

THE PERSPECTIVES OF A SUSTAINABLE TOURISM DEVELOPMENT IN BÂRNOVA VILLAGE

**Valerian Dragu,
Ema Corodescu**

During the past century, tourism attained an increasingly important position among economic activities, implying both recreational and productive sides. The socio-economic level of development of the modern world determined a series of changes in the lifestyles of the citizens in big cities, which reflected in a great demand for tourism. Thus, tourism is always changing as a result of both the expectations of tourists and the necessity of protecting the environment.

Unlike other economical activities, tourism has a unique advantage, granted by the tight connection with natural and cultural resources, which, through a correct management, can be used for a long time without depletion.

A type of tourism which developed during the past years is the “weekend tourism”, carried out a short distance from home. A very tight relationship is established between urban areas (the tourists’ area of origin), roads and surrounding areas with touristic potential.

Taking these ideas into account, we performed a complex analysis of the relationship between the city of Iasi and a nearby village with great touristic potential (Bârnova Village).

The Bârnova Village, located 7 km south of Iași, has a picturesque natural environment: the relief has a plateau aspect in the southern part (Central Moldavian Plateau) and a low hillock aspect in the northern part (Moldavian Plain); the climate is moderate, especially in the southern wooded part; the waters are well represented; the fauna and the vegetation present a diversity of species, which have great economic, scientific and decorative importance. The two nature reserves in Bârnova have great value. The Repedea Fossiliferous Area contains a valuable fossiliferous deposit, which, among other geological and geomorphological elements, are an important evidence of the existence of the Sarmatic Sea. The Bârnova Forest houses 94 protected bird species and fauna with hunting potential.

Among the anthropic touristic resources, the important ones are: Bârnova Monastery (historic monument of national interest, built between 1628-1661), “Piatra-Sfântă” Monastery and Ion Inculeț domain (where the Family Chapel, the mansion and the Dendrological Park of Inculeț Family are located).

The socio-economic elements are also favorable, as the population is not very affected by the ageing phenomenon and is involved in multiple economical activities (besides farming).

The village’s infrastructure is well represented, but it requires extension and renewal work.

The attractivity index of the village was determined based on the formula: $I_t = \sum q_i * c_i$; q = importance gravity of each element, c = quality level of each element, resulting 2.79 on a scale of 1 to 4. Comparing the importance gravity of each element with the percent of the effective contribution to the attractivity index (diagram 1), we deduced that the natural resources and the environment quality are highly present and require preservation actions only, in order to maintain the current status. Concerning the anthropic resources, these require restoration work. Access to the village is facilitated by the short distance to Iași (7km), but burdened by the unsatisfying state of the roads, which require modernizing and extension work.

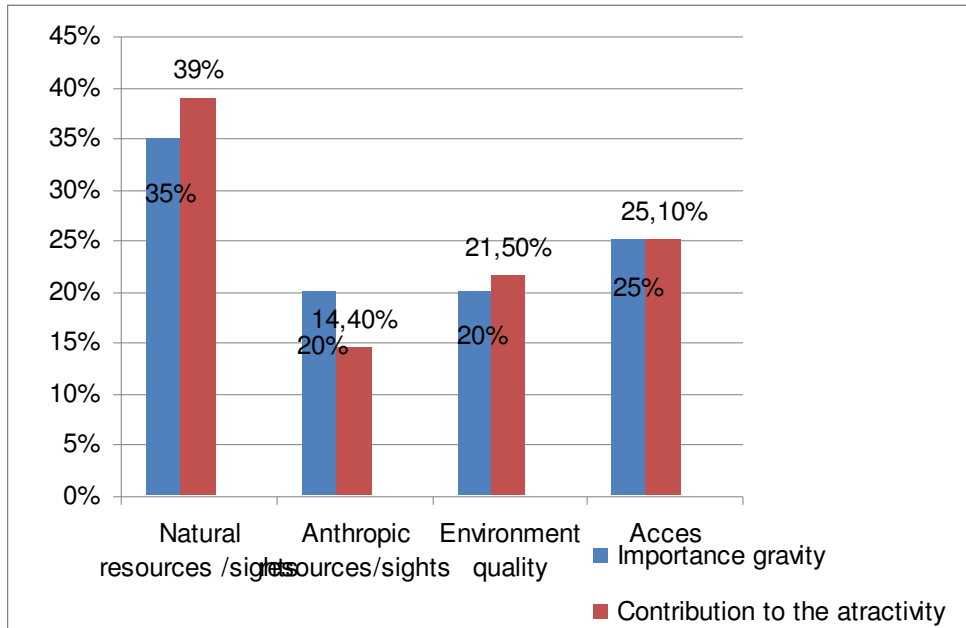


Figure 1.

The relationship between the importance gravity of each element and the actual contribution to the total attractiveness index.

The area of attraction (city of Iași) has a population of 306,561 inhabitants (2008), among which 60% are aged 18-60. By studying the proper potential of the area and the dynamics of the tourist flows, we created a possible touristic evolution model (table 1).

Stage of touristic activity	Description of touristic activity	Evolution of touristic area	General and touristic infrastructure	Length of trip
<p>I.</p>	<ul style="list-style-type: none"> - individual relaxation; - no request for touristic services; - spontaneous travelling; - point-like destination (1-2 visited sights); - superficial exploration of the touristic sights; - increased resource damage; - lack of control over touristic activities. 	<ul style="list-style-type: none"> - limited and overwhelmed interest area; - few and low quality touristic sights.. 	<ul style="list-style-type: none"> - precarious state; - lack of specific organizing. 	<ul style="list-style-type: none"> - 1/2 of day - 1 day



<p style="text-align: center;">II.</p> 	<ul style="list-style-type: none"> - partially organised trips; - spontaneous trip - point-like destination - in-depth exploration of the visited sights - partial resources damage - partial control over touristic activities 	<ul style="list-style-type: none"> - increased touristic area - quantitative and qualitative increase of sights 	<ul style="list-style-type: none"> - improved state - tendency of specific organising 	<ul style="list-style-type: none"> - 1/2 of day - 1 day
<p style="text-align: center;">III.</p> 	<ul style="list-style-type: none"> - organised trips - request of several touristic services - planned trip - complex destination (several touristic sights, themed trips) - in-depth exploration of several sights - partial resource damage - increased control over resources 	<ul style="list-style-type: none"> - increased touristic area - quantitative and qualitative increase of sights - creation of spatial and functional relationships between sights 	<ul style="list-style-type: none"> - great state - modernising work - specific organising 	<ul style="list-style-type: none"> - 1 day - 2-3 days

Table 1 Touristic evolution model in Bârnova Village

Besides this, we questioned both tourists (120 persons) and natives (50). By analyzing the statistic data, we reached the following conclusions:

- tourists are interested in this area, but modernizing work is required for touristic sights and infrastructure, as well as proper popularization;
- touristic resources require special attention and adequate preservation;
- natives are open to touristic activities, but don't trust the projects and need to be informed and instructed about touristic activities.

Transforming these observations into practical ideas, we have identified 4 main directions towards which the works should be headed: modernizing of general and touristic infrastructure, restoration of anthropic sights, preservation of natural resources, building of special areas for tourism.

Modernizing the infrastructure includes modernizing and extension work of roads, electricity grid, water system etc.

The restoration of anthropic sights targets the Bârnova Monastery in particular, a national interest historic monument.

The preservation of the natural resources targets the Repedea Reserve and Bârnova Forest. Concerning the Repedea Reserve, we propose fencing the strictly protected area and limiting the access of tourists based on an entrance ticket and on a visiting schedule. Also, small touristic routes will be created. An exhibition booth, a panoramic point and signs with interest points and regulations will be built. Concerning the Bârnova Forest, we propose organizing the hunting tourism in a hunting season, during which the hunters and the quantity of game will be monitored. I also propose restricting the recreational tourism based on regulations.

Concerning the special areas for tourism, the small park "Ion Inculeț", located in the middle of Bârnova village, can be rebuilt. Also, there are a couple of lakes that can be arranged for tourism: camping, wharf, fishing facilities.

This paper synthesizes the tendencies of tourism in the Bârnova village, which target a gradual transition from a chaotic, unorganized tourism to an organized, education-based tourism, having an enhanced infrastructure. This transition is imminent due to valuable touristic resources, which, on one hand, must be protected and, on the other hand, are an important opportunity of economic growth of the village.

In order to synthesize the ideas presented above, we consider being of essential importance the following facts:

- the studied area has specific, original features, which are favorable for tourism
- modernizing, extension and restoration works are necessary, both for sights and infrastructure
- it is of a great importance that collaboration exists between inhabitants -> local authorities -> district, national and european authorities
- an organized and closely-monitored management of the touristic resources is required, as well as a reasonable exploitation of the human and financial resources

This study's result was the creation of an ample image of the Bârnova village, concerning the perspectives of tourism development, which can serve as a model, or at least a starting point for concrete future projects.

REFERENCES

- Băltărețu, Andreea, Amenajarea turistică durabilă a teritoriului, București: Editura Sylvi, 2003
- Câdea, Melinda, Bran, Florina, Cimpoieru Irina, Organizarea, amenajarea și dezvoltarea durabilă a spațiului geografic, București: Editura Universitară, 2006
- Crăciun, Boris, Bârnova, dragostea mea, Iași : Editura Porțile Orientului Iași, 2006
- Dinu, Mihaela, Geografia Turismului, București : Editura Didactică și Pedagogică, R.A., 2005
- Erdeli, George, Gheorghilaș, Aurel, Amenajări turistice, București: Editura Universitară, 2006
- Talabă, Ion, Flaișer, Lucian, Covalinschi, Daniela, Euroregiunea Siret-Prut-Nistru – caracterizare generală, Iași: Editura Performantica, 2005
- www.zmi.ro – Zona Metropolitană Iași
- Valerian Dragu, Diona Steva, Itinerarii turistice școlare, Iași: Ed. Polirom, 1999