

University "Babes-Bolyai"  
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Dissertation:

**Tourism potential and effective capitalization in Northwestern Transylvania  
(Cluj and Salaj counties)**

SCIENTIFIC COORDINATOR  
**PROF.UNIV.DR. CIANGĂ NICOLAE**

PhD Student  
**ALTMAN IACOB**

**Cluj-Napoca**

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Keywords: tourism potential, recovery, efficiency, northwest Transylvania applications of string, regionalization methods for forecasting tourism marketing.

## INTRODUCTION

Tourism is today, the content and its role, a distinct field of activity, a component of prime importance to economic and social life for a growing number of countries. From etymologically, the word tour is derived from the English verb "to tour" - which means to travel, take a tour, the tour îterprinde, in French "tourisme" is considered a Anglicism, although the term tour is old and comes from the Latin "turnus".

Tourism is considered primarily a form of recreation with other activities and forms of leisure, it also involves the temporary movement of people to destinations outside the habitual residence also in most cases, it involves of expenditure impact on the economies of areas visited.

According to geographical definitions, tourism is traveling for pleasure, for recreation. This has been extended in recent years to include any travel outside the area where one lives or works, from day trips to holidays abroad.

So the tour is meant, first, all the activities by which man spends his free time traveling to another city or country to visit people and places, monuments and museums to enrich their general knowledge, for fun and sport, rest and treatment and so on, and the second industry created to satisfy all the services required by tourists at the destination, at a high quality level, and in terms of the protection and conservation of tourism resources, especially and the environment in general.

Starting from the premise that tourism refers to people traveling outside the usual residence, defining its content, raising issues such as trip purpose, distance and travel time and travel subject characteristics, namely the tourist. As a result, most of the studies devoted to this field operates correlated analysis of the categories of "tourism" and "tourist".

One of the renowned experts in research tourism phenomenon, whose opinion was embraced by a large number of teoreticeni is Swiss professor W. Hunziker<sup>1</sup>. It defines tourism as "all relationships and phenomena resulting from the movement and stay of people outside the place of residence, as long as the stay and movement are not motivated by a permanent establishment or any gainful activity."

Research of the tourism phenomenon integrates a broad subject area, from defining its place in the development strategy to highlight determinants, fluctuations and evolution of forms coordinate and market mechanisms and to assess its impact on economic, social, cultural, environmentally and politically. All this is based on using a variety of data sources, a research tools and good quality statistical and mathematical methods and comparative analyzes on making inquiries from a marketing perspective and modern management.

In our country, mountaineering join today of trends of Romanian tourism in general: structural changes arising from the transition to a market economy, lower tourist traffic, quality equipment and services, the lack of investment sources, generated by delaying privatization of burdensome taxes that favor the development of tourism, the lack of coherence of the legal framework, the negative image of Romania abroad, etc. propagated. These trends demonstrate the sensitivity of tourism to social and economic stimuli, the cyclical convulsions and mountain tourism is no exception.

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<sup>1</sup> Hunziker, Walter, Krapf, Kurt (1942). Grundriss der Allgemeinen Fremdenverkehrslehre [Outline of the general theory of tourism]. Seminars für Fremdenverkehr und Handels-Hochschule der Verkehrspolitik St. Gallen Zurich: Verlag AG Polygraphischer



The link between tourism activity and the degree of economic and social development, taking into account the main indicators characterizing them, are analyzed using several indicators.

We exemplify this by:

Simple statistical correlation coefficient (Pearson)

$$r = \frac{n \sum x \cdot y - \sum x \sum y}{\sqrt{[n \sum x^2 - (\sum x)^2] [n \sum y^2 - (\sum y)^2]}}$$

Where: x = independently indicator;

y = dependent indicator;

n = number of years.

Statistical correlation coefficient "r" takes values between -1 and +1. The value of 'r' approaches 0, the link between independent indicator (x) and dependent indicator (y) is reduced, the result is close to -1 independent indicator influences strongly dependent reverse indicator and the outcome is close to 1, the relationship between the two variables is strong and direct.

Thus, depending on the degree of recognition can separate latent tourism potential ( elements exist but are less recognized as an important part of tourism resources in Salaj ) , and tourism potential known ( asansamblul elements in a territory are known , popularized and lead to the organization of tourist activities , such as those in Cluj) and depending on the specific objectives of the tourism potential natural ( natural elements which are inserted into the tourism activities ) and tourism potential anthropogenic ( archaeological , historical, architecture , art , ethnography , economics , construction and so on tourist value , ie elements due to human activity over time).

The north -west of Transylvania has a rich natural environment , varied and complex structure harmonious landscape , enjoying a favorable climate for tourism throughout the year , being endowed with rich flora and fauna , with numerous monuments but and historical artifacts , art and architecture, with valuable items and curative possibilities , and can satisfy so the tourism resources at its disposal the most demanding preferences of different segments of the domestic and international tourism demand .

## Motivation

The paper includes a presentation of tourist potential of natural and anthropogenic study area northwest Transylvania ( Cluj and Salaj ) and further methods for determining the degree of effective realization of tourist facilities , based on the concepts of economic efficiency , social - political , promotional technique that can be found in tourist activity . During the completion of the work attempted by review of all components of the tourism potential geographic , with handy research conducted by academics from the Faculty of Geography of the UBB Cluj- Napoca . The maps were used in order to delineate the study area , and have adapted to the needs of the work. Wanted regional integration studies developed for diverse group of researchers geographers , geologists , economists and so on, their systematization and extracting the data needed for this work.

Choice theme Ph.D. " The tourism potential and the effective in NV Transylvania ( Cluj and Salaj ) , is based on the strong relationship between man and nature , and its use to create a lucrative business of presenting the beauty of nature , historical traces and also setting business as a way of relaxation for tourists.

This paper was conceived and designed as a dichotomous expression of the studied area, the expression of "body and spirit" of the area, both within the tourism potential and as a whole, and it wants a voice, in addition to maintaining a balance between physical geography and human spirit that make this area unique in our country. The author is an economist, he wanted this work to be considered in cross-disciplinary work, based on knowledge of geography, history, economics, mathematics and quantum physics.

The paper is structured in three chapters of analysis of the tourism potential of all its components and valuation of potential tourism zoning and a chapter , (4) , has carried out a study of the potential recovery before shown, Planning and Development tourism , by analyzing the efficiency and weather patterns of organization and development of tourist facilities respectively .

How title is " ... the effective ..." I thought that besides presenting the current state of tourism

potential use efficiency must add the forecast of further development and exploitation with a higher yield . It was considered necessary to stress some economic forecasting models , especially now in full recession , and these models have presented models of classic and modern models forecast . Forecasting models to favorite classics were those folds and apply best tourism , ie , models to seasonal .

Personal contribution refers to the concept string models, namely the economic model calculation based on the latest discoveries of atomic physics (the model answer). The conclusion of the paper is showing the place and role of tourism in the economy and especially the role of the multiplier in the economy, and personal presentation of the model out of the current economic depression.

Tourism is seen as the role of economic multiplier and a self-contained system, the role and place is defined by the component activities: accommodation, catering, transport, recreation, treatment, considered as social, political, cultural and economic, with determinations or influences other systems. In the literature, accommodation and food, along with treatment and transport are considered basic services and making the presentation of specific methods for determining the effectiveness of tourism on core activities that define it

The thesis addresses a new research topic, unexplored by Romanian researchers, but we are confident that the results of our research can help increase understanding of academic and practical applicability

Extremely useful consultations I have been given the scientific coordinator, prof.univ.dr.Nicolae Ciang and those offered by Professor Ph.D. Ioan Aurel Irimuş. They helped me to better understand the complexity of defining aspects of tourism potential and how qualitative and quantitative assessment, for which I thank with much gratitude

## 1. Premise individualization of northwestern Transylvania (Cluj and Salaj) and the knowledge

### 1.1. Premise geographical and tourist

Geographically, the study area is integrated in the Transylvanian Basin geomorphological through subunits: Transylvania Plain Some Plateau in Silvaniei Basin, Western Carpathians

(Meseş Mountains, mountains Plopişului, Big Mountain, Mountains Gilău mountains Vlădeasa Trascău). Transylvanian Plateau forms the central part of the Transylvanian Basin, and is composed of three major components: Someş Plateau, Transylvanian Plain and Plateau Târnavei, each with features clearly expressed both in terms of geographical and physical aspects as well as the geographic and human .

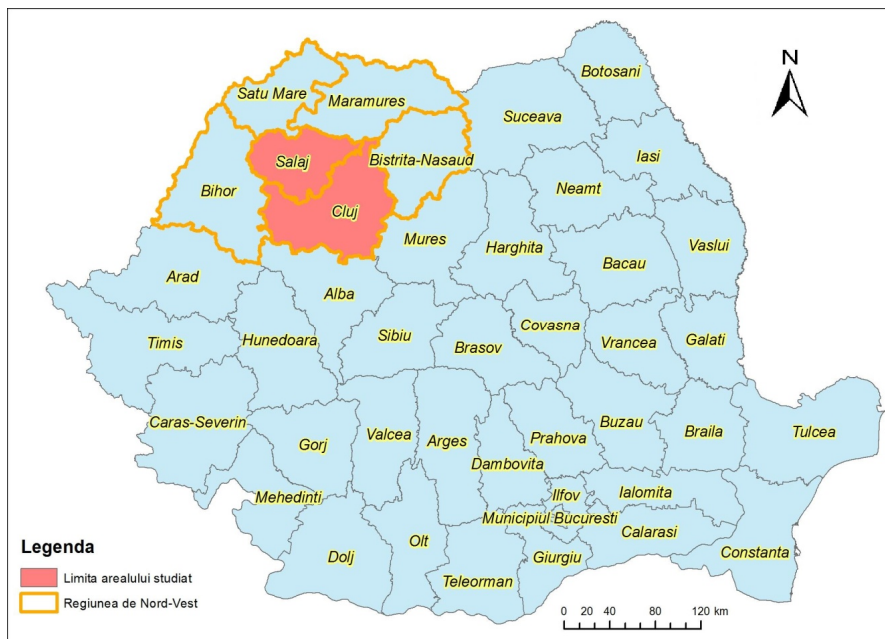


Fig.1 Location northwestern Transylvania in the Northwest region and country

Thus defined, "Someş Plateau has undergone profound research investigations in terms of both geographical and physical and human geographical-, registering, but some hesitations about territorial regionalization, this situation is a consequence of the complexity of the unit (determined by geographical and geological evolution, as well as quite different degree of human intervention), and the stage reached in the research area, and last but not least, the vision and the option for those who bowed in sorrow to knowledge of the realities of the analyzed area. "In Figure 2 we can identify in northwestern Transylvania Transylvania on our country through the historical regions.

Here we may emphasize long concerns of Al. Savu, who studied Someş Plateau in the 60s, which led to the completion of his doctoral thesis, "Someş Plateau - geomorphological study". The limits were thus analyzed: in the southwest Valley Huedin tick and depression in the northeast: Peak Breaza Depression Lapus and Hills Năsăud.

Somes Plateau constitutes the boundary problem of a permanent concern of the author, leading to a change in his vision (Geography of Romania, III, 1987, p 507-540) thereof. Thus, after a thorough and very detailed, including the contents Feleacului Somes Plateau and Hills, Plateau Huedin-Paniceni, Ciceului Hills, Cluj and Dej Hills, Hills Garbo and Almaş-Agrij.



Fig.2 Location of northwestern Transylvania (Cluj and Salaj) in Transylvania.

Apuseni Mountains (Mountains Gilău, Big Mountain and Trascău) watches the southwest, the highest elevation being in Vlădeasa (1842).

Mineral resources of the area are: fuels (coal, peat, natural gas), minerals and rocks (quartz, feldspar, Andesite and dacite, granite, limestone, bush, kaolin, salt), and mineral springs.

## 1.2. Composition of administrative-territorial.

Its economic potential is given by the local resources, tradition and long experience in most sectors and by leading trade position in Transylvania, due to its favorable at the crossroads of important trade routes, linking Central Europe Balkans.

Archaeological findings show the existence of a civilization that county integrated into European life and culture since the beginning. In the mouth Baciului were discovered ancient artifacts in Romania Neolithic (5000 BC). The century-II century BC, here there was a Geto-Dacian civilization. After the conquest of Dacia by the Roman Empire, Potaissa (Turda) and Napoca (Cluj) were called municipalities. Napoca became the capital of Dacia Porolissensis - the first documented. From antiquity to today, generations after generations, Dacians first Daco-

Romans and then the Romans (and in addition to her later Hungarians and Germans) lived and worked together and are bound to this earth on which they graced labor.

Transilvaniei Northwest, as shown in the map of FIG. 7 is composed by the following main towns thus Cluj: Municipalities: Cluj-Napoca (332,297 inhabitants, according to the 2002 census), Turda (61 851 inhabitants in 2002), Dej (41 974 inhabitants in 2002); cities: Turzii (30,162 inhabitants in 2002), Gherla (24,572 inhabitants in 2002), Huedin (10,231 inhabitants in 2002)

It comprises 74 communes with 420 villages (the whole rural population has almost 234.277 inhabitants). On 1 July 1996 the county's population numbered 726,790 inhabitants, of which 362,800 employees and 494,534 urban population.

At the 2002 census the county's population was 702,755 inhabitants, divided by ethnicity as follows: Romanian: 79.4% Hungarians: 17.4%, Roma: 2.8%. Other ethnic groups: 0.4% (2.729 inhabitants, thus numerically: Hebrew-250-944 Germans, Ukrainians, 203, 152 Greek, 124 Italians, Armenians, 63 etc.)

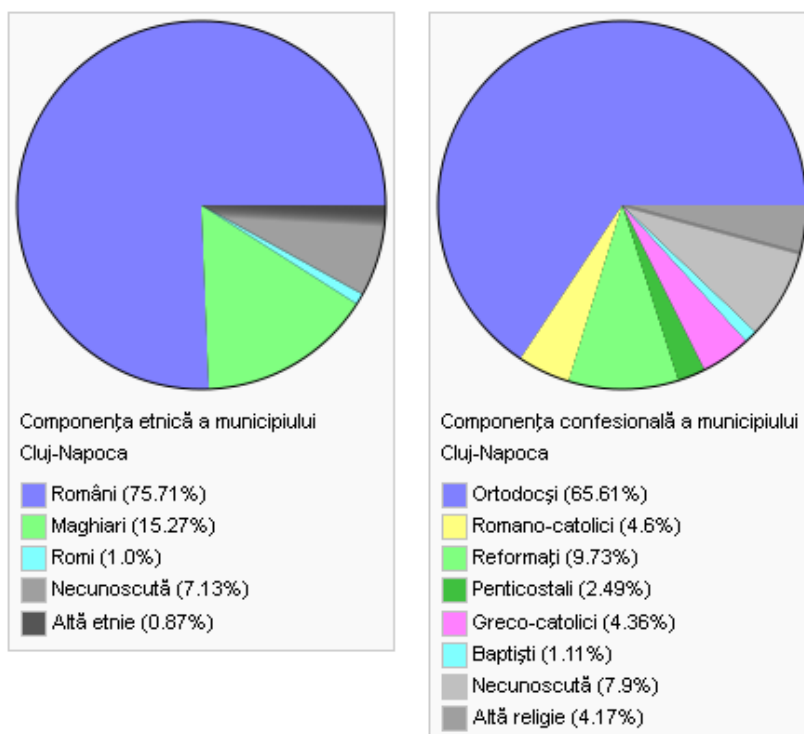


Fig.3-4. Ethnic and religious composition of Cluj-Napoca, INS 2011.

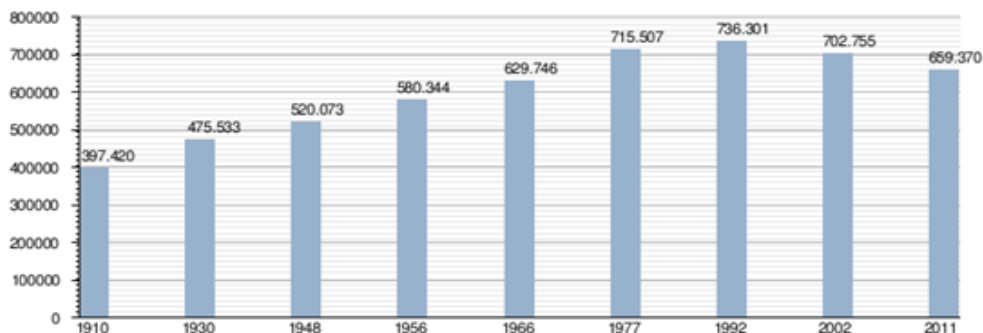


Fig 5 Demographic county of Cluj, the source INS 2012

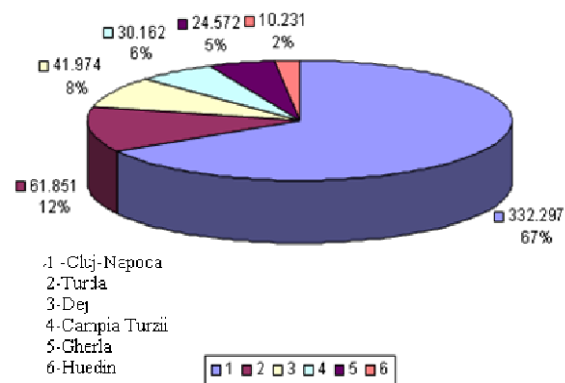


Fig.6. The urban population of Cluj County. INS data processing.

Salaj County is located in the north-western Romania, the contact between the Transylvanian Basin and Western Hills. Is limited Satu Mare, Maramures (north), Bihar (south-west), Cluj (southeast). Between these limits has an area of 3864 km<sup>2</sup> (1.62% of Romania) and approximately 260,000 inhabitants.

Hovering in northwestern Romania, the transition between the Eastern Carpathians and the Apuseni Mountains, Salaj county is known from ancient times Silvaniei country, that country Forests, with an area of 3850 km<sup>2</sup> and its neighbors to the north Satu-Mare Maramures, west and southwest Bihor and Cluj southeast.

Zalau, found in the center of the county on the river of the same name, the county seat. This is one of the first settlements in Transylvania mentioned in the documents. Zalau, county seat with a population of 51,000 inhabitants, situated in the northern part of the mountains Meseş referred to Zilloc the chronicle of Anonymous, the oldest documented settlement in Transylvania. Now is an industrial city with an intense spiritual and cultural life.

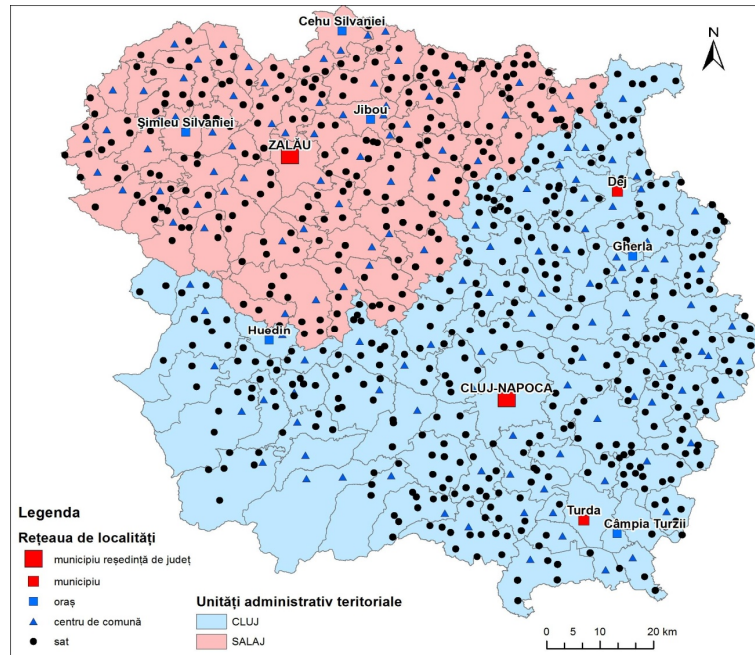


Fig 7. Administrative Map of northwestern Transylvania (Cluj and Salaj)

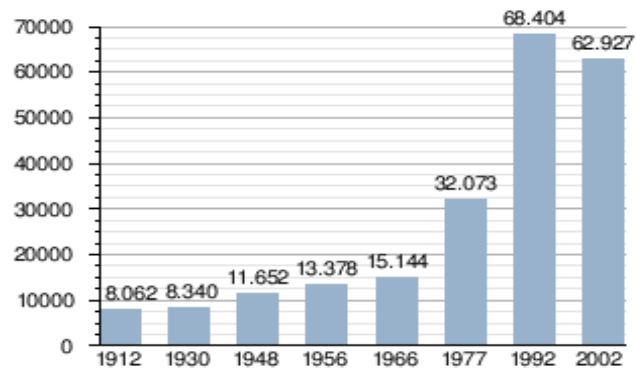


Fig. 8 Evolution Zalău population, INS source

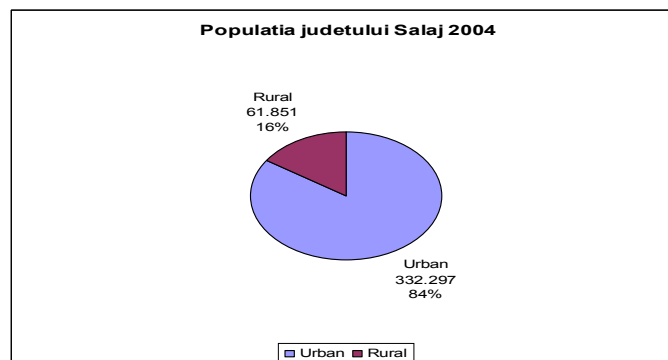


Fig.9 urban and rural Salaj, data from the INS.



### 1.3. Journey in history northwestern Transylvania ( Cluj and Salaj )

Along with landscape history of the area is one of the factors tourist attraction so , Cluj - Napoca, historic and administrative , as human settlements , has an ancient origin and known under the name of Napoca, great flowering Daco-Roman era . With the expansion of Hungarian rule in Transylvania (XI -XII century), there is an overlap of the Hungarian military organization over the forms economic, social and political life of the local population Roman slave. In these circumstances it was built in Cluj, a military center, Castrum Clus, certified under this name for the first time in 1213, which became the center of military-administrative county of the same name . The name of the city today retains the form attested in Sec. XIII , Cluj, which corresponds Kolozsvar Hungarian, and German Klausenburg . During sec. XIII Cluj has developed more as a settlement of Agricultural, people devote themselves with crafts.

Sălaj history begins in late Paleolithic , as the vestiges of Buciumi , Brushes Vad and especially the cave drawings from beanie (near Jibou ) , colored red , unique throughout southeastern Europe . Numerous settlements located in the basin are evidence of the existence Sylvania Dacians in this area. The ruins of the most important cultural , economic and military located in northwestern Roman Dacia Porolissum city are included in the tourist circuit. This is proof of Daco- Roman continuity in Romania. Spiritual life of the Romanians who lived here went according to the essential characteristics of medieval Transylvania . Pricipalul point the church with its three aspects: religious , cultural and national . The 77 wooden church ( XVI-XIX) ranks among the county seats, Maramures County, in terms of architectural and historical monuments.

The new international development strategy led to the development of world tourism , the desire to establish a new world economic order and to gradually reduce the discrepancy that exists between the industrialized and developing . From this point of view , tourism is considered as a major activity in the life of nations , because of direct influence on the various social, cultural, educational, economical with wide opening to international trade.

In the past 50 years , tourism has experienced a considerable boom, given the increasing number of owners of vehicles , reduction in air fares , the development of organized tours, which allowed a large number of tourists to travel to resorts , mountain , coastal , urban centers, cultural reputation. If in 1992 the number of tourists registered was 300 million estimate for 2000 is over

600 million . Accordingly, tourism will lead to an increased consumption of tourism resources . They are, in fact, parts of the environment, and the quality of the will depend on the efficiency and value of the tourism industry. Regarded as an economic activity, tourism can have an impact on the natural and social elements.

## **2. Tourism potential in northwest Transylvania (Cluj and Salaj)**

Natural tourism resources are the natural and its components, and is one of the two sides of tourism potential, the fundamental premise for tourism development. The effect of tourism is determined by multiple components of the natural environment.

- a) The first is the ecological effect. Touring in some areas may lead to reduction or even disappearance of greenhouse polluting activities.
- b) "Another effect is that of neoantropizării" sparsely populated regions, in mountain area.
- c) The third effect is the stimulation of traditional activities resuscitării and endangered and thus to exploit specific products rural economy.

Depending on the dominant component of the natural environment and value their differentiation is achieved differentiated tourist facilities in volume, appearance and functionality, increasing tourism personality of the region.

The tourism potential of the landscape has a variety landscape that is tightly linked to the structure, lithology, tectonics, etc.. Mountain regions observed landforms distinct personalities, each contributing to the attractiveness of the area.

### **2.1 The tourism potential of the natural**

The varied topography of the area consists mostly of hills that make up the diving and fragmentation of the Western Carpathians and Eastern Carpathians. Enters from Apuseni two branches namely mountain looking Meseş Mountains (Peak Magura Priei - 996 m) and mountains Plopiş, depressions are represented by Almas, (Almaş- Agrij) , drained Almaşului Valley and Valley Agrij Depression Guruslău (Somes Valley) Somes Plateau hilly formations of 150-300 m, with hills crossed by wide valleys of Barcăului, Crasnei. The plain area is characterized by broad floodplains of rivers Somes , boats and Krasna Fields missing entirely, being filled by Somes river valleys and Aries. Mountains, located in the southwest part of the Apuseni Mountains with a large group of geological complexity. Apuseni Mountains occupy less

than one-third of the county Cluj, represented by massive Vlădeasa (1836 m) and Mount Mare (1825 m) and the Gila Mountains, namely the northern tip of Trascăului Mountains. Hilly area covers the southeastern Someș Plateau on the north-western Transylvania Plain and massive Feleacului. In the northwest of the study area, overlaps most of the area of connection between the Eastern Carpathians and the Apuseni Mountains, known as Someș platform.

Mineral water springs of this unit presents a great variety in terms of quality, the most significant being in the oligo types, sulfate, magnesium, calcium, bicarbonate, sulfur, and vitriolic ferruginous. The variety of these hydro dawn litofaciesurilor be attributed to the complexity of the Pannonian constitution and especially the foundation disjunctive tectonics and sediment crystalline-Mesozoic prepanonian. Most popular mineral water in this area, due to the physicochemical properties have therapeutic qualities, being used in domestic cleaning, or bathing waters (external treatment), they constitute a valuable natural resource for Salaj.

### **2.1.1 The tourism potential natural value (potential morpho)**

Over time and in different geographical schools have proposed a number of definitions of landscape, one of the concepts "key" on the geographical territorial units. Most relate only to specific elements of the landscape and the relationships between them, although the "roots" were defined landscape artistic aesthetic values

The concept of landscape was first imposed the modern world through painting (XV century) in Italian Renaissance painting peissagio term is used to mean that. may include the vision, then through the art of gardening, landscaping identified only in the nineteenth century, although the oldest inhabited concerns architecture from ancient Athens by making private gardens in public parks.

Not eventually, agricultural facilities inception induced human organizations (Mesolithic, Neolithic), mild imbalances grubbing processes, deforestation etc., As with the development of the first settlements and the widespread use of agriculture land to make a new look, creating thus agricultural landscape.

Potential is the fundamental factor that determined the initiation of tourist valorisation of components and represent the primary tourist offer. It includes all factors of attraction, belonging to the natural and anthropogenic, monetize through tourist facilities which generate tourism flows both inside and outside, moving to areas with potential and building a space.

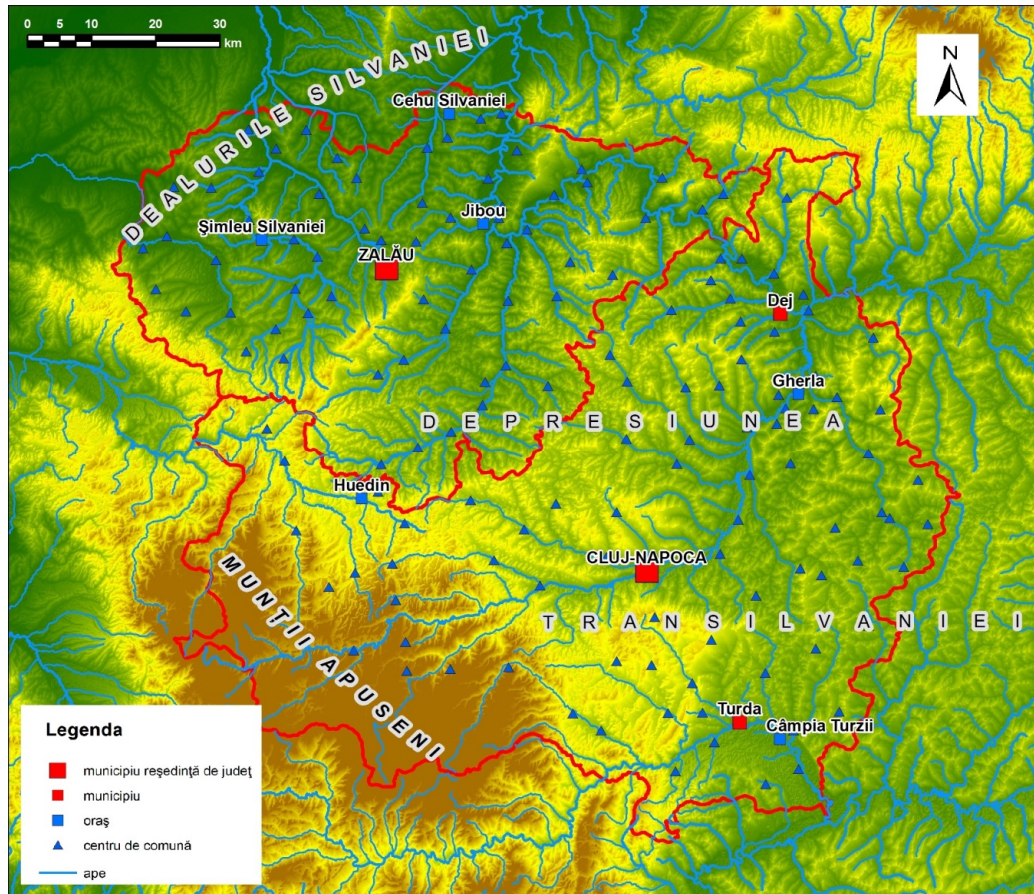


Fig.11 geographical units northwestern Transylvania (Cluj and Salaj)

#### 2.1.1.1 Potential mountain relief

The mountainous region is necessary contrast that link the variety of landforms . They have a distinct personality , each one contributing to diversifying attractive landscape impact , the overall shapes in relief microforms . In our country , Apuseni mountains can be identified in Figure

12

a Vlădeasa . Vlădeasa is a group belonging to the Apuseni Mountains of the Western Carpathians Mountains . The highest peak is Vlădeasa Peak , with an elevation of 1836 m To the north extend to Repede River . To the south are separated from a limit Bihor Mountains formed by Cris Terra - Stream Boga - Valley cranberries . To the west is limited by Forest Mountains Hell Valley and east edges of the peaks are located east of Valley and Valley Săcuieului hentai .

This distinction is made on the basis of geological structure , which is the main distinguishing feature of the mountain to the neighboring units . Massif is divided by valleys and hentai Drăganului in three divisions : the west , central and eastern part . Hell Valley is bounded on the west and east Henții Valley , south of the plateau sandwiched Padiș . Vlădeasa peak of 1836 m, is the second highest peak in the Apuseni Mountains . Vlădeasa located at 1460 main starting point for me Vlădeasa peaks . Map Vlădeasa Mountains is at fig. 13 .

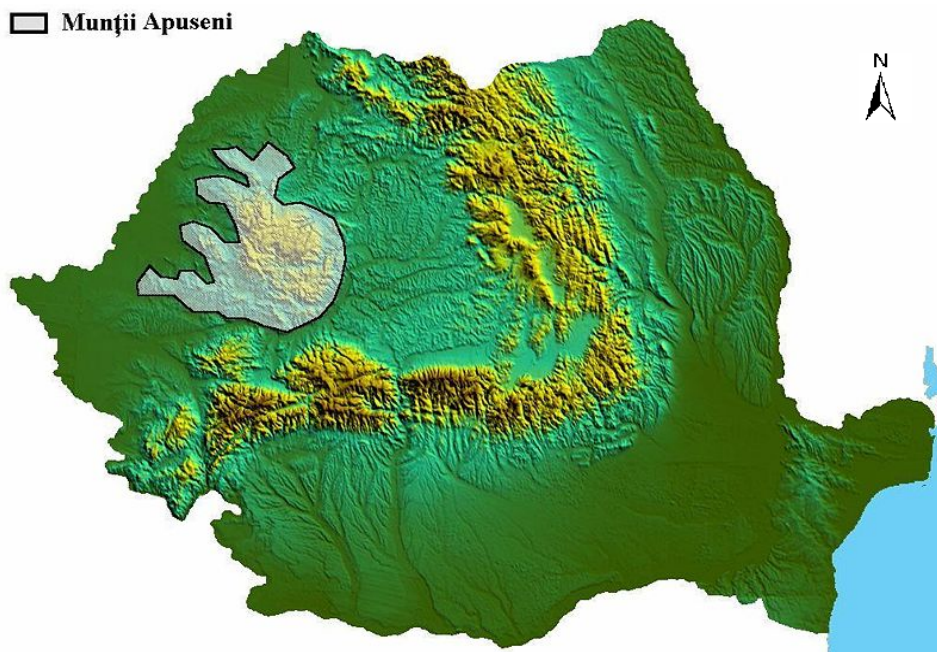


Fig. 12 Location of the Apuseni Mountains in the country

Broad peaks are separated by fast streams with steep slopes and cliffs . The valleys were formed key gorgeous (Hell's Gorge, Gorge miscue), and numerous waterfalls delight our streams : Iadolina, jumper Ieduțului round, Veil Bride Devil's Mill, jumper Bohodeiului height of 80 m is the most famous waterfall Răchițele, located at an altitude of 1000 m on calcareous rocks meet a relief different from volcanic regions. Although occupies reduced the richness and variety of forms, this gives a characterful landscape. White rock walls, deep gorges and caves of different sizes rich region. Some caves have mentioned cave water Bulz Cave and Cave Spring Water spot in Remeți. Near White Rocks in Dry Valley, Cave Vârfurașu is the length of 2420 m and southwest of Stana de Vale is blessed cave , where they found the bones of cave bear.

### 2.1.2 Climatic tourism potential

Climate and components influenced by the position of the study area in Romania, requiring

major temperate and continental attributes are tinted major configuration of the two-stage relief (hills and mountains) and the configuration detail the slopes, slope, shape and orientation of ridges. Add to this the vegetal cover, particularly forest vegetation. Suitability of a region or a tourist depends on climatic factors acting on the human body (temperature, humidity, precipitation, wind, sunshine duration, atmospheric composition, solar radiation) that trigger access to treatment, leisure activities, practicing sports season etc.

#### **2.1.2.2.2. Stress bioclimatic**

It is an important indicator in determining the therapeutic topoclimatelor resorts. He highlights the climatic limits in which the body maintains its status balance, control systems, triggering self-defense and adaptation mechanisms of the body.

Cutaneous climatic stress is related to the sensation of cold or heat. The most common way of assessing this is the formula Liple PA for the cooling:

$$P = (10 \bullet \sqrt{v + 10,45} - v)(33 \bullet t^0)$$

#### **2.1.3.2.2The hydrographic**

The hydrographic network is necessary for the components morfohigrafiice landscape ( Figure 21 ) . The hydrographic network composed of rivers decisively influence development , aesthetics and ambience pervaded cities

The Cluj- Napoca is crossed by the river Someș Mic is at the confluence Someș Dej Great Someș Mic Huedin on Repede and Turda is crossed by Arieș. Cluj county has many water resources represented by the rivers, lakes and groundwater. Network of rivers belongs mostly watershed Someș, Criș Quick and Arieș

From Someș Plateau , Someș Mic reap the following tributaries : tongs Nadas soup, most with significant oscillations of flow and level, and the Transylvanian Plain Gădălin, Fizeș, Bandăul North-eastern part of the county is crossed by Someș Mare on a length of about 6 km , then joins Someș Mic.



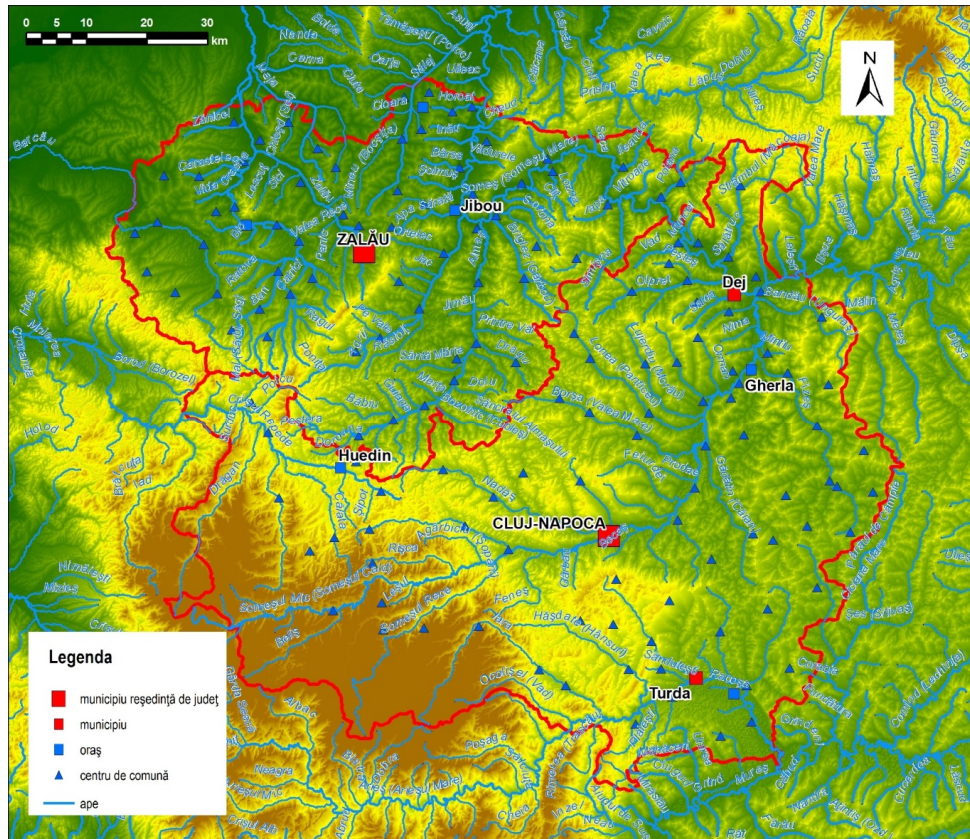


Fig.21 basin northwestern Transylvania

Repede reap a number of streams of the eastern slope of Vlădeasa, most important being the passenger and Dragan. Aries crosses the southeastern part of the county, the most important tributaries are Ocolișel, Iara, Hasdai, during their crossing numerous valleys and gorges. Natural lakes are few, the most representative being Pike Lake, which has an area of 22 ha and a maximum depth of 12.7 m

The main feature of the river system is relatively uniform Sălajului rivers throughout the distribution, with a very weak presence in the network of natural lakes, but with the advent of increasingly often artificial lakes. Some rivers, Krasna, boats, Almas, Agrij are the main streams in the county.

## 2.2. Anthropic tourism potential

### 2.2.1. general

Anthropic potential tourism resources are all results of human creation in terms of cultural ,

technical and economic history within a territory or of human settlements or tourist value considered to form the basis of existence for tourism. Focusing tourism potential anthropogenic components in northwest Transylvania can be seen in Figure 31.

2.2.3.1. Archaeological remains belonging to ancient Dacian and Roman civilizations

Archaeological discoveries show that the habitat Huedin here are evidence of human existence in 7500-9000 appreciated for years uncovering the traces of one of the most powerful Thracian - Dacian fortifications dating back 2500-3000 years ago , and a shrine Roman times belonging to the Roman occupation

Evidence found at the Neolithic period, consistent Turzii, dated between 5000 and 8000 years, a centuries- old cemetery 40 (Early Bronze Age) and Dacian silver ornaments proper ante -Roman period , shows that people lived in places organized.

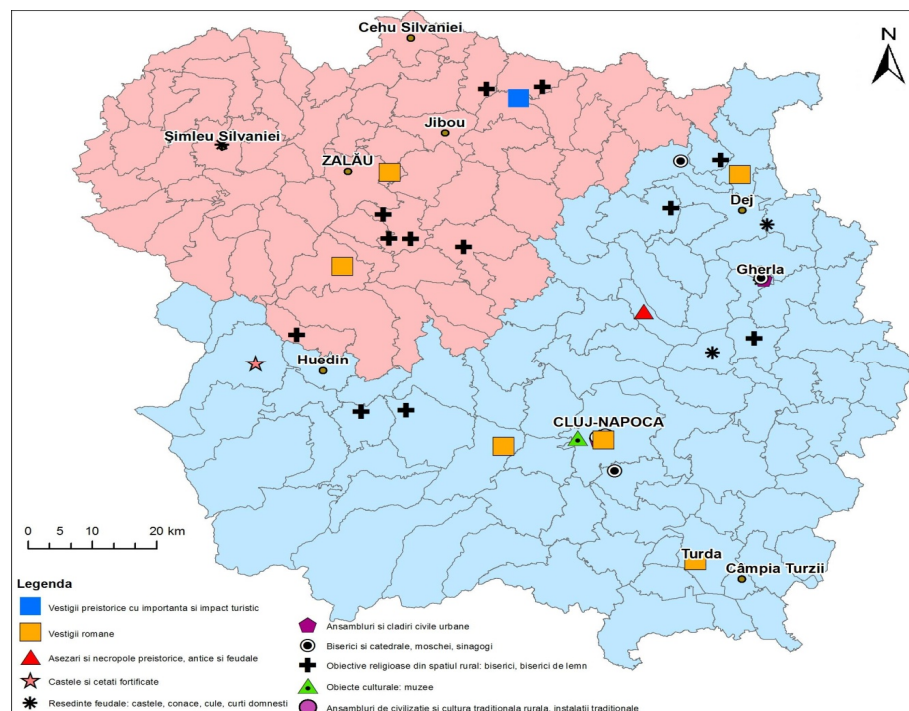


Fig.31 tourist attractions in northwest Transylvania anthropogenic

## 2.2.8. Components of urban and peri-urban civilization and culture. Crafts.

Cluj craftsmen were organized in corporations : tanners (1469 , blacksmiths ( 1467-1468 ) , locksmiths , pintenarii ( 1472-1475) , silverware (1473), tailors (1475 ) , weavers (1479), furriers (1479, 1488), funarii (1486-1487). This shows that Cluj The town became an important craft center, which play an increasingly important role in the production of consumer goods. The first set in the medieval town Cluj guilds were: Tanners Guild, founded in 1469, Blacksmith Guild ,



established in 1467-1468, and Pintenarilor Locksmiths Guild , established in 1472-1475 , Silversmith Guild, founded in 1473 Tailors Guild , founded in 1475 Weavers Guild , founded in 1479, and furs Furriers Guild, founded in 1479, 1488 Funariilor Guild, established in 1486-1487, guilds arms manufacturers in Cluj (branch smiths, sword cutler, Arcari, Scutari, handicraft dealers ).

### 3. Condition of the infrastructure (technical and material) interest in Northwestern Transylvania (Cluj and Salaj).

Tourism potential, historical and socio-economic conditions have resulted in a material base while building complex and growing size, variable intensity polarizing tourist flows and channeled by the "secondary tourist offer" (Snak O., 1976). The material includes all means of accommodation, spa, leisure, catering, transport and communications, designed to meet tourist demand. This is what allows tourists - within a predetermined but limited - to access the tourism potential of natural and anthropogenic components. Basics of accommodation and food up with attractive resources and links, the vectors that define tourism as a fundamental human activity.

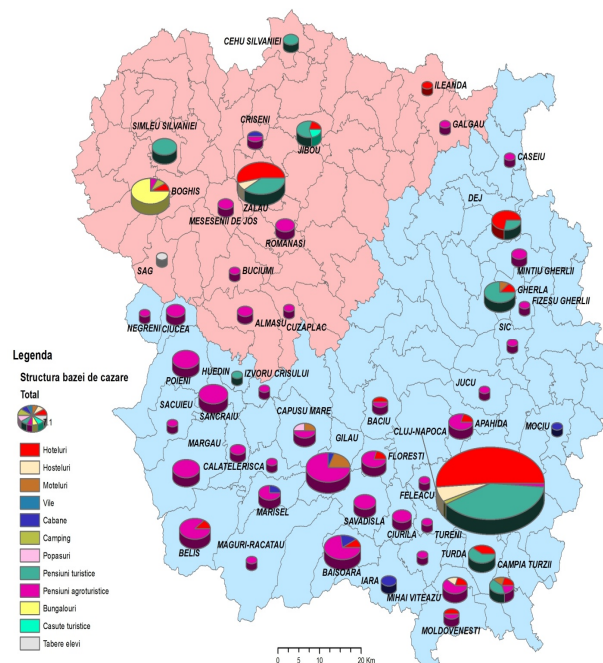


Fig.82 territorial distribution of housing structures in northwest Transylvania (Cluj and Salaj)

"Tourist traveling is one of the three essential components (along with tourism potential and material resources) that contribute to the definition of the tourism phenomenon. Synthetic element that is most closely reflects how the level of recovery of tourism potential. "Meanwhile, tourist traffic is a complex phenomenon geodemographic, large-scale, consisting of temporary displacement of the population, and the amount is comparable to travel for work. Combined effect of tourist traffic.

#### **4. Efficient use of tourism potential and the improvements in Northwestern Transylvania**

Capitalist dream was and is developing its business , the conquest of new markets, globalization . With the increasing complexity of connections in the global economy and the need felt by professionals redefining the concept

The paradox of economics is that his theories are created by analyzing phenomena , unlike other sciences where theory precedes practice (eg Edison invented the light bulb after many experiments and calculations in the laboratory, while the market was analyzed long after her appearance ) . That was the case with the concepts of efficiency and profitability. After twenty years of unprecedented economic expansion , only in the 70 first concerns the redefinition of efficiency. We define efficiency as:

Economic efficiency is to determine the amounts invested proceeds from the entry into service of equipment and facilities

Social and political effectiveness is the contribution that reception facilities , the material offers to involvement of large numbers of people as the outbound tourism and international , to ensure the best conditions for recovery of employment.

Promotional effectiveness lies in the image is formed on the tourist and tourism, after arrival Technical efficiency of the construction and installation solutions adopted are ways of reflecting the actual functionality of the installations and facilities.

##### **4.2.1. Return to Travel**

Return is the fundamental criterion for assessing the efficiency of business, its size reflected in all relations between efforts and results of the companies. It is this synthesis motivates her approach contained in the final efficiency evaluation criteria. There are very few ways to

measure success and return on investment in tourism due semi-informal nature of the activities, promotion and marketing, poorly organized especially at county and local level, making it difficult for entrepreneurs to come to market and develop their businesses accordingly. However, with proper marketing and other support coordinated, unique products of Romanian tourism has great potential due to the diversity and attractiveness.

#### **4.2.1.1. Profitability ratios for new investments.**

The investment consists of all expenditures necessary for the preparation, execution and commissioning of investment objectives

New accommodation capacity is generally expressed in number of accommodation and catering, or for other functions sqm area (shops, swimming pools, agencies, offices and other destinations).

Specific investment shows the volume of investment required to achieve a place to stay or a place at the table eating.

The length of execution is the time of investment for the start of execution to the start-up, and is expressed in years or months.

The market economy is characterized by free competition dissolution volume (D) is influenced by the following factors: production volume produced (Q), sales prices ( $p_i$ ), the dissolution volume of other products ( $Q_i$ ), sales prices of other goods and , advertisement for other products (s).

In maximizing profits taking into account all these factors, and on the other hand considering their contradictory action for each business, taking account of its size

#### **4.2.2 . Specificity efficiency of tourism**

Tourism is a branch interference and the complexity of synthesis tourist services contained in the content and the presence of some of them in the structure of other branches of the economy . Interdependence between tourism development and economic growth is normal for drives demand for goods and services that otherwise would not be produced or provided . Indirect effects of economic performance of some economic sectors , derived from tourism development are: the development of the business in order to meet demand for goods required by tourists , development of food industry - food products and beverages , transport service sector , health,

mail, telephone , hair removal, repair maintenance , infrastructure sector which includes: water supply , sewerage , energy, culture and arts sector and sporting events.

#### **4.3. Methods to increase efficiency in tourism**

"Growing up" economics had the main effect of the inclusion of space in his theories. Current thinking has contributed significantly to recognition was the neoclassical regional science, which were added later, and other modern economic schools. The neoclassical economic theory was obliged to acknowledge the existence of a differentiated space that has specific characteristics which may produce different opportunities (specialization, comparative advantage, etc..) For different groups or areas. Opportunities and differential distribution of natural and human resources in space determines or affects a relatively large proportion of options and choices for operators and residents regarding the location of their activities.

##### **4.3.1. Theories 'territorial capital' theories of regionalization**

In this chapter we intend to analyze the main theories that led to the development of regional economy, by selecting the currents of economic thought that had a decisive influence and highlighting their contribution to the development of regional science, considered to be one of the major branches of the general economy.

##### **4.3.2. The role of marketing in tourism efficiency**

A difficult task that must meet marketing, is to provide information, advice and generally all relationships related tourism products. Tourism promotional aims, as in other sectors, both attracting new customers and keeping old ones.

Being directed primarily for prospective tourists, promotion will not neglect traders or other intermediaries.

##### **4.3.3. Taxation and efficiency in tourism**

Evolution is closely related to developments in taxation and state functions as the measure amplification role of the state, the need for financial resources at its disposal, has continuously grown to cover all expenses related to the performance of duties and functions to meet the general interests of members society.

Global action on the economic and social, through taxation, to be effective must be exceptional, limited in time and the cessation or removal of imbalances arising from the existence of excess purchasing power and the development of inflationary phenomenon.

#### **4.3.4. Planning and forecasting in tourism. Terms efficiency.**

Forecast, as organized, is useful in conditions of uncertainty. Therefore, the forecast takes into account the general external environment of an entity that is not under its control. Instead, planning is focused on their future actions described entity and are directly controlled by it. Therefore, it is fair to say that a firm forecast demand (external environment) to a property on the market and plan production (internal environment) are going to a place in the context of the application. It is not fair, however, to say that a firm exchange rate development plan (the external environment) for a coin or a firm that predicts price (internal environment) that will apply itself to a particular product.

#### **4.4. Conclusion. Economic multiplier effect of tourism**

The relationship between tourism and economic development has been studied by a number of economists who have tried to emphasize: if tourism can contribute to the economic development of a country, under what conditions, how and how much. Answering these questions can be found by studying the "rules of the game" in the global market, which faces increasingly fierce adversaries armed with the most modern production techniques that have extensive distribution networks, and experience in formulating development strategies the various tangible and intangible assets. Great "players" on the world tourism market is developed countries that occupy the top 15 positions in the group of large exporters, they benefit from the status of traditional tourist destinations, with image recognition and reputation in the market.

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