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Ph.D. THESIS

MOȚILOR LAND
– A RURAL DEVELOPMENT AND SOCIAL GEOGRAPHY STUDY-

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Key words: *Moșilor Land, rural development, Social Geography, difussion of inovation,European funds, rural turism, Roșia Montană.*

INTRODUCTION

The present paper analyses the rural development phenomena in Motilor Land, thus wishing to contribute to the filling of some research gaps in this domain in what regards this region. Due to its declared purposes the thesis requires a interdisciplinary and multi disciplinary approach, besides Geography, the paper touches domains like History, Sociology, Ethnography, Architecture, Religion and Economy.

It was considered important to do the research from the point of view of the Social Geography also, due to the fact that the local community, the way it organises, it responds to challenges conditions the success of sustainable development plans. A higher percentage of graduates and a higher percentage of the population employed in non-agricultural domains contribute significantly to the increase in the consumption and thus in the village development.

The present study has as main aims: to identify the conditions to be met by a community in order to benefit from the rural development programmes of Romania by studying the laws of the country , to identify the degree of accession of such programmes, to establish the main problems that plague the area and in addition to studying the geographical, economic and legislative factors that condition development, to highlight in what degree the social and political factors are responsible for the success of development programmes in certain communities while in others are not.

The present paper is structured in eight chapters, the first four dealing with the establishing of the limits of the region, with the presentation of its natural and anthropic characteristics and with the role of natural resources in the development of the region during its history but also at present, while in the last four chapters it concentrates on presenting the development and diffusion of tourism as a new means of income in the area and on the role the social and political factor has played in Motilor Land since 1989.

Through the use of a multitude of graphic and analytic materials, through bibliographical research and through a detailed field research, in the context of it being done by one individual and not by a multidisciplinary team which would have decreased the level of partiality and of certain inadvertences, we consider that the main objectives of this paper have been reached and we hope that this thesis will contribute even in a small amount to the improvement of the way development programmes are promoted and implemented in this region or in others.

CHAPTER 1. METHODOLOGY AND CONCEPTS

1.1. Theoretical Notions: Rural Development and Social Geography

Over time, the Motilor Land has raised the interest of numerous researches from various domains of science. Most of the papers, especially geographical ones, study Motilor Land only partially (as a part of a bigger subject) or they concentrate on a certain aspect in the study of the region like mining or tourism development. The novelty that our study tries to introduce in the study of this region is a holistic approach in what regards sustainable development with emphasis on the success or failure in the development of the local administrative units with the purpose of finding some solutions or recommendation regarding future development. The present study wishes to look at development from the perspective of the capacity to adapt and the innovation capacity of the local population.

1.3.3. Methods Used

In the bibliographical research stage of the paper we consulted papers from various domains like Geography, Geology, Ethnography, History, Sociology etc., with the purpose of forming an interdisciplinary perspective of the studied area and of the target phenomena (eg. population data obtained from censuses from 1900 to 2011, from the statistic office in Alba, from mayoralities etc.) .

In the field research stage methods like direct observation, mapping, inquiring . The analysis was done mostly at the level of the administrative units and where necessary for detailing it was done at the settlements level (322 in total). In addition, in order to complete the data basis regarding the number of boarding houses, the number of beds, data which is only partially collected by the authorities, we interviewed the owners or the administrators of the boarding houses.

While processing the data collected we used several of methods specific to the Human Geography but also to Sociology and digital mapping. For mapping several specialized softwares like Gis, Microsoft Excel and Microsoft Paint were used. The use of mapping served for highlighting the territorial manifestation of phenomena and the way they concentrate or disperse over the territory.

The present paper, having as a purpose to issue a diagnose that would be as close to reality as possible in what regards the current state of the human component and the environmental elements in Motilor Land used in the analysis and processing of data mainly the statistical index method and the SWOT method.

CHAPTER 2. GENERAL CHARACTERISTICS OF MOTILOR LAND

Moșilor Land is located in the central part of the Apuseni Mountains and comprises the network of settlements located on the upper Arieș valley, from Bistra to Arieșeni. The exact extension of the “Moșilor Land” has given rise to a series of controversies over the time. For some, it comprises the whole of Apuseni Mountains while others reduced it to the valleys of Arieșul Mare and Arieșul Mic. The present paper agrees with the delimitations introduced

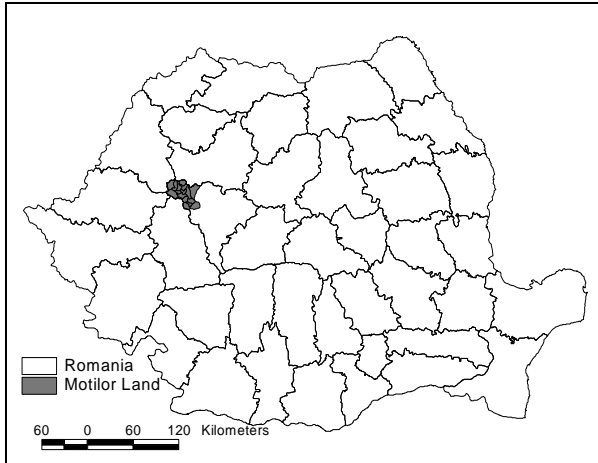


Figure 1. The Location of “Moșilor Land” within the National Territory.

comprises 322 rural settlements and covers an area of 1068.89 km² with a population of 38174 inhabitants (2006). The settlements in the area belong to two different administrative categories: towns and communes¹. Câmpeni with 6942 inhabitants and Abrud with 4944 are the only towns in the region. The rest of the settlements are comprised in 14 communes: Albac, Arieșeni, Avram Iancu, Bistra, Bucium, Ciuruleasa, Gârda de Sus, Horea, Poiana Vadului, Roșia Montană, Scărișoara, Sohodol, Vadu Moșilor and Vidra. Demographically, the region has been plagued by continuous depopulation throughout the last fifty years which has led to the aging and feminization of the population and to a high dependency rate that is now of 71 dependents to 101 adults (20 to 65 years old).

2.3. The Physical Characteristics of Moșilor Land

The Relief is disposed in an amphitheatre shape and can be divided according to height in two main units: lower areas (500-600m high) of the valleys and depressions of Arieșului, Arieșului Mare and Mic and Abrudului valleys and their tributaries and elevated areas, formed by the mountains of Bihariei, with the maximum high from the Apuseni

by C.N. Boțan in his doctoral thesis “Moșilor Land. A Study of Regional Geography”. After extensive research he argues that the territory of “Moșilor Land” comprises the Arieș valley from Bistra upstream, thus including the main valleys of Abrud, Sohodol, Arieșul Mare and Arieșul Mic.

From the administrative point of view, the area covers the whole north-west part of the Alba County. The studied region

¹ Commune= the smallest administrative unit in Romania, comprised of several villages.

Mountains, 1849m in Curcubăta Mare Peak, Bătrânei, Arieșului, Găinei, Muntele Mare and Metaliferilor.

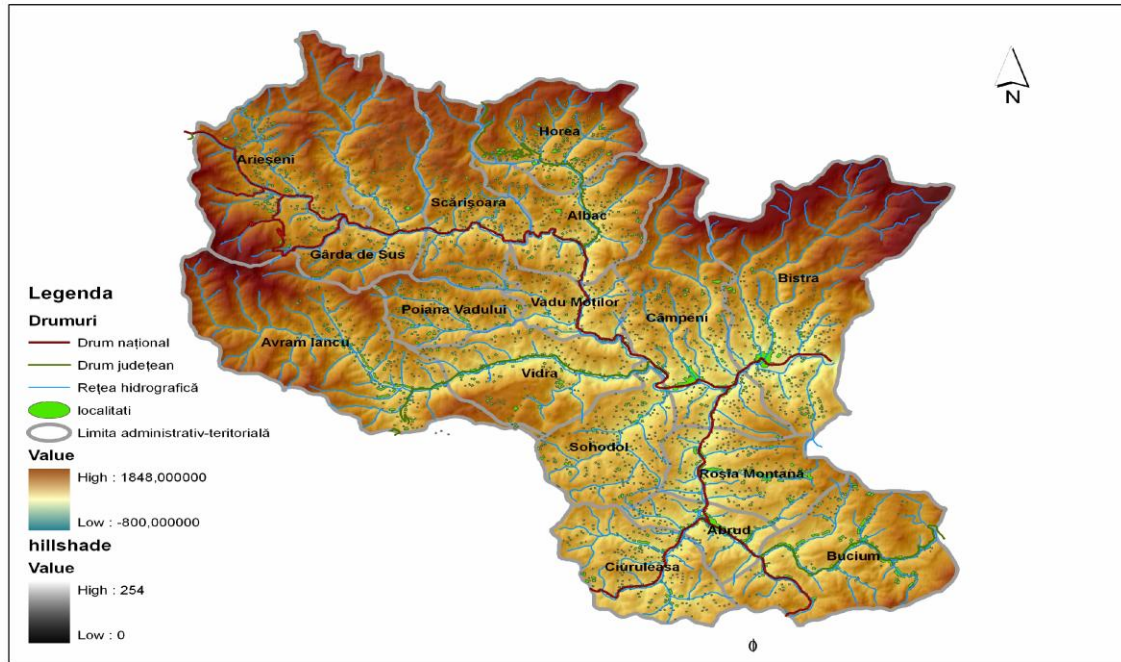


Figure 2 . The General Map of Motilor Land (Source: C.N. Boțan, 2007)

CHAPTER 3. RURAL DEVELOPMENT AND THE CHARACTERISTICS OF THE POPULATION AND SETTLEMENTS OF MOTILOR LAND

3.1. The Characteristics of the Population in Moților Land

3.1.1. The Dynamics and the Evolution of the Number of Inhabitants

Studying the changes in the number of the inhabitants between 1900 and 2011 we notice two trends: an *ascending trend* until 1941 when we reach the maximum of 63944 inhabitants in the region (except the period of WW1 when the population reduce with 9092 inhabitants) and the period between 1941-2011 when the area gets on an *descending trend* , thus in 2011 the total population is of 38174.

With the rise of the death rate (16, 9‰ in 2010) and the decrease in birth rate (08,43‰ in 2010) the natural growth has decreased from an average of 1‰ in 1992 to -7.95‰ in 2010.

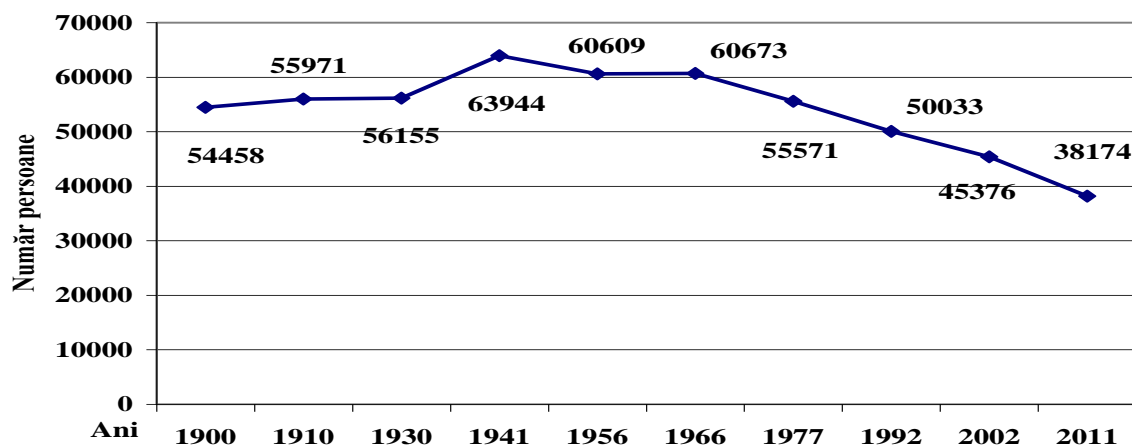


Fig. 3. Motilor Land the Evolution in the Number of Inhabitants (1900-2011)

3.1.4. Population Migration

Demographically the region has gone through a continuous depopulation process in the last 50 years which led to the aging and feminisation of the population and the increase of the dependency rate which is at present of 71 dependants to 101 adults (20 to 65 years old).

3.1.5. The Structure of the Population

The age structure of the population in 2002 reflects the fact that almost all the communes in the area are characterised by a high level of aging in which the percentage of the population of and over 65 years old is high, surpassing significantly the threshold of 13%: Roşia Montană (15%), Gârda de Sus (19%), Horea (16%), Arieşeni (19%), Albac (17%), Poiana Vadului (17%), Ciuruleasa (18%), Vadu Moţilor (19%), Scărişoara (22%), Bucium (20%). In 2002 the active population was of 45, 25%, so a decrease of about 8% from 1992. The region's inactive population rises also from 46, 9 % in 1992 to 54, and 76% in 2002.

The national and religious structure of the population has known little changes from 1900 until the present, in the region the biggest number of persons are of Romanian origin and of orthodox faith 94, 61% (2011).

3.2. The Characteristics of the Settlements in Moţilor Land

3.2.3. The Distribution in Altitude of the Settlements

The lack of massiveness of the relief and the presence on extended surfaces of the platforms of erosion, especially the *Măguri-Mărişel* one, between 1200-800m were favourable to the development of settlements at high altitude (eg. Petreasa (comuna Horea), at 1400m).

3.2.4. The Density of Settlements

The Motilor Land is characterized by a high density of the settlements, here the density being the highest in the country of 30 settlements /100km². This is due to the high average of 20.1 villages per commune.

3.2.5.2. After the Demographic Potential

In Motilor Land predominate the villages with a *small and very small number of inhabitants* (of up to 500 people) and less of those of middle range (500-1000 inhabitants) and of big villages (1500 – 4000 inhabitants), very big village so f over 4000 inhabitants being nonexistent in the region.

3.2.5.3. After the Structure of the Precinct – spread and scattered settlements

The main role in the birth of the scattered settlements had the particularities of the properties, which follow two types: the Casa de Piatră type (with the properties dissipated) and Ghețar type, with compact propertie (după V. Surd, 1993).

3.2.6. Swarming and the Formation of “Crang” Village Type

“The type of settlement that characterizes the Arieșului basin is the “crâng”, that is, a group of houses of 2-3 or even up to 5-6 houses or more, each with its own name, forming a distinct social subunit; the locals call them „crânguri”. (Lucia Apolzan, 1987, pg. 212). They were formed by “swarming”, that is, by migration with the purpose of finding a new place for erecting a new household (and later a new settlement), a migration of the young generation towards virgin areas, uninhabited until that point.

3.2.8. The Hierarchy and Polarisation of Moților Land

In order to determine the hierarchies in the regional system of Motilor Land, C. Boțan in his PhD. thesis applies an empirical model using the questionnaire method.

The results of the study show the following hierarchy of the localities in the region:

- I rank localities: Câmpeni (80% of respondent designated it as the main regional centre while just 17% designated Abrud)
- II rank localities: Abrud
- III rank localities: all the commune centres
- IV rank localities: the rest of localities

3.2.9. The Technical Infrastructure of the Territory

In Moților Land, the communication and transportation network is solely terrestrial-roads and railways- and presents significant restrictions in its development due especially to the nature of the relief: height, steep lime slopes and isolated plateaus. The main road routes

follow the important valleys of the region: Arieș, Arieșul Mare, Abrud and Arieșul Mic. The national roads that cross the region are DN 74 between Bucium-Sat- Abrud-Ciuruleasa –Pasul Buceș, DN74A between Abrud-Abrud sat-Coasta Henții –Câmpeni, DNR1 (former DJ108) limit of Cluj County - Mățișești - Horea – Albac, and DN 75 between Bistra-Câmpeni-Pasul Vârtop. The secondary road network is made of ten county roads, DJ 762 that connects Avram Iancu and Vidra with DN75, DJ107I Aiud-Mogoș-Bucium Sat, DJ742 Gura Roșiei DN 74A) - Iacobești– Roșia Montană, DJ750 Gârda de Sus - Ordâncușa - Ghețar, DJ750A Gura Sohodol – Sohodol, DJ750B Vadu Moților - Burzești - Poiana Vadului, DJ750D Arieșeni - Stei - Arieșeni - Buciniș - DN 75, DJ750E from DN 75 – Holyday Village – Vârtop, DJ762A Vidrișoara - Muntele Găina - limit of Arad County and numerous communal and lumber roads that connect the localities that form up the commune. Though on paper there are 10 county roads, in reality the quality of these roads is most of the times very bad, in fact DJ750D and DJ705E are dust roads, The Arieșeni mayoralty expressed its desire to change the category of these roads into that of communal roads in order for them to be able to access European funds to modernize them.

The railway transportation is non-existent at present. There used to be a narrow gauge railway nick named „Mocănița” that connected Turda and Abrud and was used mainly for the transportation of ore but it also transported people. It was closed in 1997. A part of it, 12 km, was rehabilitated in 2004 on the distance between Câmpeni, Abrud and Roșia Montană and could be integrated in the touristic circuit, foreign tourists being especially fond of these type of transportation.

The water and sewage networks are significantly underdeveloped.

3.2.10. The Settlements’ Potential

At the regional level there is a clear difference in what regards the type of activities typical for the western part, that is entirely rural and the eastern part that comprises the two towns and the nearby communes of Bistra, Roșia Montană, Bucium și Ciuruleasa. The east is characterized by an economic complexity superior to that in the west, with most of the active population working in the secondary and tertiary sector of economy while in the west predominates the population active in the first sector.

CHAPTER 4. NATURAL RESOURCES AND RURAL DEVELOPMENT

4.2.3. The Project of Roșia Montană Gold Corporation

S.C. Roșia Montană Gold Corporation S.A. (RMGC) was created in 2000 under the initial name of Euro Gold Resources S.A by Gabriel Resources (80,46% of the shares) and the

state mining company Minvest Deva (19,3% of the shares). RMGC owns the exploitation license nr. 47/1999 for 2.388 ha obtained through the Order nr. 310/09.10.2000 of the National Agency for Mineral Resources, by transfer from C.N.C.A.F. Minvest S.A. Deva, which became an affiliated society. C.N.C.A.F. Minvest S.A. Deva through its subsidiary Roşiamin maintained the right to exploit the old mine.

RMGC plans to develop a modern mine with a life span of about 25 years: 2.5 years for the construction phase, 16 years for exploitation (in 4 open pits) and 6 years for closing and rehabilitation. The method used for the obtaining of the minerals is cyaniding at a rate of 0.8 kg sodium cyanide per tonne (around 12000 kg in total). The total cost of the exploitation is expected to rise to about 2,7 billions \$ which translates in an average cost of about 355\$/oz. At a medium price of about 900\$/oz and that of 12.5\$/oz silver, the profit for RMGC will be around 1.9 billion\$ and around 1.8 billions \$ for the Romanian state as a result of its shares in the company, from royalty, taxes and other fees.

Besides the money Romanian state is supposed to gain the company also predicts that a significant number of jobs will be created: 2300 during the construction of the mine, around 800 during exploitation and other approximately 3000 indirect jobs. In addition, RMGC also

Table 1. Statistics of the Project (Sources: Technical Report 2009 and Fourth Quarter Report, 2010, Gabriel Resources Ltd)

General Data	Mine's Life Time	Annual Average
Pre-production capital	870mil \$	-
Operation costs	2.7 mld\$ (335\$/oz)	-
Closure cost	128 mil \$	-
Payback period	2.7 years (at a price of 900\$/oz gold)	-
Tonnes milled	214931000	13.6 mil t
Tonnes waste	256899000	19.2 mil t
Metal Recovery Au (%)	79%	-
Metal Recovery Ag (%)	61%	-
Gold Grade (grams per tonne)	1.46	-
Silver Grade (grams per tonne)	6.88	-
Gold Production	224,81t	14,48t
Silver Production	818,9 t	51,18t

states that it will sponsor archaeology projects for the area and will eliminate ecological damages created by the previous exploitation. These supposed benefits of the project have been strongly denied by various experts in economy.²

The risks concerning this mining project are many fold. There are significant risks

regarding the patrimony, the environment and the community but also some less known economic risks. In the following lines we'll focus on the environmental and economic ones.

The environmental risks are significant and have caused some of the greatest concerns regarding the project:

² Roşca, I. Gh. coord., (2010), *Adevărul despre proiectul Roşia Montană*, Raportul comisiei Grupului pentru Salvarea din Academia de Studii Economice, Bucureşti

- a. the use of ***cyanide*** in the tailing pond rises concerns due to its high toxicity of cyanide and the possibility that in an accident it would be released in the local waters producing an ***environmental disaster*** as the accident in 2000 in Baia Mare showed us.
- b. extracting solution in the pond could release toxic ***hydrogen cyanide*** (boils at 26°C).
- c. Concern also rises from the ***shear size of the tailing pond***: 185m the dam height and a storage capacity of 215 million tonnes of waste material and 12.3 millions m³ of used waters, thus surpassing the size of the Vidraru reservoir. Professor Dick expresses concerns for the existence of possible slide areas at the site of the future tailing pond, on Corna Valley. In the case of ***dam failure*** due either to slides or very heavy rain, the consequences will be disastrous (Abrud, with its 4944 inhabitants is just 2km downstream). As the Technical Report for 2009 states, Gabriel Resources ***may choose not to insure itself*** for certain risks because of the high premiums that will cause the mine to loose its profitability. Dam failure fully qualifies in these types of risks and that ***leaves the Romanian state to pay the bill*** in case of the occurrence of such an event.

There *economic risks* involving the project are:

- the ***financing of the project*** as RMGC is a junior type of company, Roşia Montană being its first exploitation project. The financial capacity of the company lies well under the costs of building such a project “*Gabriel ...does not have the financial resources to complete the permitting process, acquire all necessary surface rights, or construct the mine at Roşia Montană.*”³.
- Second, Gabriel Resources, the company the owns 80,46% of RMGC, is an ***exploration company*** not one that specializes in exploitation. Thus, Gabriel, after the acquiring of RMGC of the construction permit, will most likely ***sale or joint venture*** one of the giants in the mining business like Newmont that already owns 10,8 % of RMGC shares. So the statement the “we will do” such and such is not really well substantiated.

^{1,2} *Fourth Quarter Report On The Rosia Montana Gold Project Transylvania, Romania*, Gabriel Resources Ltd., 2010, pg.34

- **The fall of the price of gold** is another economic risk for the company even though currently there has been a significant rise in the price of gold “There can be no assurance gold prices will remain high”.⁴
- The **underestimation of mine closure cost** poses a significant concern that the cost of closing the mine, calculated at 135 million dollars, is largely underestimated (for example the Rhone Poulenc (USA) copper mine closure is estimated at 9 billions dollars). So, in the event that the mines closes sooner than planned, the Romanian state will be left again to pay the bill.
- In our opinion, the biggest risk that RMGC project presents is **the creation of precedence** in what regards the other mining projects waiting to be opened: Bucium, Certej (which is in an advanced state of approval), Băița-Crăciunești, Brad etc. Figure 2 presents some of the most important players on the Romanian exploration and exploitation gold market which involves a group of investors connected to the Australian-Romanian Frank Timiș. This businessman, most likely using the geological database of the companies Minvest Deva and Remin Baia Mare, applied for exploration licences for various areas of western Romania in the name of certain firms created by him and his associates.

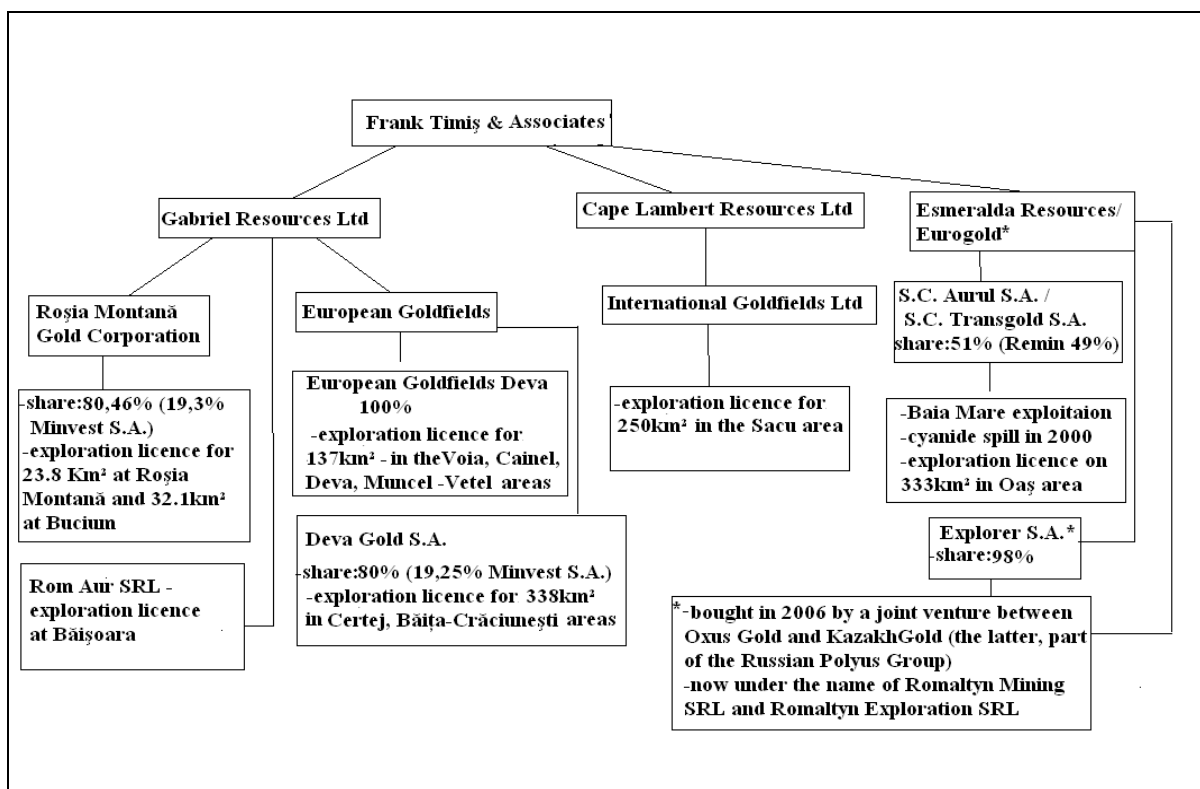


Figure 4. Companies Involved in the Exploring and Exploiting of Gold in Romania

Alternatives for the project, proposed by the studies done by the local NGO Alburnus Maior and by members of the Romanian Academy, are: *wood manufacturing, hand weaved woollen carpets, medicinal plants and berries acquisition and capitalization, the development of household industry and tourism development*. To this we could add that accessing European funds and implementing programmes meant to encourage animal breeding and which could also offer some subsidies for the mountain farms would be other means for encouraging sustainable development in the area.

The development of tourism is a viable complementary economic activity for the area for several reasons. First, Roșia Montană besides being located in a beautiful mountain area it also has an enviable amount of cultural attractions like the old Roman mines, unique in Europe, or the 38 protected historic houses from the Middle Ages. As the touristic development of Rimetea, a former miners' village, showed us, these houses could be restored and subsequently opened as boarding houses. The nearby Albac experience has also demonstrated that you can become one of the most developed touristic localities in Moților Land with the help of a good amount of publicity and political backing, even though you do not possess any kind of specific attractions except for being a beautiful mountain village.

Major blows to the local economy have been: *the approval of the General Urban Planning of Roșia Montană in 2002*, in which, at the specific request of RMGC, 1376.16 ha have been declared a mono-industrial zone (this meant that no other industry or other type of mining could be done in the area and not even new construction permits would be given) and the closing of the mine in 2006.

Another major impediment to the development of other type of industries in the area has been the *attitude of the local authorities* that not only gave their full blessing to the project by the approval of GUP in 2002 but showed little interest in accessing governmental or European funds for the development of the infrastructure or for social projects. In fact the local authorities have only managed to get financing for only one project (the rehabilitation of the Gura Roșiei-Dăroaia road) from the Romanian Fund for Social Development (RFSD).

Finally, there is at least one more other way to obtain financing for the economic development of Roșia Montană: *paid for environmental services*. In the world nowadays, there are a series of agreements between the down-stream communities and enterprises and the upstream communities regarding the sustainable usage of the water resources, which are far more valuable than the gold ones contrary to what RMGC tries to make us believe. Through these agreements the people leaving downstream pay the ones living in the mountains for maintaining the good quality of their drinking water and for disaster

prevention, like downstream floods resulted from the intensive deforestation of the upper valleys (for example, New York City’s payments to the upstream farmers for protecting its drinking water etc).

4.3. The Role of Forestry and Agricultural in the Development of Motilor Land

4.3.1. The Forest and the Wood Processing

Exploiting the forest resources has always been one of the major economic development coordinates and wood the major income provider for the Moți population.

4.3.1.1. Territorial Distribution of Woods

Moșilor Land region has 45 300ha of good quality woods covering approximately 43% of the region. In the north predominant are spruce forests, in the central areas there is a mix between spruce and beech while in the south beech forests are predominant. The map of the territorial distribution of the forests shows that the NV and the S and in NE are the administrative territorial units with the highest wood coverage percentage.

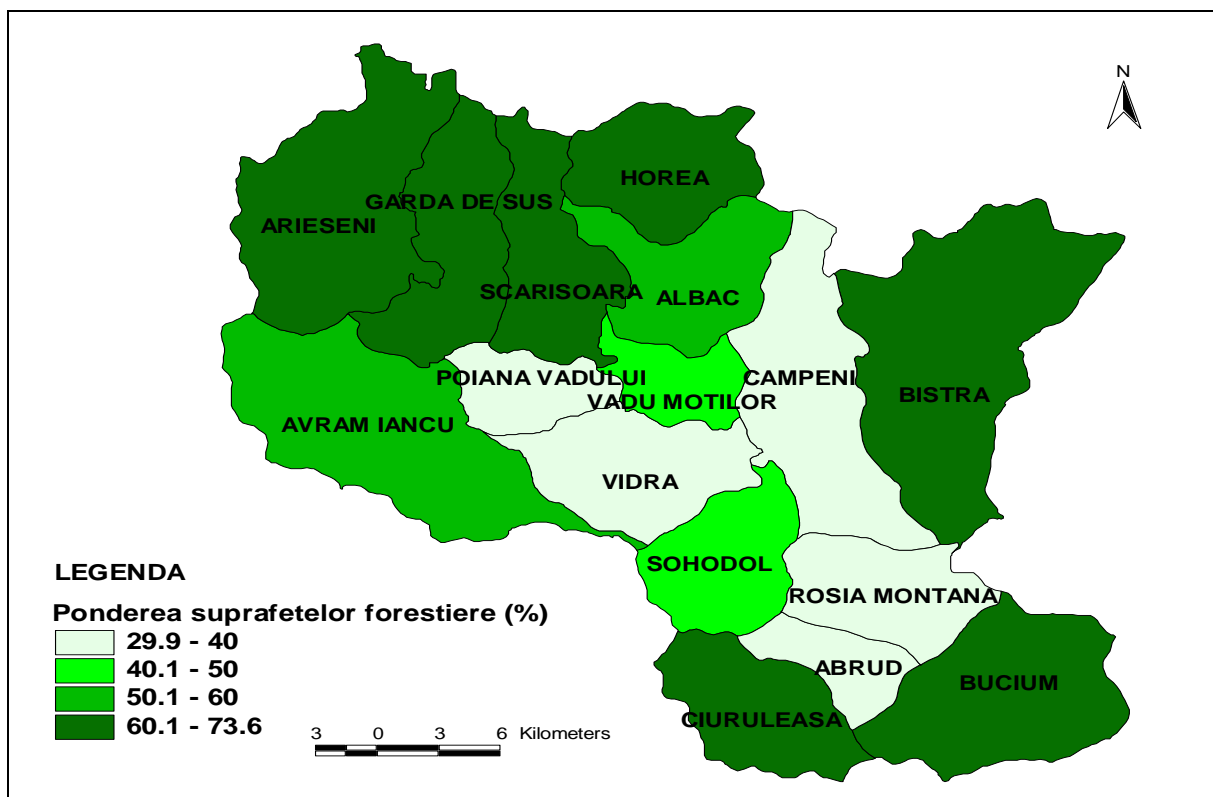


Fig.5 . Percentage of wooded areas in Moșilor Land (2010)

4.3.1.2. Exploiting, manufacturing and commercialization of wood

Wood has always played a major role in the life of the local communities and of the economy of the region. Today the wood is exploited in two major ways: the traditional/individual way (obtaining timber and houseware) and the industrial way, in companies like SC. Montana S.A. and SC. Transylvania Production SRL. Located in Câmpeni.

4.3.2. Agricultural Development

4.3.2.1. The Environmental Coordinates and Their Impact in the Agriculture

Development

Besides wood exploitation and mining, agriculture represents the third major coordinate of the development of the area.

Besides wood exploitation and mining, agriculture represents the third major coordinate of the development of the area. The development of agriculture in Motilor Land is significantly limited by the height and slopes of the relief, by the coolness of the climate and the acidity of the soils. The agricultural land in the area covers only 38% of the region's surface, while the forest covers 55.4%. The pastures have the highest percentage 48, 8% in the agricultural land, while other 38, 8% are with hay fields (fig. 6).

The significant importance that agriculture has even in an area like Motilor Land doesn't reside only in its role as a food resource but also in its role of soil protection, landscape preservation, and in the role that it plays in the protection a life style.

4.3.2.2. Vegetable and Animal Production

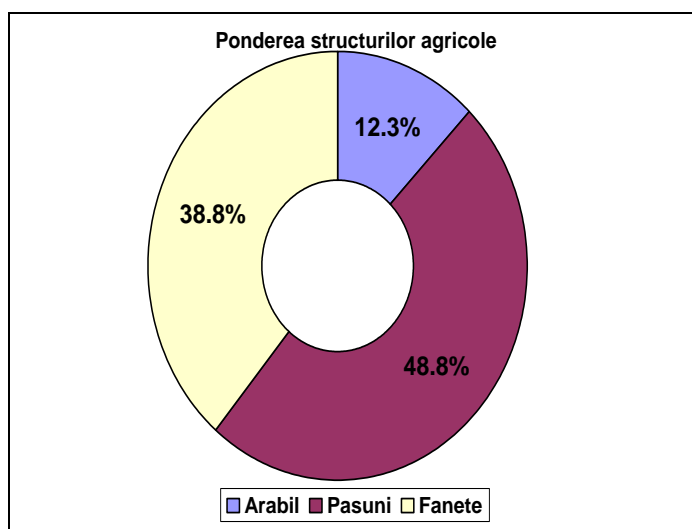


Fig. 6. The Structure of the Agricultural Land in Țara Moților (2010)

There are significant differences per species among the numbers of animals breed here. Here the breeding of cattle and horses is more important than that of pigs, chicken and sheep.

Unfortunately the products obtained from these animals are not

properly marketed. Most of them are used for feeding the local population, some for feeding the animals and very little is processed and sold on the local markets. A newer trend is to use these products for feeding the incoming tourists.

There are a set of measures that need to be taken in order to improve the agricultural production of the area: *increasing the size of farms, introducing new technologies of exploitation, further educating the farmers, encouraging the pluriactivity in the area and creating programmes for financing the mountain agriculture.*

CAP. 5. NEW OPPORTUNITIES: THE DEVELOPMENT OF TOURISM IN MOTILOR LAND

5.3.4. The Degree of Development of the Touristic Infrastructure

The touristic infrastructure is made up of the *accommodation infrastructure and the touristic facilities* on one side and the *communication network* (the road infrastructure) on the other side. The level of development of the touristic infrastructure is determined by the way and the degree in which the touristic resources of a region are capitalized so implicitly by the level of development of the administrative units that comprise the Land of Moti.

5.3.4.1. The Accommodation Infrastructure

Before 1990 within the studied region the level of development of the touristic infrastructure and thus the degree of capitalization of the touristic resources was relatively low. At that time there existed only two campings on Arieşului Mare Valley, at Gârda de Sus and at Arieşeni, two hotels, one in Abrud and one in Câmpeni and on ski-slope at Arieşeni.

After the fall of communism the area went through a process of assertion of the rural tourism as a result of the logistic and financial support of the European Community, especially due to the non-governmental organizations like A.N.T.R.E.C. (National Association of Rural Ecological and Cultural Tourism) and O.V.R (Operation Villages Romain) and to the involvement of the local authorities and the rural communities. The Land of Moti, in particular the communes Albac, Scărișoara, Horea, Gârda și Arieşeni were included in two sets of programmes that were developed in the 1990: *the pilot villages project launched by O.V.R. (1991)* that aimed to establish an inter-communal partnership among Romanian communes and foreign ones and the project coordinated by A.N.T.R.E.C. that aimed to implement the programme *Phare Tourism (1993-1997)*. As a result of these projects, the accommodation infrastructure went thorough some significant changes regarding both the number of accommodation units and the diversity and quality but, in an unbalanced way at the

regional level. Thus, on the Arieșului Mare valley, there was a significant leap in both the quantity and quality of the accommodation infrastructure while in the other communes this „leap” was comparatively smaller or it lacked completely.

The accelerated dynamics of this process within the last 20 years, makes difficult the process of inventorying and updating the list of the number of the accommodation units due to the rapid change in ownerships, in classification, beds available as a lot of the boarding houses are still in the process of being certified, some working with permits from the local administrations and a lot more working without any permit. If one consults the webpage of the Ministry of Regional Development and Tourism finds that only 50 from the total number of 211 accommodation units are considered classified in 2011. Abrud, Câmpeni, Scărișoara and Horea each have one classified accommodation place, Vidra 2, Vadu Moților 3, Albac 10, Gârda de Sus 13 and Arieșeni 18. On the A.N.T.R.E.C.’s webpage we find that there are a series of boarding houses from Motilor Land that belong to this organisation: one in Vadu Moților and Câmpeni, 2 in Abrud, 12 in Gârda de Sus and 18 at Albac. O.V.R. member boarding houses are significantly less: 5 in Gârda de Sus and Arieșeni and 2 in Albac while there is only one boarding house located in Albac that is a member of B&B network. In order for our study to represent the situation regarding the accommodation infrastructure as accurately as possible, we completed the data obtained from the sources mentioned above with information obtained from the numerous web pages dedicated at promoting accommodation units and the field inquires we completed in the period from 2005 to 2010. The bibliographical resources consulted, only partially represent the reality of the situation as they mainly refer to board houses members of A.N.T.R.E.C. and O.V.R. and those that exist on the Ministry of Tourism website. The difference between the numbers these studies present and the reality on the field is significant.

In 2010, the accommodation capacity of the Motilor Land comprised 3938 beds, the accommodation infrastructure being composed of several types of places: boarding houses, hotels, villas, inns, chalets and campings. In the present studied we counted also the entire number of accommodation units located in the holiday village of Vârtop even though administratively they belong to the Bihor country as the border between Alba and Bihor Counties goes right through the middle of the touristic village developed around the Arieșeni ski slope.

The majority of the accommodation units totalling 181 (14 of which located in Vârtop-Bihor) are boarding houses out of which just 4, all located in Abrud, would qualify as urban boarding houses, the rest being rural boarding houses. The greatest majority of them,

62 (without the 14 located in Vârtop-Bihor), are located in the *touristic resort of local interest* of Arieșeni (Government Decision no. 329/2006) while in Gârda de Sus and in the *touristic resort of local interest* of Albac (Government Decision no. 801/2005) are 33 and 34 boarding houses in each of them. Significantly less boarding houses have Scărișoara with 10 units and Horea with 9.

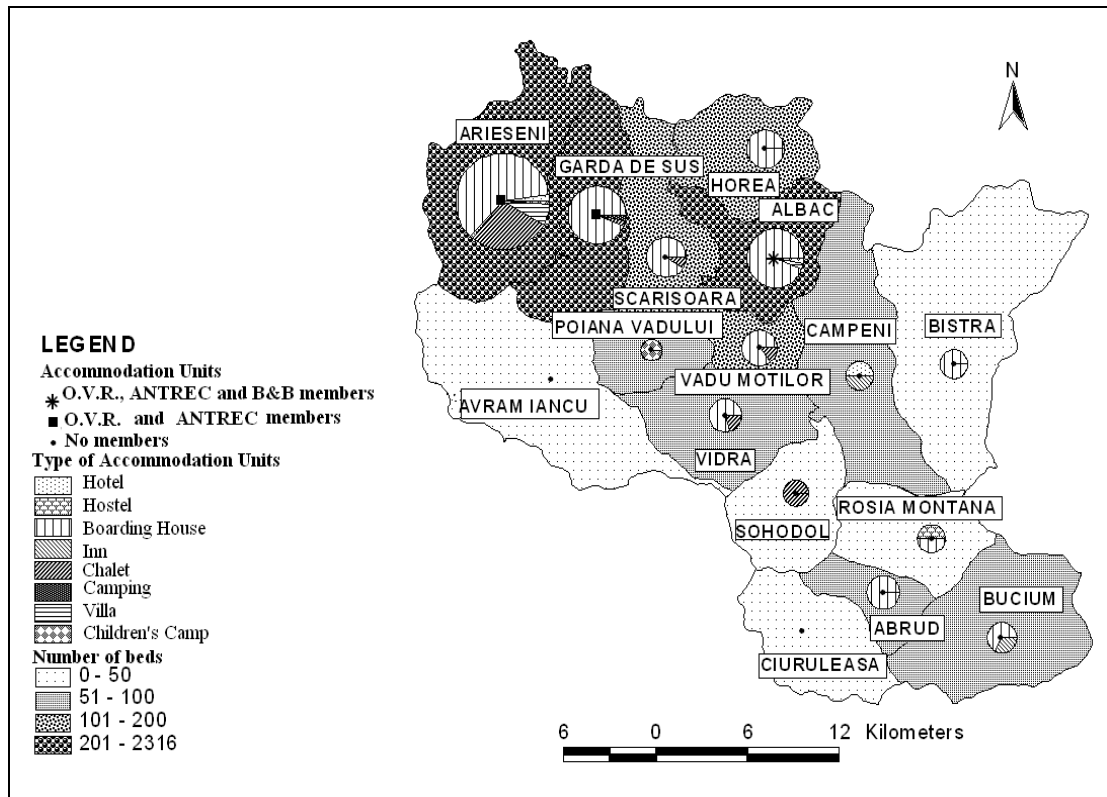


Figure 5. The Accommodation Infrastructure in Motilor Land (2010)

The rest of Motilor Land is characterized by the presence of very few boarding houses. The rural tourism has just recently started to develop here due to the fact that the support of the non-governmental organizations and of the authorities has been far less than in the case of the previously mentioned 5 communes of the Arieșului Mare Valley and added to these, in some cases the problem has been the restrained attitude of some of the communities towards tourism, while in others, like in the case of Roșia Montană, the local authorities active opposition towards any attempt to develop a touristic infrastructure as they supported the approval of the mining project of the company Roșia Montană Gold Corporation. Thus, for the remaining part of Motilor Land we have the following situation: Vadu Moților with 6 boarding houses, Abrud and Vidra with 4, Bistra and Bucium with 2, Roșia Montană with 1, Câmpeni, Sohodol, Poiana Vadului, Avram Iancu, Ciuruleasa with no boarding houses. In the region of Motilor Land there are 2753 beds available in boarding houses (of which 253 beds

in Vârtop-Bihor), so an average of 15.20 beds per boarding house, the highest number of available beds being in Arieșeni which has an average of 16.25 beds/boarding house.

The following type of accommodation structure in what regards the number of units is that of chalets. Within the studied region there are a number of 40 chalets (17 of which are in Vârtop-Bihor with 300 beds) with an accommodation capacity of 601 beds, so an average of 15 beds/chalet. As in the previous case, the most numerous accommodation units are in Arieșeni, 35, while only 1 chalet can be found in each of the following communes: Gârda de Sus, Scărișoara, Sohodol, Vidra and Vadu Moților.

Significantly less in number are the other types of accommodation units. There are 3 hotels with 196 beds available (one in Câmpeni and 2 in the Vârtop-Bihor area), 1 hostel with 6 beds in Roșia Montană, 2 inns with 50 beds, one in Câmpeni and one in Bucium, 10 villas with 268 available beds (10 units in Vârtop-Bihor, 6 in Arieșeni and one at Albac) and just 1 camping with 20 beds in Gârda de Sus. Besides these types of accommodation units at Poiana Vadului and Arieșeni function within the local boarding school, during summer, two children's camps, the bigger one being in Arieșeni, with 100 beds.

In conclusion, in Motilor Land the development of rural tourism has made a significant leap from the level it was before 1990 to its present level, 2010, when there are 237 accommodation units with a total number of 3938 beds available (including the Vârtop-Bihor area that has 35 accommodation units totalling 830 beds). The Arieșeni-Vârtop area has the highest average of beds per accommodation unit, 23.71. The majority of the accommodation places are classified as two stars/daisies units. The highest numbers of boarding houses have developed slowly paced by the owners' income level and have few touristic facilities.

5.3.4.2. The Health and Recreational Facilities

The region, in spite of its great natural and anthropic attractions is one in which tourism has just began to grow within the last years and as a result the health and recreations facilities are few and of inferior quality. Only in 2001 the Scărișoara Ice Cave, the biggest attraction of the area, was electrified and properly equipped for tourists while the other beautiful caves in the area remain completely unequipped. The ski slope from Vârtop, Arieșeni commune, was extended and equipped with a ski lift in 1996 and only in 2005 a ski lift started functioning also on the second ski slope, Vârtop II. Very recent, in the winter ski season of 2010-2011, a new ski slope equipped with a ski lift, was opened nearby, at Piatra Grăitoare Nucet, Bihor County. Another ski slope is in construction in Gârda de Sus, and is scheduled to open in the winter season of 2011-2012.

The size and the structure of the accommodation units in Moșilor Land

Table 2

Administrative Units	No of accommodation units	No beds	Hotel	No beds	Hostel	No beds	Boarding House	No beds	Inn	No beds	Chalet	No beds	Villa	No beds	Camping	No beds
Arieșeni	86	1386	0	0	0	0	62	1008	0	0	18	239	5	139	0	0
Zona Vârtop	35	830	2	160	0	0	14	253	1	44	17	300	4	73	0	0
Horea	9	100	0	0	0	0	9	100	0	0	0	0	0	0	0	0
Gârda de Sus	35	505	0	0	0	0	33	473	0	0	1	12	0	0	1	20
Scărișoara	11	116	0	0	0	0	10	106	0	0	1	10	0	0	0	0
Albac	35	575	0	0	0	0	34	519	0	0	0	0	1	56	0	0
Bistra	2	41	0	0	0	0	2	41	0	0	0	0	0	0	0	0
Câmpeni	2	66	1	36	0	0	0	0	1	30	0	0	0	0	0	0
Vadu Moșilor	7	113	0	0	0	0	6	97	0	0	1	16	0	0	0	0
Avram Iancu	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Poiana Vadului	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vidra	5	58	0	0	0	0	4	46	0	0	1	12	0	0	0	0
Sohodol	1	12	0	0	0	0	0	0	0	0	1	12	0	0	0	0
Roșia Montană	2	26	0	0	1	6	1	20	0	0	0	0	0	0	0	0
Bucium	3	53	0	0	0	0	2	33	1	20	0	0	0	0	0	0
Abrud	4	57	0	0	0	0	4	57	0	0	0	0	0	0	0	0
Ciuruleasa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL ZONĂ	237	3938	4	196	1	6	181	2753	3	94	40	601	10	268	1	20

The recreational facilities present in the accommodation units of the region are scarce, only a few dozen units offering tourists some additional facilities besides room lending: 31 have restaurants, 42 conference-rooms, 4 have saunas, 4 have swimming pools, 1 has a football pitch and 1 has facilities for horse riding.

5.3.5. The Total Touristic Potential

By adding up the points per administrative unit obtained for the general touristic potential and those obtained for the touristic infrastructure potential, resulted the total touristic potential of the administrative units.

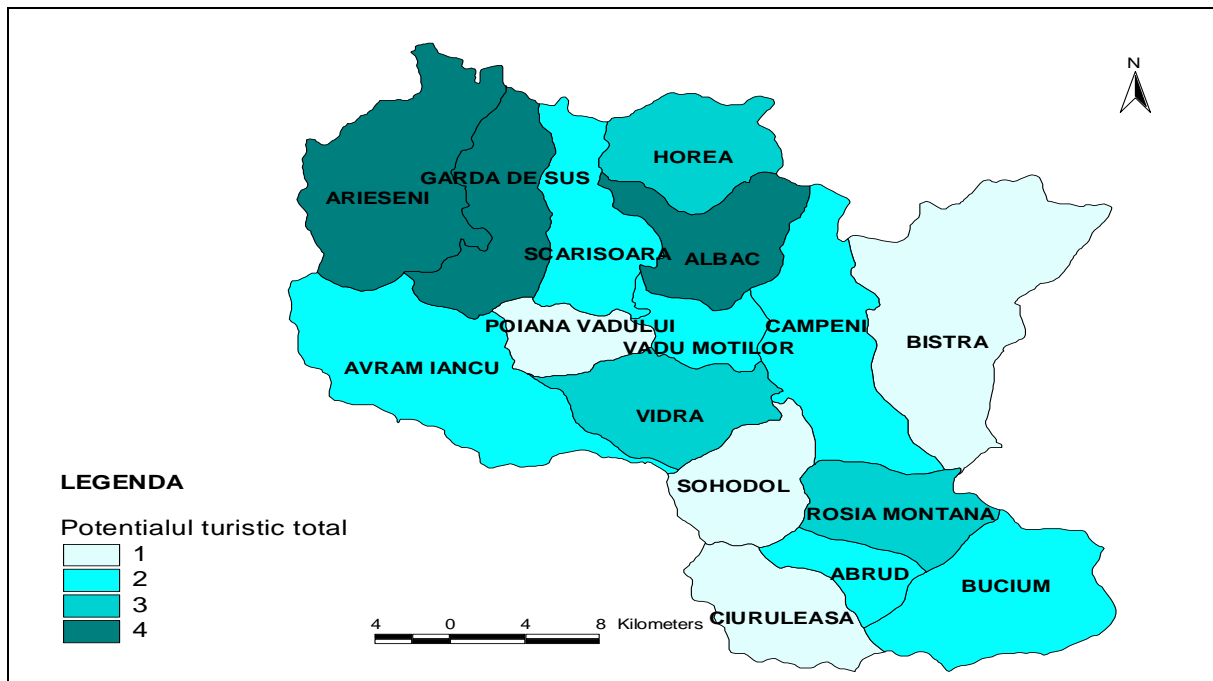


Fig.8. The Total Touristic Potential of the Administrative units in Moșilor Land (4-very developed, 3-developed, 2-medium, 1-underdeveloped)

CAP. 6. POLITICAL AND SOCIAL ASPECTS IN RURAL DEVELOPMENT. DIFFUSION OF INNOVATION

6.1. The Political Elections of the Population

After 1989, in February 1992, for the first time in four decades, Romanians could freely choose their local leaders. The change was significant: from one party to choose from now they had to decide among various conventions and unions and a number of 23 political or ethnic parties, either ‘traditional’ ones like the PNL⁵ and the PNȚCD or new ones like the FSN. The distribution of votes for the 1105 elected mayors were as follows: 32,76% for the National Salvation Front (FSN), 22,27% for the Independents, 13,39% for the Democratic Convention (CD), 12,21% for the Democratic Union of Hungarians in Romania, (UDMR),

⁵ We kept the Romanian names and abbreviations for parties as it helps for an easier understanding both for the Romanian and the foreign reader: PNL - National Liberal Party (Partidul Național Liberal), PNȚCD - National Peasant Party - Christian Democrat (Partidul Național Țăranesc Creștin și Democrat), FSN- National Salvation Front (Frontul Salvării Naționale), CDR – Democratic Convention of Romania (Convenția Democrată din România) [CDR = electoral alliance of PNȚCD + PNL + PNL-CD (National Liberal Party - Democratic Convention - Partidul Național Liberal Convenția Democrată) + PAR (The Alternative for Romania Party - Partidul Alternativa României) + PER (Ecologist Party of Romania-Partidul Ecologist din România) + FER (Federația Ecologistă Română-Romanian Ecologist Federation)], PUNR - Romanian National Unity Party (Partidul Uniunii Naționale Române), UDMR/RMDSZ - Democratic Union of Hungarians in Romania (Uniunea Democrată a Maghiarilor din România), PDAR - Agrarian Democratic Party of Romania (Partidul Democrat Agrar din România), PRM - Greater Romania Party (Partidul România Mare, USD- The Social-Democratic Union (Uniunea Social-Democrat), PAC- The Civic Alliance Party (Partidul Alianța Civică), PUR- Romanian Humanist Party (Partidul Umanist Roman), APR- Alliance for Romania (Alianța pentru România), PD –The Democratic Party (Partidul Democrat), PDL – The Democratic Liberal Party (Partidul Democrat Liberal), PSD –The Social-Democratic Party, etc.

7,88% for the Romanian National Unity Party (PUNR) and 5,16% for Agrarian Democratic Party of Romania (PDAR). The rest of 6,33 % went to other national minorities' parties. (after Gr. P. Pop, 1991⁶). By mapping all these options a big variety among the electoral options of the population becomes obvious, a sign of the 'inexperienced electorate', of a young political scene that hasn't mapped out its main players. Also the high percentage obtained by independents reveals besides a young democracy and a predilection of the electorate to vote for the person and not for the party. Gradually the Romanian political scene will develop and the votes of the population will gravitate towards just a few important parties.

Another noticeable trend is the decrease in the Romanian electorate's interest in the nationalistic discourse. Thus, from the total number of votes for the Senate, together, the PRM and PUNR (since 2000 in alliance with PNR, forming PAN) obtained 11,9% in 1992, 8,76% in 1996, 22,23% in 2000 (according to some authors – Gr. P. Pop, 2000- the high number of votes in 2000 was due to the malfunctioning government of CDR that won the elections in 1996), 14,19% in 2004, while in 2008, none of the Romanian nationalist parties managed to obtain the 5% of votes necessary to pass the threshold for the Senate (PRM obtaining the highest number of only 3,57% of the votes).

In 1992 the results of the local elections in "Moților Land" reflect the same situation as they do at country level, an electorate still searching for its political identity: out of the 16 administrative units FSN won in nine (Arieșeni, Scărișoara, Bistra, Câmpeni, Vadu Moților, Sohodol, Roșia Montană, Bucium, Abrud), Independents in five (Horea, Albac, Avram Iancu, Poiana Vadului, Vidra), PUNR (Ciuruleasa) and PDAR (Gârda de Sus) won in one each (fig.2). In the following elections of 1996 and in 2000 the variety among electoral options increases. In 1996 the electors voted for six parties and two Independents: PDSR⁷ won in five of the administrative units (Arieșeni, Albac, Poiana Vadului, Vidra, Bucium), CDR in three (Vadu Moților, Roșia Montană, Ciurulesa), the rest being divided among PUNR, PDAR, PAC, USD and Independents (fig.3). In 2000, the number of parties increases to seven, with PDSR⁸ winning most mayor seats (Arieșeni, Gârda de Sus, Bistra, Câmpeni, Vadu Moților, Vidra, Abrud), seven out of 16, while the other parties win only one or two seats for mayors each, while Independents won only one (Horea)(fig.4). The new party that entered the local political scene was FER that won in Avram Iancu. We can notice that in "Moților Land" the

⁶ Due to the delays in printing, lack of printable materials and the desire of the paper's board to have a continuity, papers written in 1992 appeared in *Studia Universitatis Babeș-Bolyai* 1991, that was actually printed in 1993.

⁷ PDSR – Romanian Party of Social Democracy (*Partidul Democratiei Sociale din Romania*).

⁸ PDSR. - *Democratic-Social Pole of Romania (Polul Democrat-Social din Romania - PDSR.)*.

electorate's behaviour is similar to that at the national level: a diverse local political scene with a multitude of parties, a scene that hasn't mapped out its main players.

The elections of 2004 and 2008 bring with them a change: the number of parties diminishes significantly. In 2004 the candidates that won mayor seats belonged to five parties and there were no Independents. The most votes split between two main parties: six mayor seats were won by PD (Albac, Bucium, Horea, Poiana Vadului, Abrud and Vidra), five by PSD (Avram Iancu, Gârda de Sus, Roşia Montană, Scărişoara, Vadu Moţilor) and only three by PNL (Bistra, Sohodol, Ciuruleasa) and one by PRM (Câmpeni) and one by PUR (Arieşeni) (fig.5). In 2008 PSD was the biggest loser obtaining only two seats in Ciuruleasa and Bucium while PDL won eight mayor seats (Albac, Avram Iancu, Gârda de Sus, Horea, Poiana Vadului, Roşia Montană,, Vidra and Abrud) and PNL six (Arieşeni, Bistra, Ciuruleasa, Sohodol, Vadu Moţilor and Campeni) (fig.6). Observing the evolution of the “Moţilor Land” electorate's political choices we can see that it has evolved significantly since 1992 or 2008: from voting for a multitude of parties (six or seven) to voting only for three in 2008.

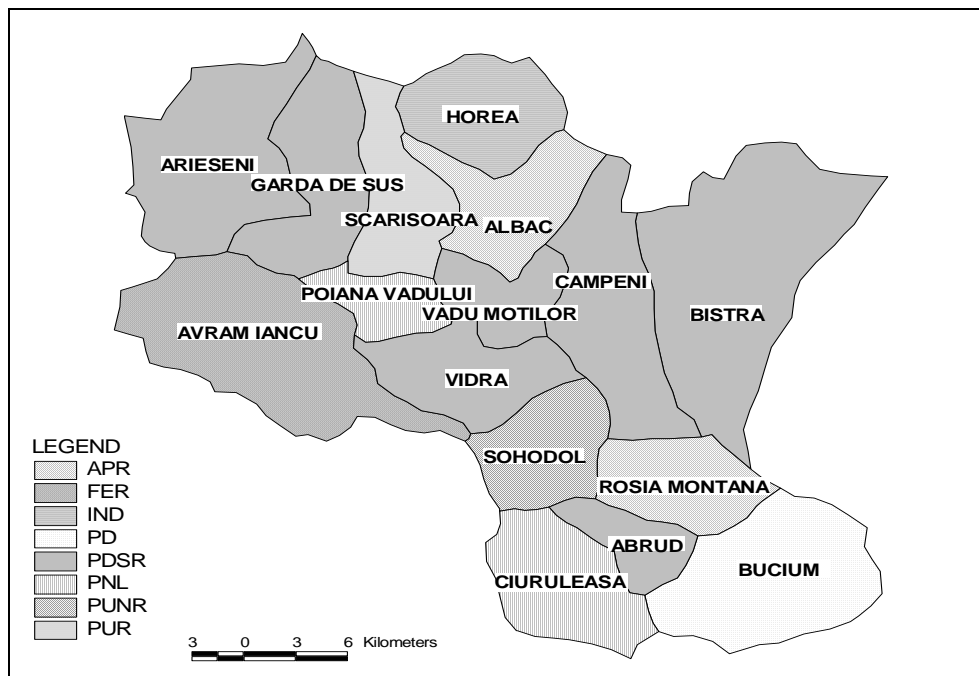


Fig. 4. The Political Affiliation of Mayors in 2000 Elections

Another change regards the nationalistic parties. If in 1992 the PUNR had a mayor in Ciuruleasa and in 1996 had one in Gârda de Sus and one in Sohodol, in 2000 kept only the seat in Sohodol. In 2004 due to changes in the PUNR the voters chose another nationalistic party, PRM, to represent their interest as a mayor in Câmpeni while in 2008 none of the

nationalistic parties won any mayor seats in “Moților Land” following the declining trend for those types of parties at national level. Thus, though the area is considered a quintessence of Romanianism as the people of the area, “the Moți” are famous for their centuries struggle against the Hungarian occupation of Transylvania, they presently don’t have such strong nationalistic feelings.



Fig. 6. The Political Affiliation of Mayors in 2008 Elections

Though the map of 2008 election clearly shows the dominance of PDL and PNL in the area, with the PDL winning eight mayor seats and PNL six, there is a predilection of the electorate to vote for the person and not for the party. The candidates themselves are the one that adhere to one party or another according to who is or looks like is going to be in power at national level. A good example is that of Olar Corneliu, the former mayor of Horea, who won the elections with over 80% of the votes both as an Independent in 2000 (85,98%) and as a representative of PDL in 2008 (82,6%). To further demonstrate this we created a short table with the elected candidates from 2004 and 2008 local elections and their party affiliation. As we can see nine of them changed their party, some of them completely changing the political spectrum they previously belong to, by switching from left to right wing parties.

**The Changes in the Political Affiliations of Mayors in “Moșilor Land” from the Elections in 2004
to those in 2008**

Table 3

Election Year		June 6, 2004		June 1, 2008	
Crt. no.	Locality	Elected Mayor	Part	Elected Mayor	Party
1	Arieseni	Jurj Vasile Marin	PUR	Jurj Vasile Marin	PNL
2	Horea	Olar Corneliu	PD	Olar Corneliu (PDL-resigned from his position after he was elected as a deputy in college number 5 Alba in November 2008), Marin Nicola (PDL)	PDL
3	Garda de Sus	Virciu Marin	PSD	Virciu Marin	PDL
4	Scarisoara	Costea Cristian-Vasile	PSD	Costea Cristian-Vasile	PNL
5	Albac	Todea Petru Tiberiu	PD	Todea Petru Tiberiu	PDL
6	Bistra	Gligor Traian	PNL	Gligor Traian	PNL
7	Cimpeni	Andres I. Ioan-Calin	PRM	Andres Ioan Calin	PNL
8	Vadu Motilor	Hristea Eugenia Silvia	PSD	Lazea Nicolae	PNL
9	Avram Iancu	Heler Sandu	PSD	Heler Sandu	PDL
10	Poiana Vadului	Avram Ilie	PD	Avram Ilie	PDL
11	Vidra	Resiga Ioan Alexandru	PD	Resiga Ioan Alexandru	PDL
12	Sohodol	Andreica Lucian	PNL	Andreica Lucian	PNL
13	Rosia Montana	Narita Virgil Nicolae	PSD	Furdui Eugen	PDL
14	Bucium	Amariei-David Sorinel	PD	Napau Cornel	PSD
15	Abrud	Falca Gheorghe	PD	Ratiu Ioan Tiberiu	PDL
16	Ciuruleasa	Mihalachi Ioan	PNL	Tuhut Radu Marcel	PSD

Politics and Development

Finally we would like to show through some examples how starting from the local and county level to the national level the political affiliation hinders or favours development in the area. For these we would like to present a series of short quotations from the press and a few pieces of information obtained through some interviews that we conducted locally with regards to development.

Every change in the power at national level has significant consequences for local projects in Romania. Liviu Dragnea the general secretary of PSD was quoted by Mioara Maxim on www.realitatea.net on 23rd October 2009 saying that “Things are even worse when it comes to the development programme for infrastructure in rural areas-communal roads, water utilities and sewage. In this case PD-L has truly taken its share of the money” said

Dragnea. He also stated that the PD-L mayoralities receive 52,82% (59,55 millions lei), PNL - 25,27% (28,34 millions lei), PSD - 11,4% (13,14 millions lei), UDMR - 7%, other mayoralities - 3,73%, while "PSD has the biggest number of mayors in Romania and hundreds of them have projects in different stages of execution". This situation truly impacts the development in the region, several projects have been stalled for example by the fact that PD-L and PNL have parted ways and now the mayoralities of Arieșeni and Scărișoara are put in the situation of not being able to finish their current projects (Scărișoara is halfway through installing its water pipes but they might not get the rest of the money to finish the project) In Arieșeni the inhabitants have been let known in a meeting by one of the Alba county officials that there will be no money given this year for any project. For those mayors that belonged to the same party as the county leaders money or other resources were found for their development projects that needed to be implemented like for example the new building of the mayoralty and cultural centre from Albac built with the support of the Alba County Council.

Political favouritism is not only the case of PD-L. It has been the case for PDSR and PSD too in the previous years. There are famous the cases of so called "local barons" of PSD who used their political power to develop their businesses. According to Helga Kovacs from the newspaper *Informatia de Vest* (27th September 2005), the former vice-president of the Bihor PSD branch until the 2004 elections used the PSD programme for building sport facilities in the countryside for its own interest, managing to build through his own firm S.C. Selina SRL the sport facilities of Garda and Baia de Arieș, both of whom had PSD mayors.

Besides these few examples of small projects that were either hindered or helped by politics, there are two that had or could have had a significant impact on the development of the entire region and not of just one administrative unit: the ski resort project from Arieșeni and the mining project from Roșia Montană.

The first plan for the development of a ski resort in Arieșeni was made by the ski instructor Dan Gligor in 1978 and followed by another one in 1991. In 1997 together with the Swiss engineer Heinrich Kuhn he made a new project that envisioned the construction of several ski slopes for Arieșeni. Most of the money for the implementation of the project would have come from Swiss investors while the rest, approximately 20% was supposed to come from the Alba County. The misunderstandings that appeared between the prefect and the president of the Alba County Council of that time stalled the project. This was the situation in 2001 when we first heard of the project from the mayor of Arieșeni. Since then there were multiple plans drawn by the local or county administrations or by various investors but so far due to politics and bureaucracy nothing has been done for 20 years and Arieșeni

still has just the initial ski slope. Needless to say that the fact that the area hasn't transformed into a modern ski-resort has limited the tourism development not only for Arieșeni but also for the neighbouring communes which would have also taken advantage of the massive number of tourists that would have come to the new resort.

The economic issues and political controversies created by the mining project from Roșia Montană are now known all over the country. In 1997 the Canadian company Gabriel Resources joined "Regia Autonomă a Cuprului Deva" (The Autonomous Authority for Copper Deva) to form a new company initially called "Eurogold Resources" and which later became "Roșia Montană Gold Corporation" in order to exploit the 10,1 millions of ounces of gold and 47,6 millions of ounces of silver estimated to be still found at Roșia Montană. Since then the representatives of different parties from several ministries have either stalled or tried to push the project forward. Now they are at a dead still. Non-profit organisations like Alburnus Maior and the Soros Foundation have strongly opposed the project due to its potential negative effect on the environment due to the proposed used of cyanide in the exploitation. By suing several times the company "Roșia Montană Gold Corporation" they managed to stop the mining from starting.

In the 13 years that have passed since the start of the project the communities of Bucium, Ciuruleasa, Roșia Montană and Abrud have ceased to develop either hoping that they will get back to work in mining and thus not looking for alternative solutions for making a living or fearing to invest in the idea that their investments, in tourism for example, would be ruined by the opening of the project. In the case of Roșia Montană the local PUG (General Urban Planning) specifically hinders any chances of investment in a different area other than the mining industry, thus even the people who would take the chance of investing in tourism and build a B&B for example cannot do so as the local authority would not give them the permit for a new construction.

In conclusion through the present paper we have tried to present how the political preferences evolved in the twenty years since the revolution in the Romanian area of "Moților Land". One can notice that if at the beginning there was a big variety in the political affiliations of the elected mayors there being six or seven different types of parties with elected mayors in the region, in the last local election of 2008 the electorate elected only candidates belonging to three parties only: PDL, PNL and PSD. Also, the importance of the Romanian nationalistic parties has reduced over time, in 2008 none of these parties won a mayor sit in "Moților Land". We can say thus that the local electing body has matured over time.

An interesting aspect worth mentioning is that though the number of parties the people voted for has reduced, there is also a clear tendency in the region to vote for the person rather than the party, as the table number one clearly shows. It is the likely candidate that will join the party that he/she thinks will most likely be in power at the next elections.

What we consider most important is the fact that the electoral options should not be overlooked when one studies the development of certain regions. An area can be rich in underground resources like Roşia Montană is in gold and silver or have extended snow coverage and great landscapes which are essential for winter sports, like Arieşeni and still have significant development issues that are not derived from the lack of natural resources. In the case of “Moţilor Land” it is both local and national politics in what regards the projects for Roşia Montană and Arieşeni that have significantly influenced the development of the entire region.

6.2 The Social Relations in a Village

6.2.2 The Mentality of the “Mot” as a Critical Factor

The strength of character and the pride of the local inhabitants are well known in Romania, the Moţilor Land having a special symbolism for the Romanians as it is the birthplace of many heroes that fought for the rights of the Romanians from Transylvania that were for many centuries under the foreign rule (Horea, Cloşca , Crişan, Avram Iancu, Ecaterina Varga). The historic conditioning has created in the ‘moţ’ a high degree of lack of trust in the authorities and the difficult natural conditions have shaped the mentality of the locals into one typical for mountain inhabitants making them less communicative and quite conservatory. This mental traits are not very favourable to change and so is also the ‘expecting something from the state’ attitude reminiscence from the communist times when the private initiative was not encouraged. In spite of this, due to necessity and as a result of the contacts and information acquired during their travels outside the region in order to sell their products in exchange for food, in the 20 years that have passed since the Revolution some of the local communities have managed to make the mentality “leap” necessary in order for them to be able to (and want to, for that matter) access financing programmes and invest in new economic sectors like tourism.

6.3. The Diffusion of the Touristic Innovation

6.3.3.1. The Diffusion of the Rural Tourism

In order to determine the role played by the human factor in the development of settlements of Moșilor Land, in order for us to establish why some communities developed and some didn't, we looked for a quantification of the innovation of the inhabitants in the studied administrative units.

In the present paper we studied the diffusion of touristic innovation and the degree of accessing the financing programmes from the perspective of the role they played in the local development. The methodological approach was a classic one for the study of the diffusion of innovation: collecting quantitative data from the adopters about innovation X at a point in time, after the X innovation has known a large degree of diffusion.

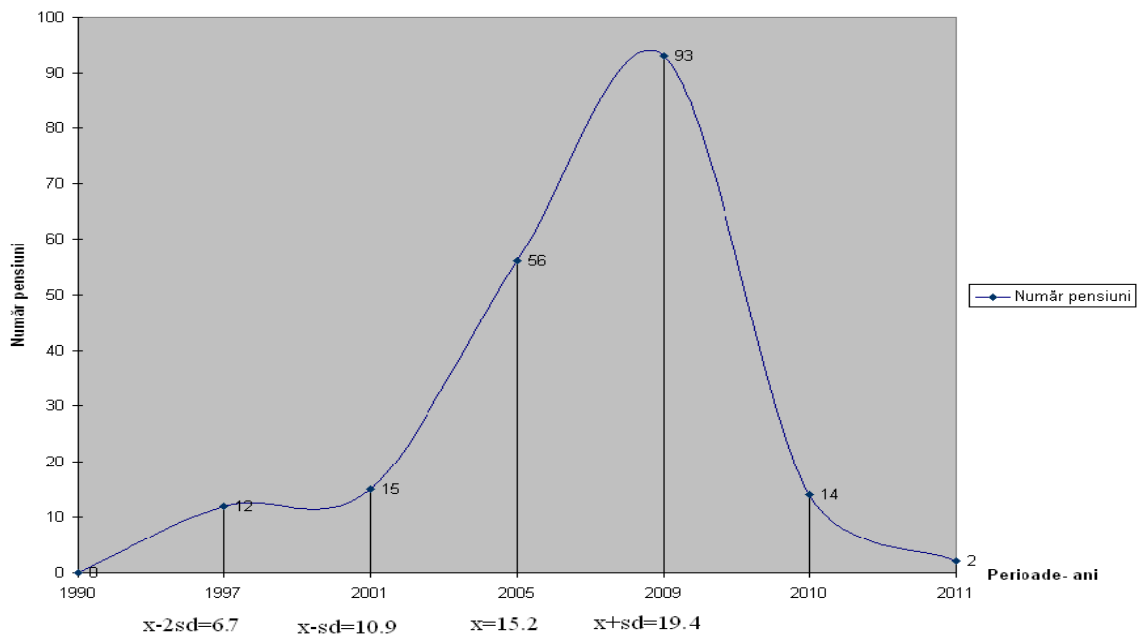


Fig.10. The Rhythm of the Touristic Diffusion in Moșilor Land between 1990-2011

***x=average; sd-standard deviation;**

The bell shaped form that the function of the diffusion of innovation makes we notice that the maximum development took place between 2005-2009. Analysing the map of the diffusion we notice that Albac has developed abruptly between 2002-2005, after this “boom”, 64% of the boarding houses being opened between 1990-2005, while between 2006-2011 only 34% were opened. At Gârda de Sus the percentages for the same periods were 67, 7% and 32,4%, showing a similar development. At Arieșeni the percentages were of 35, 6% and

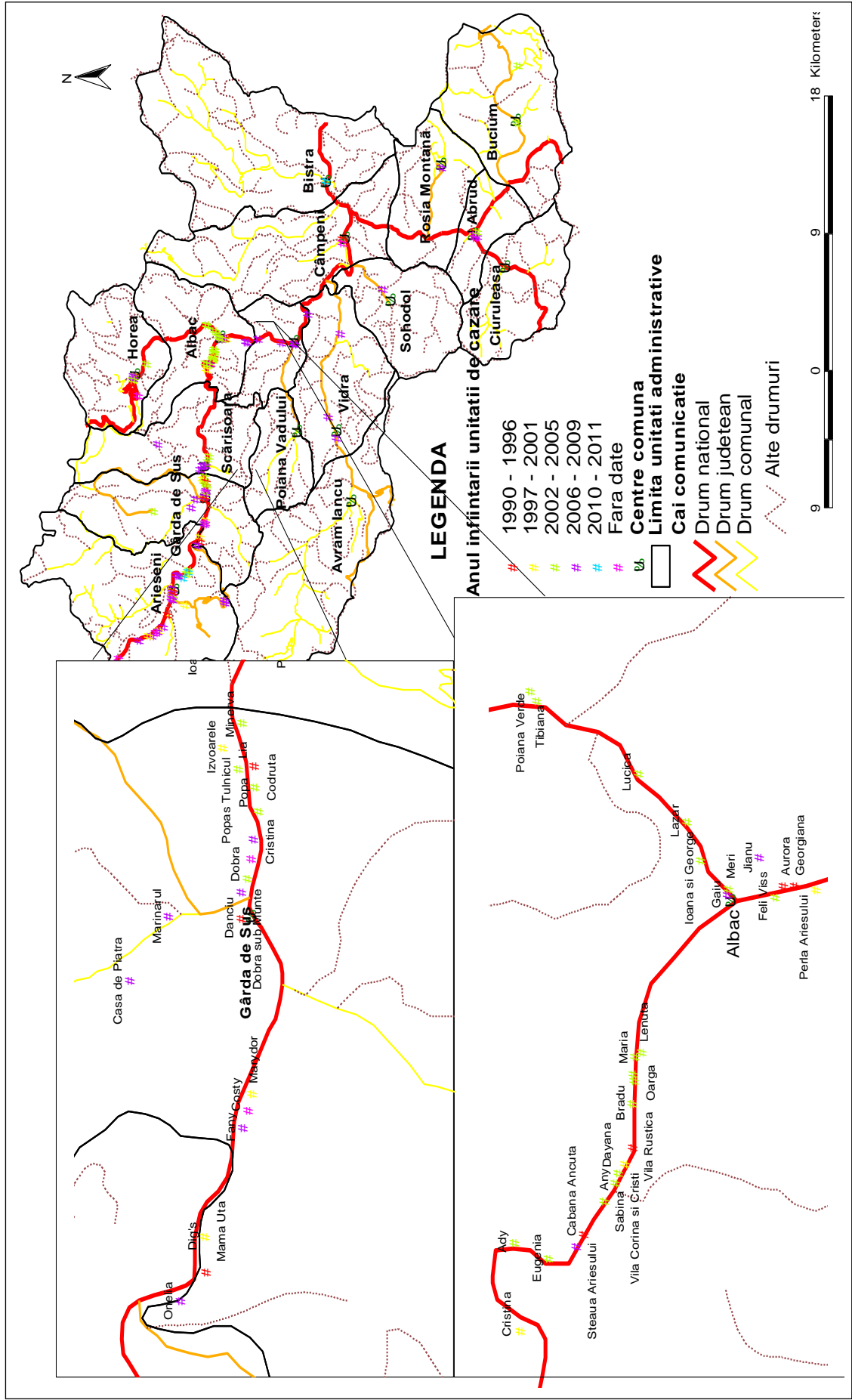


Fig. 11. The Rhythm of the Diffusion of Innovation in Gârda de Sus and Albac, in Motilor, Land, between 1990-2011

64,4%, proving that the touristic “boom” took place later, after 2005. We need to mention the the data we obtained were for the year of the opening of the boarding houses are for 190 accommodation units, so a percentage of 80,6%, that validates the above results. The results show that Albac was initially the development centre in the area though it does not have its main attractions.

b. Motivations of the Investors

From our study resulted that an important role in the diffusion of the touristic innovation had the examples seen from other inhabitants in the same commune or in nearby ones, often between the innovator and the adopter existing relations like: relatives, neighbours and/or friends. (fig.12)

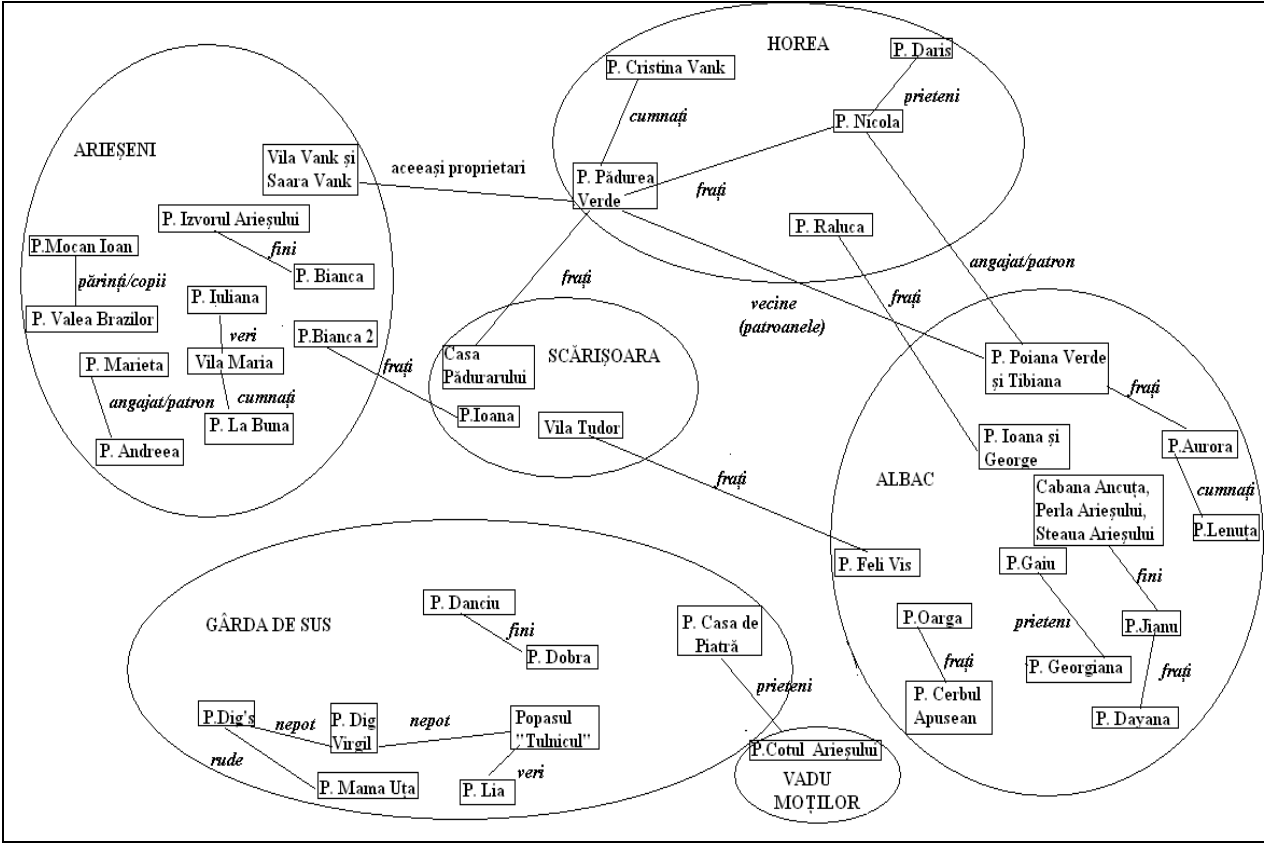


Fig.12. Social Networks and the Diffusion of Touristic Innovation

6.3.3.2. Accessing the Financing Programmes (SAPARD, PHARE, FEADR etc.)

The region of Moșilor Land has been confronted with economic problems for a very long time due especially to the restrictions imposed by the relief and climate that translate into low quality or unproductive soils. This makes it impossible for the local population to ensure itself the minimum quantity of food necessary for survival and as a consequence the

inhabitants resulted to exploit the wood of the forests, to mine for gold and silver and to breed animals and then exchanging the products resulted from these activities for food brought from other areas. At present, the local mines have all been closed and the exploitable wood is diminishing and thus the local communities and authorities are forced to look for financing sources in order to develop new types of economic activities and to improve the local infrastructure. The ability of the communities and local authorities to access various financing sources from the county level to the international one, has become essential to the survival of the localities in the region, many of which are facing depletion due to aging, feminisation and migration of the population

Many times, obtaining financing through these programmes requires the filling of complex applications with well presented business plans that often require a high level of administrative and technical competences. It is for this reason that we believe that the ability to access financing programmes represents a faithful barometer of the adaptability and innovation capacity of the communities of Moșilor Land pointing out those with a higher chance for development.

Financing Programmes

In the post-communist period, the insufficient local capital has been partially compensated by the possibility to access financing programmes at national, European and even at global level, programmes especially designed for the development of rural areas. Thus, in Moșilor Land a series of programmes have been accessed: *PHARE (Poland and Hungary Assistance for Restructuring Economy)*, *IFAD (International Fund for Agricultural Development)*, *SAPARD (Special Accession Programme for Agricultural and Rural Development)*, *EAFRD (European Agricultural Fund for Rural Development)*, *RSDF (Romanian Social Development Fund)*, *ROP (Regional Operational Programme)* and others.

The *PHARE* programme has offered financing in domains like: industrial restructuring and human resources development, the assistance of micro-enterprises and small and medium enterprises recently opened, the modernisation of local administrations, waste management and education (TVET Phare- Technical and Vocational Education and Training). At present, the value of the financing obtained through PHARE in the studied region surpasses the amount of 2 million Euros. The highest number of projects financed through PHARE CES (Social and Economic Cohesion Component) at the level of administrative units is found in Abrud -7, Câmpeni -5 and Bistra-3.

IFAD was established in 1977, being the result of The World Food Conference from 1974. In Romania IFAD has financed only one project, the *Apuseni Development Project* in a quantum of 31.5 million USD. It offered the local entrepreneurs loans with a subsidised interest of 6.64% repayable in Lei or the equivalent in USD or Euros. The project ran between 1999 and 2006 and had as a main target the rise in the income level and in the standard of living by sustaining projects aimed at modernising the technologies for milk and meat processing, at the mechanisation of agriculture, at promoting local crafts and agrotourism etc. In Moșilor Land the financing obtained through IFAD surpassed 100000 USD.

Between 2000 and 2006 **SAPARD** offered financing in a quantum of up to 50 % of the value of the project (75% EU funding and 25% national funding). There are 29 projects that obtained financing through the SAPARD programme in Moșilor Land on the basis of the following measures: Measure 2.1 "Development and improvement of rural infrastructure", Measure 3.4 "Development and diversification of economic activities generating multiple activities and alternative income" and Measure 3.5 "Forestry". The value of the funding obtained surpasses 3.8 million Euros. Most of the projects financed through SAPARD were in Arieșeni -7, Câmpeni -5 and Albac-4.

EAFRD (European Agricultural Fund for Rural Development) is a post-accession fund that started offering financing beginning with 2008. The main objectives of EAFRD are: the improvement of the competitiveness of agriculture and forestry by supporting reconstruction, development and innovation, the improvement of the environment and the countryside by supporting land management and the improvement of the quality of life in rural areas and encouraging the diversification of economic activities. In Moșilor Land funding was obtained in a quantum of over 21 million Euros in the areas pertaining to the following programme measures: Measure 112 – „Setting up of young farmers”, Measure 121- „Modernising the agricultural holdings”, Measure 123- „Adding value to agricultural products”, Measure 312 - “Support for the creation and development of micro-enterprises”, Measure 313 - “Encouragement of tourism activities”, Measure 322 - Villages renewal and development, improving basic services for rural economy and population and upgrading of rural heritage”, Measure 431 - Sub-measure 431.1 – Stage 3 - "Financial support for preparing the files for the Local Action Groups (LAG) selection " and Measure 141 "Support of Semi-subsistence Agricultural Farms". The total number of projects financed through the EAFRD is big, 719 projects, of which, the majority, 686 projects, funded through Measure 141 for the period 2009-2010. Through Measure 141 financing is given to semi-subsistence agricultural farms over a period of 5 years in the form of non-refundable funds of 1.500 de

Euro/year/farm. In Romania, the public contribution for Measure 141 is of 476 077 390 Euro of which: 20% is the contribution of the Romanian Government and 80% of the European Union. The specific objectives of this measure aim at the increase of the market production for the semi-subsistence agricultural farms in order for them to become economically viable and the diversification of production in conformity with the market and the introduction of new products. By mapping the number of projects funded through Measure 141 of EAFRD (Fig.1.) we can see that there is a significant difference between the north and the south of the region: in the north the number of projects are significantly higher than in the south where most of the administrative units have less than 19 projects, exception being Avram Iancu with 34 projects. The most numerous projects funded through Measure 141 of EAFRD are in Albac-83, Arieșeni- 80 and Gârda de Sus -76.

RSDF (Romanian Social Development Fund) was established in 1998 and through two programmes initiated by the Ministry of Economy, **SDSMC (Social Development Scheme for Mining Communities)** – *first phase (2004-2006)* component of the programme "Mines closing and social impact mitigation" and **SDSMC-second phase**, sub-component of the programme "Mine Closure, Environmental and Socio -Economic Regeneration" (2007-2010), offered funding to projects aimed at the economic development and the infrastructure development in the areas affected by the restructuring of the mining sector. Although the entire area of Moșilor Land was eligible for funding through these programmes, most projects, 16 out of 26, were made in Abrud. For the entire region the total amount of funding obtained through RFSF surpasses 8.8 million RON. One of the main reasons behind the reduced number of projects financed through RFSF is the poor involvement from the local authorities. This is especially the case of Roșia Montană commune that even though is directly affected by the mine closures only one project has been implemented with the help of RFSF funding (the rehabilitation of the road Gura Roșiei-Dăroaia) while the neighbouring commune of Bistra implemented 4. This is mostly due to the fact that the local authorities are still waiting for the opening of the mining project proposed by the company Roșia Montană Gold Corporation (RMGC).

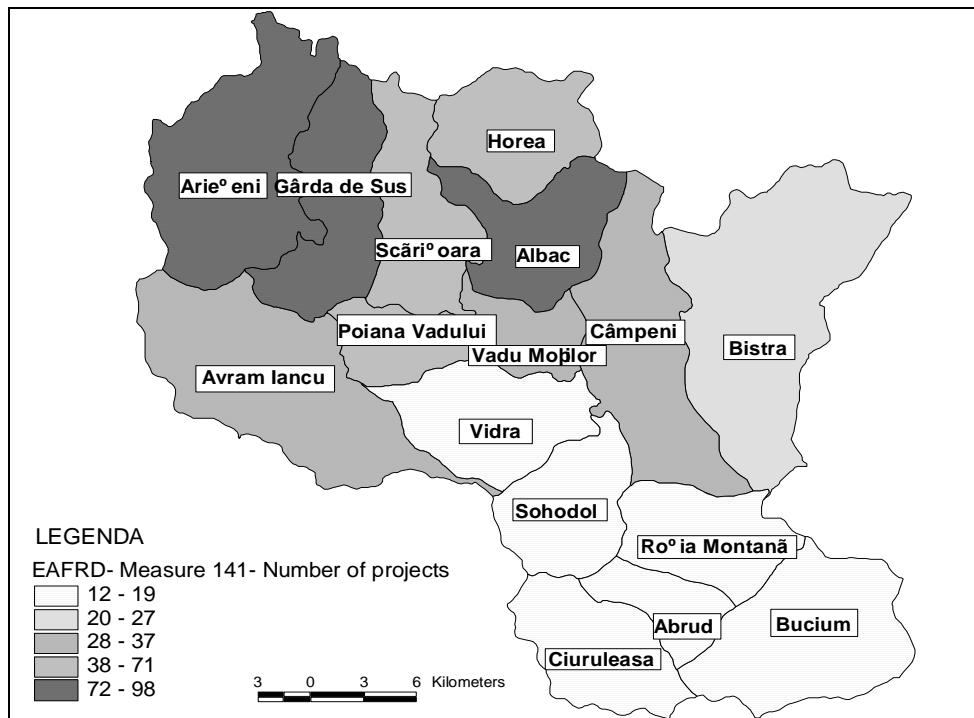


Fig. 1. Moșilor Land. Number of projects per administrative unit funded through EAFRD Measure 141

RASDIZ (Romanian Agency for Sustainable Development of the Industrial Zones – former National Agency for the Development of the Mining Zones) through *SGS (Small Grants Scheme)* offered financing for micro-projects designed for those groups that have a lower ability to adapt to the economic and social changes generated by the restructuring of the mining sector like: women, children, the young and the old. So far, 9 such projects have been implemented in Moșilor Land (3 in Abrud) totalling an amount of 178 034 RON.

ROP (Regional Operational Programme) planned to run between 2007-2013 is co-financed through the European Fund for Regional Development (EFRD) and has as a general objective to support a sustainable economic and social development of the regions of Romania and as a priority the sustaining of less developed regions and of the urban poles of growth as it aims at reducing the differences in the development of regions in Romania. In Moșilor Land have been implemented 3 projects funded by ROP. The projects of over 6.4 million RON were funded under the priority axis 3: “Improvement of social infrastructure and priority axis” and 4: “Strengthening the regional and local business environment”.

There are other financing programmes available. Loans for businesses were offered for 9 projects with a total value of 1 753 759 RON from the national budget through the governmental programme “*The Development of Alba County*” (thus were created 255 jobs). Other funds were offered by *The Department of International Development of the British*

Government, by *The Environmental Fund Administration* etc. These funds offered financing for 18 projects in a quantum of 7 116 597 RON, 5885 GBP and 15000 USD.

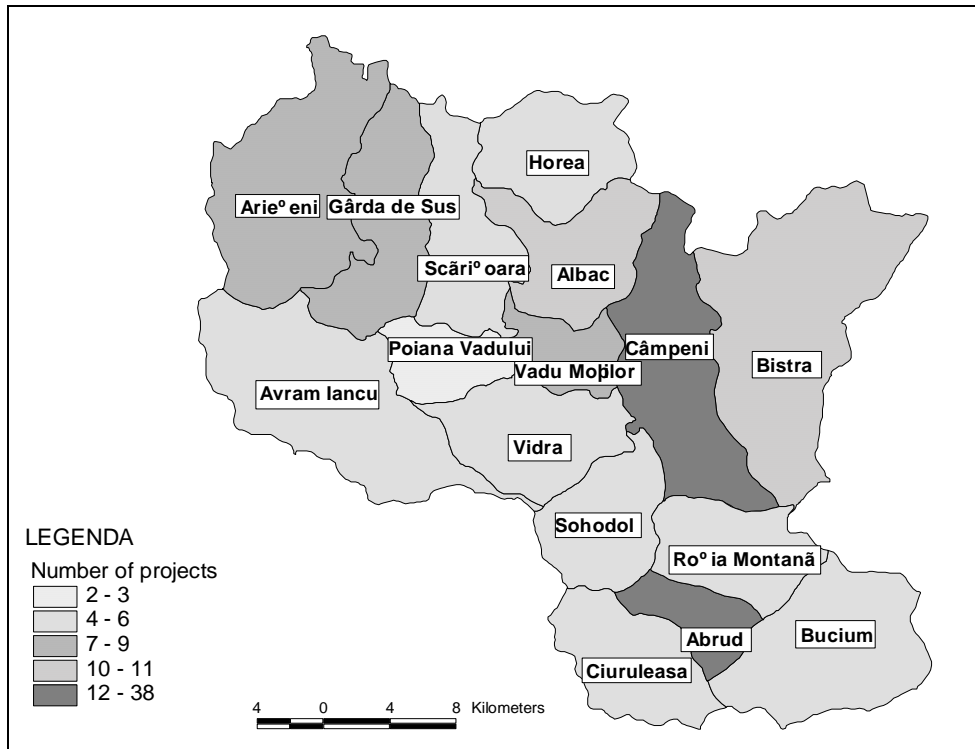


Fig. 2. Moșilor Land. Number of projects financed per administrative unit (minus those financed through EAFRD Measure 141).

In the entire region, there were 118 projects funded through the programmes mentioned above (without EAFRD), 45 of which obtained financing before 2005, 20 in 2005 and 49 after 2005, thus most of them, 69 were completed after 2005, a year that seems to mark a turning point in the number of projects submitted and funded. Starting with 2008, other 721 projects have been funded, this time through EAFRD, raising the total number of projects at 837. More than half of the funding offered, 90 million RON out of 139 million RON total, were for EAFRD financed projects. Here we have to make the observation that because EAFRD started offering funding only from 2008, some projects, especially those funded through Measure 141 (totalling about 22 million RON) will receive the financing gradually over 5 years following the date the contract was signed provided that the beneficiary upholds the contractual terms. As a result, in a period of 14 years, since 1998 when the first project was funded by PHARE in Moșilor Land, the financing offered for the projects in the region surpasses 139 million RON, so an average of 9.9 million RON per year.

By mapping the number of projects financed per administrative unit in Moșilor Land (Fig.2.) we notice that again, the northern half of the region has a significantly bigger number of projects than the southern half, where just the town of Abrud, has more projects than the

regional average of 9.4 projects per administrative units (minus the projects financed through EAFRD Measure 141). In fact, due to its 38 projects for which financing was obtained, it occupies the first place among the administrative units of Moților Land. In the northern half, most projects were done in Câmpeni-28, Bistra-11 and Albac-10, followed by Arieșeni -9 and Gârda de Sus-8. The least number of projects, just 2, (minus the projects financed through EAFRD Measure 141) were done in Poiana Vadului. The significant difference in the number of projects done by the authorities and by the communities of the administrative units situated in the south of the region, totalling 269 projects, and those situated in the north of the region, totalling 568 projects, so twice as much, is the result of several causes like: the stagnation in economy and the 10-years uncertainty created by the mining project proposed by RMGC that deferred those that wanted to invest in tourism and agriculture areas for fear of bankruptcy in the event of the mine being opened, the poor involvement of the local authorities in what regards accessing funds for projects implementation (for example in Roșia Montană the local authorities only managed to accomplish two projects financed through the above mentioned funds and programmes) and also the aging of the population, and the high mortality connected to this that affect some of the local administrative units like Avram Iancu and Vidra both with over 24% of the population over 65 years old.

Concluding, in the studied region, in what regards the number of projects financed through the programmes mentioned above, the most active, and thus with the best chances for further development are the two towns Câmpeni and Abrud and the communes of Bistra, Albac, Gârda de Sus and Arieșeni.

CAP. 7. THE LEVEL OF DEVELOPMENT PER ADMINISTRATIVE UNIT IN MOTILOR LAND

7.1. The General Development Potential of the Administrative Units

In order to be able to calculate the level of development for the administrative units in order to compare them we calculated the general potential of development of the administrative units. The model used for this was the one that V. Surd (1993) used in his paper *Așezările din bazinul montan al Arieșului. Studiu de geografie aplicată*. We chose this model because its complexity helps us include the multiple aspects of development from the studied region. To the model envisioned by V. Surd we made some alterations in order for it to fit the purpose of our paper (V. Surd's study was made at the level of locality while ours

was done at the level of administrative unit). As a result, the calculus for the general development potential per administrative unit was done after the formula:

$$P_t = P_1^{0-7} + P_2^{1-5} + P_3^{1-7} + P_4^{1-5} + P_5^{1-7} + P_6^{1-6} + P_7^{1-5} + P_8^{1-4}$$

P_t -General Development Potential

P_1 - Demographic Potential , P_2 -Economic Potential, P_3 - Built Potential P_4 - Communication Potential P_5 -Agroecologic Potential, P_6 -Turistic Potential, P_7 - Natural Potential P_8 - Innovation Potential

As it can be noticed from the mapping, the N and E part of the regions that overlays the mining and urban areas of Moților Land had the biggest potential. The S and the SV have the smallest potentials: Avram Iancu, Vidra, Poiana Vadului, Sohodol, Ciuruleasa (added to these are in N Scărișoara and Horea). As was expected the biggest potentials have the two towns while the smallest ones have Poiana Vadului (12 puncte), Ciuruleasa (15 puncte) și Vidra (18 puncte).

The Calculations for the General Potential per Administrative Unit in Moților Land

Table 5

No.	Administrative Units	Demographic Potential	Economic Potential	Built Potential	Communication Potential	Innovation Potential	Natural Potential	Agroecologic Potential	Turistic Potential	Total
1	POIANA VADULUI	0	1	1	1	3	2	3	1	12
2	CIURULEASA	1	1	1	3	1	3	4	1	15
3	VIDRA	0	1	1	2	2	6	3	3	18
4	SOHODOL	2	2	2	2	3	5	3	1	20
5	HOREA	4	1	3	1	4	1	3	3	20
6	SCARISOARA	0	2	3	3	5	3	4	2	22
7	AVRAM IANCU	1	3	2	1	3	6	5	2	23
8	VADU MOTILOR	1	1	4	4	5	4	3	2	24
9	ROSIA MONTANA	5	4	2	4	2	3	2	3	25
10	GARDA DE SUS	0	2	4	3	6	3	4	4	26
11	BUCIUM	2	3	3	3	3	5	5	2	26
12	BISTRA	6	3	5	3	5	5	2	1	30
13	ARIESENI	3	2	5	3	6	6	3	4	32
14	ALBAC	4	2	5	4	6	5	2	4	32
15	ABRUD	7	5	6	5	7	5	1	2	38
16	CAMPENI	7	5	7	5	7	4	1	2	38

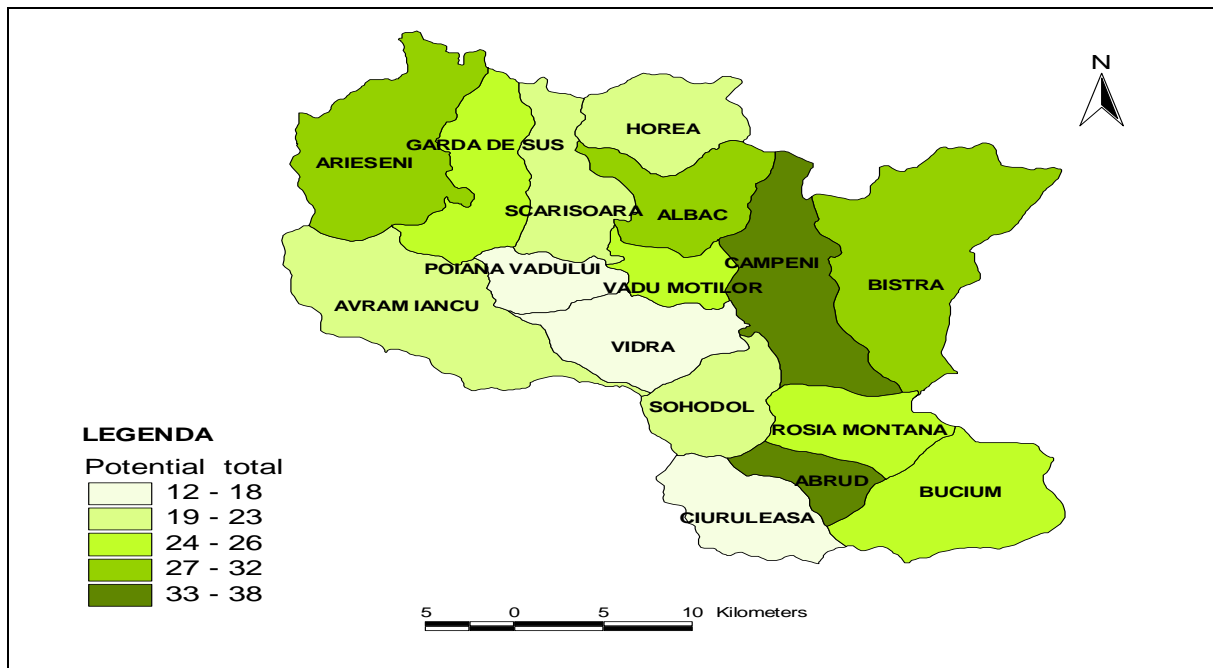


Fig.16. The General Potential per Administrative Unit in Moșilor Land

CHAPTER 8. CONCLUSIONS AND RECCOMENDATIONS

8.1. Rural Development: Differences in Development and Future Perspectives

In what regards future perspectives the following recommendations can be done:

First, the migration outside the area needs to be reduced by investing in the infrastructure that would rise the people's quality of living.

Second, the Roșia Montană Project as it is now presented should not be approved as it will destroy the future chances for development in the area, especially on tourism. Its main risks are: the distruction of a major archeological site, the destruction of the environment, the small benefits of the Romanian state, the economic risk that rise from the fact that the RMGC doesn't have the money yet for the project, thus the risk of bankruptcy is high, and most importantly it will be an example for future exploration areas that just wait to be opened.

Third, tourism is a viable activity as long as the local investors use the right strategies and the local authorities get involved in its promovation. A testimony of its viability are the boarding house that are "pairs" (second and even thirs boarding house from the same owner): Tibiana and Poiana Verde Boarding Houses; Ancuța Chalet and Steaua Arieșului and Perla Arieșului Boarding Houses from Albac etc.

Fourth, agriculture and the exploitation of wood will remain the main economic activities in the area in the medium and near future but they ought to be done in an

environmentally friendly way, while the quality and the level of agricultural exploitation should be improved.

Finally, we need to mention that though the development in Moșilor Land has been centred till now on four main axes: mining, animal breeding, forest exploitation and tourism it needs not to limit at these. In the future development it will matter significantly the capacity of the local and regional authorities of innovating, of thinking „out of the box”, of adapting and accepting projects that do not come from these four main domains, like for examples projects from the energy field (ex: like the project for a small hydroelectric plant in Bistra).

AUTHOR'S CONTRIBUTIONS

The Authors' contributions to the paper are as follows:

1. the calculation of the demographic potential using the latest data (2010, 2011), the updating of the information regarding the infrastructure and the correct calculation of some surface data as for many years in the data regarding the surface of the counties Poiana Vadului and Arieșeni were incorrect in the Alba's Institute of Statistic (Poiana Vadului has in fact 2905ha and not 6905ha while Arieșeni has 7322ha and not 3322ha);
2. we calculated the touristic general potential at the level of all the administrative units in the region. Through our field research we established that in fact there are 211 accommodation units in the region and not 50 like the data from the Ministry of Regional Development and Tourism shows -1st time;
3. we analysed based on our interviews the motivation and the characteristics of the investors in the region -1st time;
4. we analysed the role of vicinity and social networks in the diffusion of the touristic innovations -1st time;
5. we exemplified the role of politics in the development of some projects in the area-original approach;
6. as a result of a detailed analysis we created a chart with the main investors in the gold mining market in Romania in order to show that Roșia Montană is not a singular case;
7. we calculated the innovation potential of the communities by looking into the way the diffusion of tourism took place and the degree of accessing the financing programmes at the level of the administrative unit -original approach;

8. we calculated the socio-economic potential per UAT in Moților Land and used also the SWOT analysis in order to find which is the level of development of each administrative unit;
9. finally, on the base of our research we could establish which were the main elements that favoured or stopped development and on the basis of these we made some recommendations regarding the development of the region.

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