient medieval fortress of Cluj and churches built outside the walls of the ancient medieval fortress of Cluj. Beside the religious edifices within the category of religious attractions with tourist potential was also included the Central Cemetery (Hajongard), its tourist role being given by its age, the personalities buried here and the architecture of crosses and graves. The following religious attractions were presented: Bob church, Calvaria church, the Presbyterian Evangelic church, the Franciscan church, the Orthodox church from the Hill (Biserica Ortodoxa din Deal), Piaristilor church (Biserica Piaristilor), the Lowe City Calvin Reformed Church (Biserica Reformata Calvina din Orasul de Jos), the Rooster Reformed Church (Biserica Reformata cu Cosos), the Alley of the Wolves Reformed Church (Biserica Reformata de pe Ulita Lupilor), St. Peter Roman-Catholic Church, St. Migail church, the Unitarian church, the Orthodox Cathedral, Schimbarea la Față Church.

Urban architectonic complexes are a special category of tourist attractions and the following types were identified in Cluj-Napoca: squares surrounded by historical buildings built in various architectural styles, which are either fully pedestrian walkways or also have streets with car traffic (Unirii Square, The Museum Square, Avram Iancu and Mihai Viteazu Square); streets that have on both sides valuable buildings from an architectonic point of view or buildings which by their aspect can be considered architectonic complexes with tourist function (Iuliu Maniu street also called the Mirror street, Potaissa street, Eroilor Boulevard); buildings or groups of buildings with high architectonic value with tourist potential (the palaces from Horea street, Tranzit House, Toldalagi –

Korda palace, the City Hall building, Piariștilor house, the Post Palace, the Central Train Station building).

The monuments and statues have been classified in: statuary groups (Matei Corvin statuary group, Școala Ardeleană and Horea, Cloșca and Crișan statuary group), monuments (the Memorandum Subscribers Monument – Monumentul Memorandistilor, the Glory to the Romanian Soldier Monument – Monumentul Glorie Ostașului Roman, the Heroes of the Nation Monument – Monumentul Eroii Neamului or the Cross on Cetatuiia Hill, the Shot Piers Monument- Monumentul Stâlpîi Împușcați), statues (Mihai Viteazu statue, Baba Novac statues, Virgin Mary statue or the Plague Statue, St. George statue, Lupa Capitolina statue, Mihai Eminescu and Lucian Blaga statues) and obelisk (in Cluj-Napoca there is only one obelisk, Carolina in the Museum Square).

The economic attractions with tourist function in Cluj-Napoca are not many – the new football ground Cluj Arena which is impressive by its architecture as well as a few buildings hosting various institutions or ancient factories currently used for the organization of a series of cultural and artistic activities (ex. the Brush Factory – Fabrica de Pensule).

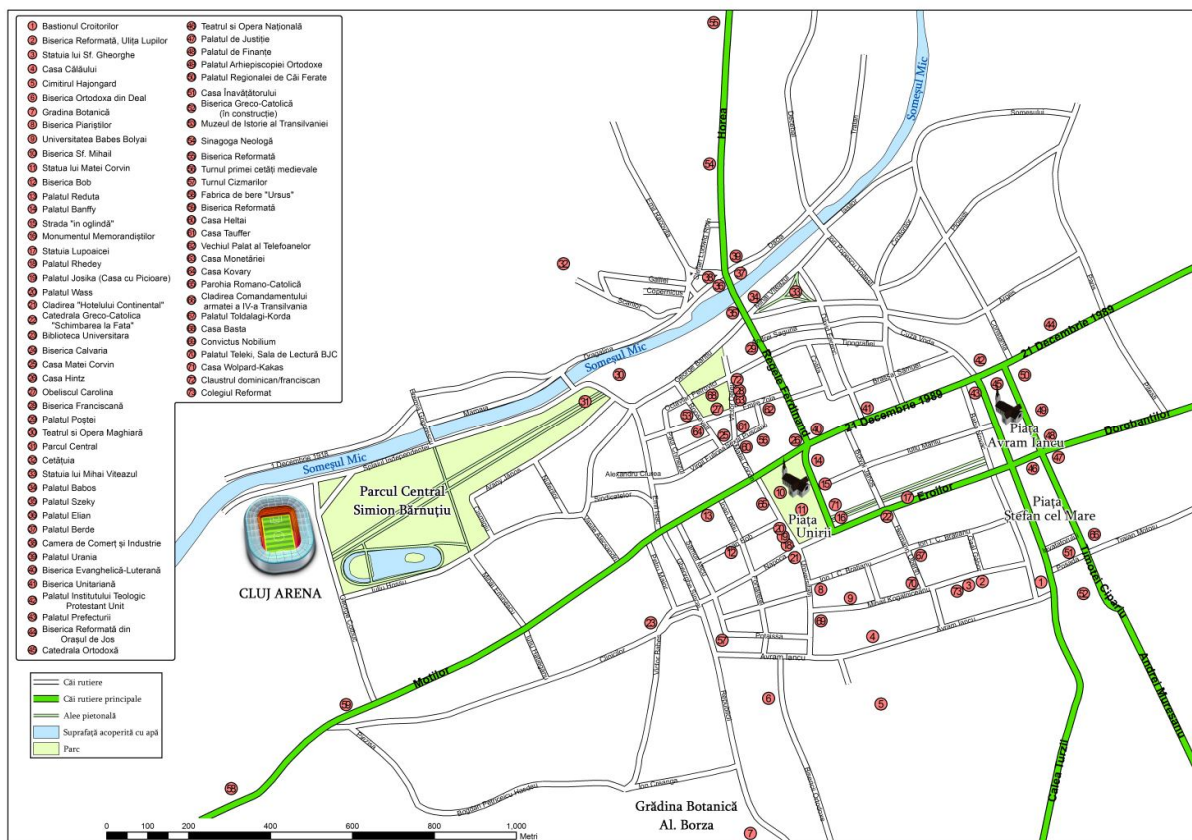


Photo 4 Map with the location of tourist attractions in the city of Cluj - Napoca

In the same category of anthropic tourist potential are included the festivals and events. For the city of Cluj-Napoca the following types were identified: national and international artistic festivals, fairs and exhibitions, sports events, congresses and business meetings. These are still in the incipient stage of tourist attraction except for one festival organized in the city – Transilvania International Film Festival – which succeeds in attracting a few thousands visitors every year. In the future festivals and events may play a major role in the city's tourist potential the more that the target is to win the title of European Cultural Capital in 2021. Their analysis was made on categories, starting from the enunciation of the main features, subsequently concretely applied in the case of Cluj Napoca city. The main analyzed categories were: festivals, fairs and exhibitions, sports events, congresses and business meetings. The main conclusion based on the analysis of the potential of fairs and events is the following: the industry of festivals, events, fairs and exhibitions, congresses and conferences can also be seen as an important part of the tourism sector in the city of Cluj Napoca, especially through the connections which establish with hotel owners, shops, restaurants, bars, clubs and coffee shops, tourist attractions and leisure facilities.

A basic contribution was assigned in the analysis to the natural and anthropic potential of the city by establishing an attractiveness rate, and after the result interpretation it came out that the city's tourist patrimony needs improvement and restorations as well as other methods of valorisation so that its value can increase and the city may attract in the future a larger number of visitors for more days. The assessment of Cluj-Napoca city's attractiveness potential was done based on an attractiveness calculation formula: $P_a = P_m + P_{ra}$, where P_a – attractiveness potential, P_m – the potential of natural resources, P_{ra} – the potential of anthropic resources. The starting point was an ideal pattern which cumulates 100 points and each category of elements is assigned a certain score.

After the analysis and assessment of the value of elements which constitute Cluj-Napoca city's natural and anthropic potential, the result was 46 points. Based on this score one can estimate that the importance of the city of Cluj-Napoca in this moment from a tourist point of view is a national level importance with real chances to become an international level importance as well. The tourist attractiveness potential assessment process was a complex one, which also involved the researcher's subjective side.

In the assessment of natural tourist potential the following elements were taken into account: for the landscape, the position of the city in the contact area of Apuseni Mountains with Transilvania Plateau and Transilvania Plane, landscape units of second level importance for Romania (these are subgroups within larger units) featured by less spectacular aspect; for the hydrography Someșul Mic river was taken into account (which is an affluent of Somes river and on

second level of hydrographic importance for Romania) as well as its confluents and the anthropic lakes of the city; regarding the weather this is moderate continental with no “violent” manifestations on the tourists but with no positive effects on human body either; for vegetation and fauna one emphasized the existence of the Botanical Garden, the two forests on the city’s outskirts Făget and Hoia as well as the two natural vegetation reserves Fânțele Clujului and Valea Morii.

The assessment of Cluj-Napoca city’s anthropic tourist potential was performed from several points of view: value; polarization (location within the city); type of constituents; accessibility. For archaeological vestiges and historical attractions one took into account the fact that these have regional and national importance and have been arranged and rehabilitated, having the potential to be valorised from a tourist point of view. As for cultural attractions, in giving a score one took into account the presence of museums and exhibits, which mainly have local and regional importance, cultural establishments (theatres, operas, universities, libraries) which have regional and national importance but can be found in other Romanian cities as well. In giving a score for religious attractions one took into account their number, the architectural diversity and the religious cults which own them, but these do not stand out by uniqueness since the typology of the religious edifices in Cluj Napoca can also be found in other locations as well. The urban landscape and architectonical complexes in the city of Cluj Napoca are similar to other medieval cities from Romania and Europe, this urban style can easily be found in other locations as well. Monuments and statues are many, mainly of local and regional significance, many of the characters to the honour of whom these statues have been erected also having similar statues in other Romanian cities as well. As for economic attractions one only took into account Cluj Arena stadium which can also be valorised from a tourist point of view based on its architecture.

For festivals one took into account the organization of international festivals, which for the moment attract only tourists from the area near the city of Cluj Napoca, except for the festival called TIFF which has managed along the time to stand out internationally as well, and attract both national and foreign visitors. As for the events organized in the city of Cluj Napoca, in giving a score one took into account that these are small events, most of them conferences and conventions from the academic or medical field or sports events. The games of CFR football team within the international cups have managed to place the city of Cluj Napoca on the map of European cities organizing such events.

ADJACENT AND TOURISM SECTOR SPECIFIC INFRASTRUCTURE

The chapter regarding the adjacent and tourism sector specific infrastructure, as well as the chapter regarding the tourist potential of the city of Cluj- Napoca, were structured on two big lines:

one presenting the adjacent components and one presenting the tourist sector specific components. At the end of the chapter the potential of Cluj-Napoca city infrastructure was assessed.

Within tourist sector adjacent infrastructure were included: the city transport (air, railways, roads), the sports and leisure infrastructure as well as the infrastructure for fairs, congresses, conferences and other events.

One may say that Cluj-Napoca is a privileged city from the point of view of communication ways, having an international airport as well as railway and road connections with the entire country and Europe too.

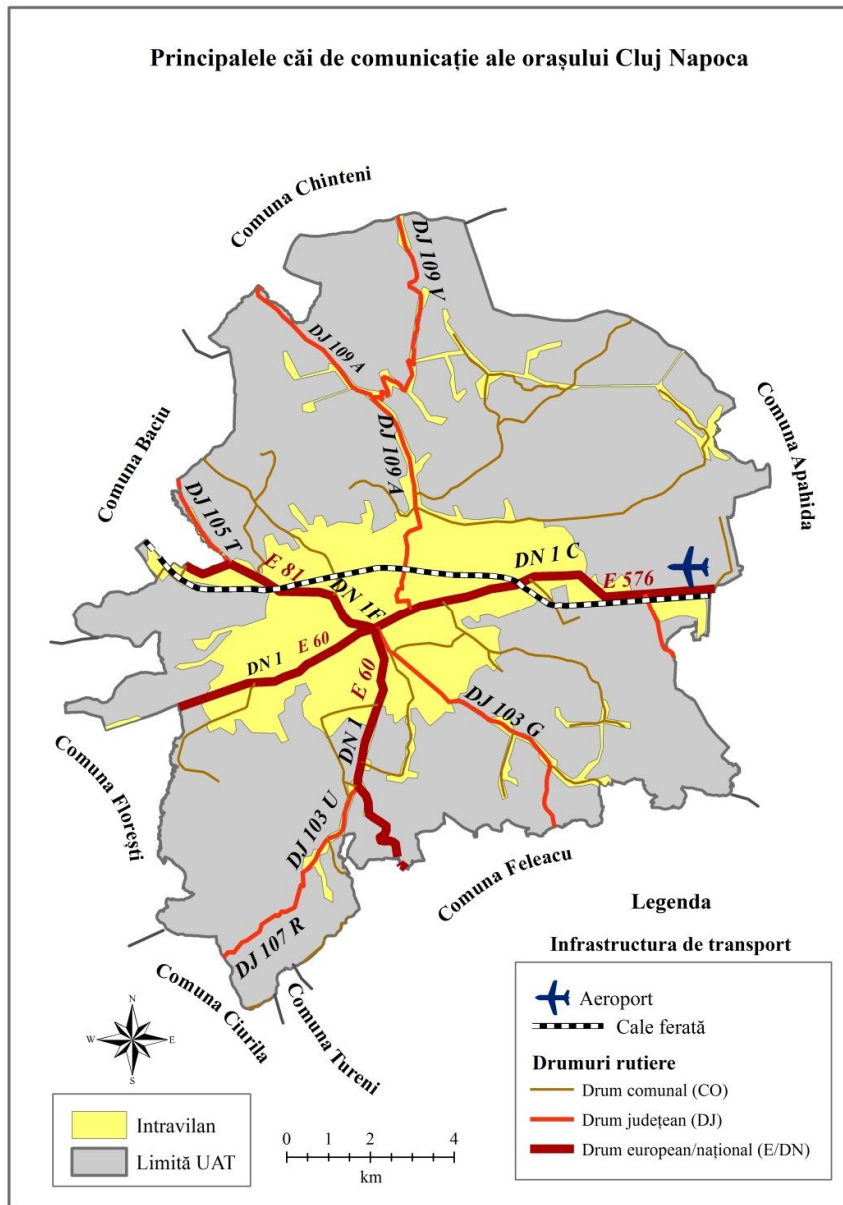


Fig. 5 Map of the main communication ways in the city of Cluj - Napoca

The sports and leisure infrastructure was presented from the perspective of the hosted activities which attract tourists. An inventory was made of the sports and leisure centres based on their national and international importance as well as a presentation of the most important ones which may host in the future major sports events that can attract a significant number of tourists.

As for the infrastructure for fairs, congresses, conferences and events, though this is a new field for Cluj Napoca tourist sector, this is not to be neglected, it becomes increasingly important with the increase of the number of events requiring this type of infrastructure. An inventory and a classification of the infrastructure were made in this case too, and this infrastructure was correlated with the tourist sector and the way it contributes to its development.

The tourist sector specific infrastructure was split into 3 major categories: accommodation infrastructure, public food service infrastructure and tourist info points. The accommodation infrastructure, the basic component of the tourist sector specific infrastructure, was analyzed from several points of view, starting from its evolution in time, continuing with its main features and ending with its classification based on several criteria. The brief history of the accommodation units history presented their emergence and national evolution mostly in the city of Cluj Napoca. This brief history of the evolution of accommodation units revealed how each type of accommodation unit imposed itself on the city's tourism market, how many of the ancient accommodation units still exist and preserve their function as well as their importance for the tourism sector now and in the future.

As for the features of Cluj-Napoca city accommodation units, these were presented individually for each type of accommodation unit: hotel, motel, urban tourist villa, hostel, apartment and camping. For the purpose to point out their features a quiz was applied to the accommodation units and based on it one could establish the main features. The statistic data from the National Statistics Institute and the Ministry of Regional Development and Tourism were also used as significant information source. The main features of hotel type accommodation units in the city of Cluj-Napoca are: permanent location providing accommodation and/or additionally food, leisure, business or other types of services; they are classified from 1 to 5 stars; the number of accommodation facilities and beds in hotels ranges; the hotel stands out on the market of accommodation units in the city of Cluj Napoca as predominant both as number of units and accommodation capacity. For motel type accommodation units the main features established are: permanent accommodation facility providing accommodation services and optionally restaurant facilities and other additional facilities as well; accommodation unit with limited accommodation capacity, mainly providing double and single rooms. From the analysis of urban tourist villa accommodation units in the city of Cluj-Napoca one may draw the conclusion that these are only a

few, mostly located in the historical buildings with valuable architecture which occasionally have a restaurant as well. For apartment type accommodation units the main established features were: accommodation units with limited number of accommodation places, usually grouped in a complex of block of flats, villa or house type buildings; accommodation units which have succeeded to stand out on the accommodation unit market of the city of Cluj Napoca along the past few years. This is the reason why we miss information about them; they are classified based on the same “star” system as the rest of urban accommodation units. From the analysis of hostel type accommodation units in Cluj-Napoca one could draw the conclusion that these generally have rooms with several beds, shared bathroom and as additional facilities a room for breakfast and occasionally a conference room or a bar. As for the camping type accommodation unit in Cluj-Napoca this has had a fluctuating evolution of the accommodation capacity, with the best period in 1994-2002, followed by a decline period, and is characterized by its location in the peripheral area of the city, with facilities for tents or caravans.

The classification of Cluj Napoca city accommodation units was done based on several literature papers proposing various criteria. Adapted to Cluj Napoca accommodation infrastructure these criteria are the following: name and structure, classification based on the star system, location, size, accommodation capacity, ownership form. According to name and structure, the accommodation units in the city of Cluj Napoca are classified in: hotels, motels, villas, apartments and rooms to rent, hostels and camping locations. Based on the star criteria in the city of Cluj-Napoca in 2012 were registered by the Ministry of Regional Development and Tourism 1 accommodation unit with one star, 22 accommodation units with two stars, 62 accommodation units with three stars, 19 accommodation units with four stars and 4 accommodation units with five stars. According to the location in the city of Cluj Napoca one can identify three rings: 1. The central ring includes the accommodation units located up to the limit from where the city’s neighbourhoods start or 1.5 km from Unirii Square; 2. The ring of the accommodation units from the city’s neighbourhoods starts from the limit of the central ring and goes to the maximum limit of 5 km from Unirii Square; 3. The peripheral ring which includes the accommodation units located at the city’s outskirts at more than 5 km distance from the city centre. As for the size and accommodation capacity criteria, one can establish that in the city of Cluj-Napoca the small accommodation units are predominant, 92 of them having 1 – 70 accommodation places, followed by the ones with middle size accommodation capacity (12 accommodation units), and with more than 150 places only two accommodation units. Based on the property form the following classification was made for Cluj-Napoca: accommodation units owned by limited liability companies (Ltd); accommodation units owned by joint stock companies; accommodation units

owned by sole partnerships (I.I.); accommodation units owned by registered sole traders; accommodation units owned by other form of ownership.

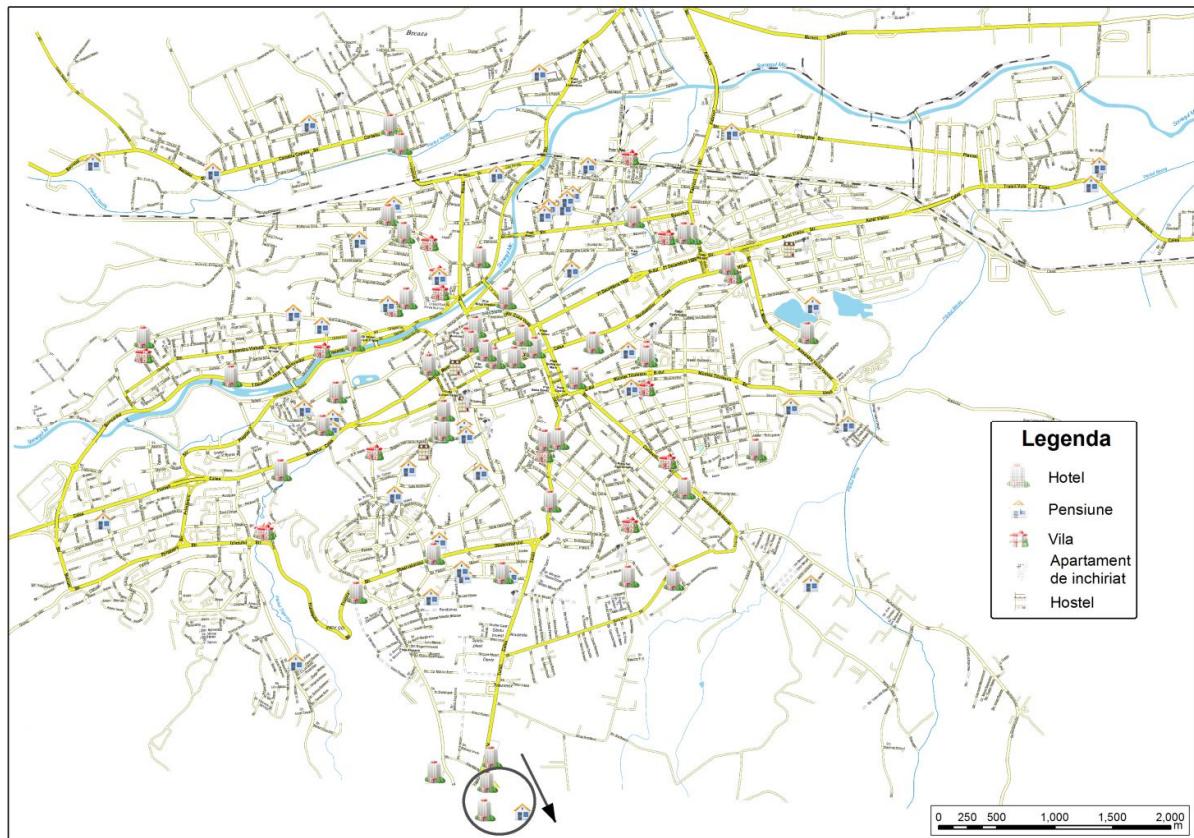


Fig. 6 Map with the location of accommodation units in the city of Cluj - Napoca

The second big constitutive element of tourist sector specific infrastructure studied in this paper is the public food service infrastructure. Its analysis within an urban tourism geography study is indispensable, as many authors say. Such as in the case of accommodation infrastructure, for the public food service infrastructure too were established the main features of each particular food service unit: restaurant, bar and tea house. The restaurant is the most complex public food service unit and in this paper a classification was made into classical restaurant, specialized restaurant, restaurant with specific, brasserie or bistro, beer house, terrace or beer garden. Based on the data of the Ministry of Regional Development and Tourism in Cluj- Napoca the largest number of restaurants are the classical restaurants (128 units), followed by fast food restaurants (36 units), the restaurants with specific or specific restaurants (24 units), the pizzerias (16 units), bistros (15 units), self service restaurants (9 units), and on a secondary plan the wine cellars (3 units) and the terraces and beer gardens (2 units). As for the bars, based on the information from the Ministry of Regional Development and Tourism, in Cluj Napoca these are classified as it follows: bars with normal

opening hours 185, followed by coffee houses and café bars, with 108 units and disco bar with 48 units. The disco bar units are the night clubs, the pubs and the clubs of the city of Cluj Napoca.

The classification of public food service infrastructure in the city of Cluj-Napoca was done based on the following criteria: name, location, stars. Based on the name, the public food service units in the city of Cluj - Napoca are classified into three categories: restaurants, bars and tea houses. According to the location, the public food service units located in the ancient medieval fortress stand out as relevant for the tourism sector; these are the most visited locations by the tourists due to their convenient position in the area of the city's tourist attractions. Based on the star category, in 2012 in Cluj - Napoca predominate the one star public food service units – 267 vs. the two star units 164, the three star units 111, the four star units 42 and the five star units 7.

Regarding the tourist info points, the third major component of the tourist sector specific infrastructure, their importance mainly within urban settlements was emphasized. Cluj-Napoca has a tourist info point placed in the central area of the city.

The potential of adjacent and tourist sector specific infrastructure was assessed on components and on different levels: local, regional, national and international. Based on the analysis of infrastructure components, the main conclusions were drawn: P_{IT} – transport infrastructure potential: *national potential average to high and international potential low to average*; P_{LSA} – sports and leisure infrastructure potential: *national potential high and international low*; P_{IE} – event organizing infrastructure potential (fairs, congresses, conferences, festivals): *average national potential and low international potential*; P_{IC} – accommodation infrastructure potential: *high national and international potential*; P_{LA} – food service infrastructure potential: *high national and international potential*; P_{LLT} – tourist info point infrastructure potential: *high national potential and average international potential*. The innovation consisted in the assessment of the infrastructure and the establishment of an importance level (regional, national, international), and the major conclusion one can draw is that the city's transport infrastructure consists of a series of typologies: road, railway, air, which need higher concern. Though the city has an international airport only a few regular flights operate on it. As for the tourist sector specific infrastructure, the accommodation and public food service register a satisfactory variety and size ready to deal with a higher number of tourists than currently.

FORMS OF TOURISM IN THE CITY OF CLUJ - NAPOCA

The chapter “Forms of tourism in the city of Cluj-Napoca” proposes to present the main forms of tourism currently practiced in the city, their features and how they can be better developed in the future. The starting point was a quiz applied to the city's accommodation units where

accommodation unit owners had to fill in the percentage occupied in the activity of their establishments by business tourism, cultural and medical tourism, fairs and other events. For the city of Cluj-Napoca the following situation came out: business tourism 44 %, cultural tourism 15%, participating in fairs and events 19 %, medical tourism 12 %, other purpose 10 %. A classification of tourism forms based on a series of criteria was also made: length in time, the provenance of tourists, the number of participants, the way of organization, seasonality, means of transportation used to get to the city, the age of tourists, tourists mobility, as well as the economical-social criteria. Then an analysis of each particular form of tourism was made by establishing the main features. For cultural tourism a survey was made presenting the interest for the city's main museums and in this way the number of visitors from the period 2008-2012 was used as an indicator. The data analysis revealed that the Botanical Garden by far ranks the first as number of visitors, its value being an international one, as compared to the Arts, History and Ethnography Museums which mainly host exhibits regionally or nationally valuable.

The research of the various tourism forms in a city was necessary to be made so that in working out plans and strategies for tourism development one can elaborate those measures which are in accordance with what "is practiced" and demanded on the city's tourism market. Beside the forms of tourism already emphasized within an urban centre one can also identify others which in the future, through a proper development and promoting, can generate tourist flows and implicitly incomes to the local budget.

TOURIST FLOW AND DEMAND

The chapter regarding Cluj-Napoca city tourist flow and demand presents an analysis of these indicators through an interpretation of the data from the National Statistics Institute and those generated by a quiz applied via the city's tourist Info Point to the tourists who asked for information during the period 15.01-15.06.2013. Unfortunately the results obtained based on the quiz cannot be considered as representative because of the low responsibility rate.

An analysis of the tourist flow was made, on one hand, based on three basic indicators: the evolution of the number of tourists, the number of night stays and the degree of accommodation capacity occupation. On the other hand it was attempted to establish the tourist demand in the city based on an analysis of the visitors' profile, the typology of the stay and the assessment of the tourist experience. The evolution of the number of tourists in the city of Cluj-Napoca was established on the 2001-2012 interval, both on a general level and per each particular accommodation unit. It was also calculated the percentage occupied by each particular accommodation unit, in the interval 2001-2012 in tourists' preferences – it was revealed that the highest number of tourists was registered for hotels, which have been dominating along the years,

followed by tourist villas, motels, camping locations and hostels. The rest of accommodation units registered percentages below 1%. As for the number of night stays in Cluj-Napoca accommodation units, the same as by the previous indicator, the 2001-2012 time interval was used, and data were interpreted both on a general level and per each accommodation unit. The results obtained for this indicator were similar to those obtained for the number of tourist arrivals in the city, thus strengthening the direct proportionality relationship between these two indicators. The degree of accommodation capacity use was the third indicator analyzed for the purpose to express tourist flow, and the same like for the number of tourists and night stays it was analyzed both for all accommodation units taken together and individually. The percentage occupied by each accommodation unit in the interval 2001-2012 was also calculated. The conclusion is that the most profitable accommodation units in the city of Cluj Napoca for the period 2001-2012 were tourist villas, and the best year from the tourist flow indicators point of view was 2007. The economic crisis also negatively influenced tourist flow in the city of Cluj Napoca, with sudden decreases of the above listed indicators. Though the number of night stays and tourist arrivals started to grow in 2011, the values of 2007 or 2008 have still not been reached.

Beside these three indicators mentioned above, one also analyzed: the average time length of the stay, the intensity of the tourist flow and seasonality. As for the average time length of the stay it came out that this is of 1-2 nights for Cluj-Napoca. The intensity of the tourist flow is 1.3, a value which places the city in the category of cities where tourist activities are still in their incipient stage. As for seasonality, it came out that this does show any major fluctuation along the year in Cluj-Napoca.

The tourist flow best shows the way that the tourist sector of a city has evolved along the time and at the same time the way how the local actors involved in this sector have “managed” this tourism industry. Many of the tourism investors, especially from the accommodation infrastructure, did not take into account the tourist flow evolving trends. For Cluj-Napoca there is a certain paradox - though starting from 2009 tourist flow has continuously been on the decrease the number of newly opened accommodation units has been constantly increasing. Also few were those having taken into account the accommodation capacity occupation degree which, as showed, is below 50%, a rate which most times does not guarantee the profitability of the accommodation unit. Based on a calculation of the tourist flow intensity in Cluj Napoca, it was shown that the city is in an incipient stage of tourist development. It is necessary to implement development policies and strategies in accordance with the existing resources and in trend with the external tourist demands. As for seasonality along the year, summer months have the highest potential to be involved in a process of tourist flow increase. Cultural tourism must be developed first, so that this becomes a

good substitute for business, fair and event tourism which along the summer registers lower values of tourist flow.

For the analysis of Cluj-Napoca tourist demand the data provided by the quiz applied to tourists via the city's Tourist Info Point were used and a comparative survey was conducted with the data obtained based on the quiz applied to the city's accommodation units. In establishing the profile of visitors and the typology of the tourist stay one analyzed the main purpose of the visit, the country of origin, the structure of tourists per age, sex, profession and education. As for the assessment of tourist experience in the city one used the Linkert scale, and the assessed elements were the following: the period chosen for the visit, the weather conditions, the quality of the accommodation and services, the city's aesthetic value on a general scale, the city's cleanliness, personal safety on the street, accessibility to tourist attractions, the locals' hospitality, the ability of the tourism employees to speak a foreign language, the cultural and artistic facilities, the city's atmosphere for walking, the level of city agglomeration, the night life facilities, the range of restaurants and coffee shops, the shopping possibilities. To conclude, 33% of tourists were happy with the tourist experience they had in Cluj - Napoca, 27 % were very happy, 26 % were neither happy nor unhappy, 8 % were quite happy and 6 % were very unhappy. For a city which is still in an incipient stage of tourism development one can say that the results obtained are quite positive, and the aspects which failed to register the best values may be the next on the list of the people responsible with the development of the city's tourism that they should deal with and try to improve. The lack of data from the National Statistic Institute regarding the profile of the visitors of the city of Cluj Napoca, the low rate of responsibility to the quiz applied within the city's Tourist Info Point, made the analysis of Cluj Napoca tourist demand very difficult, unable to lead to the concrete establishment of a clear profile of the visitors and their tourist "demands". As a continuously developing city, speaking from a tourist point of view, the study themes for this field are still not over. The study of the profile of tourists visiting the city must be continued not only within the city's Tourist Info Point but mostly within the accommodation units which can provide the most veridical results.

PROPOSALS FOR POTENTIAL SUSTAINABLE DEVELOPMENT STRATEGY FOR CLUJ-NAPOCA CITY TOURISM

The last chapter of the paper was dedicated to proposals for a better development of Cluj-Napoca tourism. Starting from simple space arrangement works, or tourist attraction arrangement works, to complex urban reshaping works or infrastructure works, education and mentality change

of the people involved in the tourism sector, one brought forward a series of proposals that may lead in the future to a better development of Cluj-Napoca city tourism.

TARGET	MEASURE / ACTION
<p>Valorize natural and anthropic tourist potential in a sustainable way</p>	<ul style="list-style-type: none"> - rehabilitation of cultural historic patrimony; - arrangement of natural spaces with tourist potential (ex. Cheile Baciului/Baciului Canion); - place information boards by each tourist attraction with brief presentation of the attraction, the visiting hours and the contact data (if the situation requires: site, e-mail, telephone number), so that tourist are informed even when the attraction is not open at the moment of their visit and they receive the necessary information should they want to come back to visit it; - place tourist signs that indicate the direction to the tourist attractions located on the city outskirts, tourist maps, the public transport ticket selling points should also provide information regarding how to reach these attractions; - the streets with a larger number of historic monument buildings should be turned into pedestrian walkways. An example in this way is the area of Mihail Kogalniceanu street and Universităţii street where pedestrian walkway with green space, bike lanes and benches for the visitors could be arranged; - arrange Someş river by resizing the river’s bed so as to enable water flow even for higher volume so that in the future small size boats may float on the river for tourist purpose, arrange the river banks and make a walking alley along the river on the territory of the city; - get European funds for all these projects;
<p>Improvement of adjacent and tourist sector specific infrastructure so as to have a better tourism act in the city</p>	<ul style="list-style-type: none"> - built at least two underground parking places in the main squares which integrate Cluj-Napoca tourist flows: Unirii and Avram Iancu Squares. These underground parking places may lead to less traffic jams which now are many in the central area of the city; many times cars are parked on the side walks blocking the

	<p>traffic or making it difficult. Another issue which may be solved is the parking places for the buses which bring tourists to visit the city;</p> <ul style="list-style-type: none"> - the public transportation system in Cluj – Napoca must renew its fleet, many of the buses used in this moment are more than 15 years old, they miss heating or air conditioning system, electronic route display and handicap facilities; - the bus waiting stations must also be modernized ; - make bike lanes and bike renting points for tourists wanting to visit the city by bike.
<p>Promote nationally and internationally the “tourist products” offered by the city of Cluj - Napoca</p>	<ul style="list-style-type: none"> - make a clear promoting program of the tourism forms having been identified as practiced in the city and emphasize the benefits that exist if these tourism forms are practiced in the city of Cluj-Napoca and not in another city; - promote in the media and in national and international tourism fairs the image of the city of Cluj – Napoca as a good place to practice the listed tourism forms; - for the development of medical tourism, establish a collaboration between local authorities and medical service suppliers and entering into a common national and international promoting agreement of the services and facilities the tourists would benefit from should they come to Cluj - Napoca; - based on that fact that the city is also a university centre with a number of more than 150000 students studying in the 5 universities of the city: Babeş Bolyai University, he Technical University, the Medicine and Pharmacy University, the Agricultural Science and Veterinary Medicine University and Gheorghe Dima music Academy, conference tourism should be supported and encouraged, by supporting these establishments to organize international conferences; -conduct research studies to identify as closely and correctly as possible the needs and demands of people practicing various tourism forms so that the authorities can manage in the best

	way tourism investment funds;
Tourism based revival of degraded urban areas	<ul style="list-style-type: none"> - arrange the existing green spaces and valorise them for local population's and tourists' physical and psychical recreation. New green spaces are also necessary in the city of Cluj – Napoca for the purpose to get to a green space average per inhabitant close to the European average - turn degraded urban spaces into green spaces by planting trees and vegetation which may lead to a future economic value increase of lands; - every new real estate complex must obey the legislation concerning green spaces and children play grounds, since in many cases this space is turned into parking places; - make a green belt around the city and stop the buildings in the forests from the city outskirts declared natural reserves; - make green spaces for outdoor sports, educate the citizens and mostly the children to protect the green space; - all projects to be carried out by preserving the specificity of the rehabilitated buildings, the newly built buildings to receive attractiveness elements from the “local colour” point of view, the use of certain building materials, outfits, finishing and equipment which should meet the requirements regarding safety and easy maintenance in current operating, customer safety, personnel and environment safety; - encourage the investors to penetrate Cluj-Napoca economic market by opening new companies, which beside creating new jobs would take business tourism development further;
Involve all actors involved in the city's tourism sector in a joint project with the target to increase the economic efficiency of the city's tourist activities	<ul style="list-style-type: none"> - provide fiscal facilities to the companies activating in the accommodation unit field so that they can generate new jobs for local population; - conduct regular checking of the quality of the services provided to tourists; - give free tourist brochures and maps to the accommodation units to be given to tourists checking in for accommodation;

	<ul style="list-style-type: none"> - establish permanent contact between accommodation units and the tourist info point for the organization of quality tourist events; - provide tourist consulting services to new companies who wish to activate in the field of accommodation units so that before they open their business they know which is the tourist demand in the city of Cluj – Napoca and on which segment they would like to focus; - attract new international investors in accommodation unit field; - implement programs for young people and children for the purpose to encourage practicing performance sports, so that the demand for the development and modernization of the city’s sports infrastructure should increase; - financial support from the authorities to the organizers of sports events and to the ones who wish to invest in new sports and leisure centres.
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So that the city of Cluj Napoca can develop from a tourist point of view and regenerate as an urban centre, there must be a close cooperation between the actors involved in this sector, both from the private and the public environment. Also, in the process of elaborating the tourism development plan one must take into account a few major aspects, such as: sustainable urban development, the local population’s involvement, promoting the city’s tourist image in accordance with its tourist potential.

CONCLUSIONS

In the end of the paper the major conclusions were drawn regarding the study conducted on the city’s tourist sector, in a geographical manner, and an attempt was made to answer to the questions which arose at the beginning of the paper. Therefore, regarding the city’s potential to stand out nationally and internationally from a tourist point of view, based on the analysis of the aforementioned elements, the main conclusion which can be drawn is the following: the city has a valuable natural and anthropic patrimony mostly of regional and national importance, with no unique elements and it can be visited in one day.

Adjacent infrastructure still needs improvement but the tourist sector specific infrastructure corresponds both as form, size and functionality to an internationally famous tourist centre; Cluj

Napoca is a city where several forms and types of tourism can be practiced, that may attract a wide range of tourist clientele. In this way there are several types of tourism that can much more used and promoted in the strategies designed to attract tourists. As compared to another city from Transilvania, Sibiu which in 2007 held the European cultural capital title, the city of Cluj Napoca has succeeded along the time to attract a larger number of visitors.

The answer to the question which are the chances that Cluj-Napoca city holds the title of European Cultural Capital in 2021 was given by the analysis of the city's cultural tourism, that included the material support basis of cultural activities as well as the number, form and typology of cultural and artistic events and activities from Cluj Napoca. It was also attempted to have an interview at the beginning of 2013 with the representatives of the association dealing with the elaboration of the strategies and the program with which the city wants to candidate for this title, but they did not have the main directions established yet at that moment, therefore the analysis was done only based on the current situation of the influence that the cultural and artistic sector has on the city's tourism. If in 2010 at the time when this study was started cultural events in Cluj Napoca were not so many, the year 2013 was a year of festivals and cultural and artistic events much more present on the city's tourist market (ex. the Photography Festival, the Book Festival, Jazz in the Park Festival, being only a few of the new festivals organized in the city). However up to this moment only one festival, Transilvania International Film Festival has managed to draw international attention. As for the institutions and the basis of cultural and artistic activity support these are suitable for the organization of the European Cultural Capital program, even though there are still areas and buildings in the city that should be culturally "reinvented" and could serve as new culture locations. To conclude, one can say that the city of Cluj Napoca has the potential to support the European Cultural Capital program in 2021, of course with an increase of the range of cultural and artistic events being organized in the city.

The answer to the third question, whether the city's tourist sector can lead to the city's urban revival and become a substitute for other declining industries comes out from the analysis of the tourist flow in Cluj Napoca. In this moment Cluj Napoca tourist sector succeeds to contribute to the local budget mostly through the accommodation element. Based on the analysis of the occupation degree Cluj-Napoca accommodation units, which in 2012 registered 22,47%, one can conclude that profitability is not a very high one.

Cluj Napoca is a city where tourism is still in its incipient stage but has all the premises to become in the future a nationally and internationally famous tourist centre so long as those involved in this sector, both from the public and the private, understand that only based on collaboration and development of joint projects can they succeed. As for the study conducted this has succeeded in

reaching its goals despite some difficulties in gathering the necessary information. It is a study that has managed to present Cluj Napoca tourist sector in a geographical manner and at the same time came with suggestions regarding ways to solve some of the issues ascertained on the field and after data analysis.

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