

Romanian Middle Age fortresses as historic environments, touristic entities and products of cultural consumption

Iulian Dincă, Nistor Stelian, Liviu Bucur and Staşac Marcu

Abstract - The study deals with three Romanian fortresses located geographically at great distances one from another but all three situated on the same geomorphological step, that is the hilly step, all fortresses having different roles during the middle age period. These roles are defensive or a combined administrative - defense role of the village linked to the fortress, in this case reflects the present-day individualization and the way in which the fortress is administrated today. The main condition of the analysis is to put the past in condition to the present letting the fortresses to point themselves out in a particular way but also in a unitary way, according to the present-day function. Otherwise, the study try to leave the classical manner, of stressing the economic effect of touristic exploitation and of touristic flow and to let in front causal relations between past and tourism based on fortresses. What counts are: environments (as place and environment), history (with emphasis on past seen today) and the quality of touristic product. All these must be understand in strong variable in the relationship with the visiting tourist and with cultural acquisition based on fortresses. The cultural acquisition means filtering and keeping of useful and interesting aspects as cultural products during a type of tourism based on fortresses. Thus one could understand positive emotions or less relevant aspects, the tourists resonating in front of details or general features, both with cultural values.

Keywords - culture, historical environment, fortresses, tourism

I. INTRODUCTION

IN its many manifestations, tourism bring on stage two main factors: the touristic objective and the individual/individuals who are the beneficiary of touristic activities. These individuals, understanding through them in a cognitive and personalized sense the tourists, focus and gain satisfaction not only taking into account economic and geographical considerations. They add to the way in which choose an location or other the idea of cultural legacy. Otherwise, their decisions means awareness and skill and also carries the germs of incipient culture which is more or less rounded off within the touristic objective itself according to the cleverness of the visitors. In this respect, to visit, to socialize, to become one with an objective such as a *fortress*, become a mass act but, sometimes, also an elite action.

The visitors of an historic site made an act of “historic consumption” within practical tourism, targeting mainly a contingent of historical heritage. In this respect, the targeted fortresses will rise the level of interest and using the main features of the fortresses in the benefit of the visitors, one

could reach elevated benefits, such as highly refined experiences which follows enviable touristic culture [36]. But one could not forget that a fortress is an environment itself, organically integrated to proximate, related environments. Once the tourist enter the fortress, he become “surrounded” physically and mentally by the substance and energy of the environments which he had pass through and which he contemplates such as a wall, a platform, a tower. The new “tourist”, the present-day tourist, who has a different representation of the environmental reality and cultural legacy, an individual much more informed and educated, moves the weight point of the cultural search from *the genuineness* to *the importance* of the objective [7]. The tourist become part to the formation process of his experience, which is the basis of his consciousness, linking the space and time to the visited place [17]. The contemporary tourist brings in front of the society even his care for the environment which incorporates touristic objectives through culture and enlightenment [10], this environment hosts a touristic objective which attract tourists interested in culture. Through culture tourist could “learn, have access to experience, discover, be part of” the environment [5].

It is mentioned that the tourism could lead to “cultural erosion” or even to “cultural hostility” but also to “assimilation”, “diffusion” and “cultural renaissance” [32]. But the fortresses, as units with own environmental resources, having economic functionality and a cultural mission, can be clearly delimited or integrated to a eco-development mosaic [8], [21].

The are voices which claim the risk of the tourism related to degradation of sites. The conservation of cultural legacy became an aim in the correct management of cultural heritage [34], everything resumed at the care and basic wisdom of those who plan and manage a fortress and the surrounding space, respect the natural element (alive or not) and the spirit of the place.

II. THE AIM OF THE STUDY

The aim of the study is to make an integrated analysis [6] of some historical and geographical touristic objectives – three Middle Age romanian fortresses (Alba Iulia, Braşov şi Neamţ), different from architecture point of view but having in common many aspects – history and

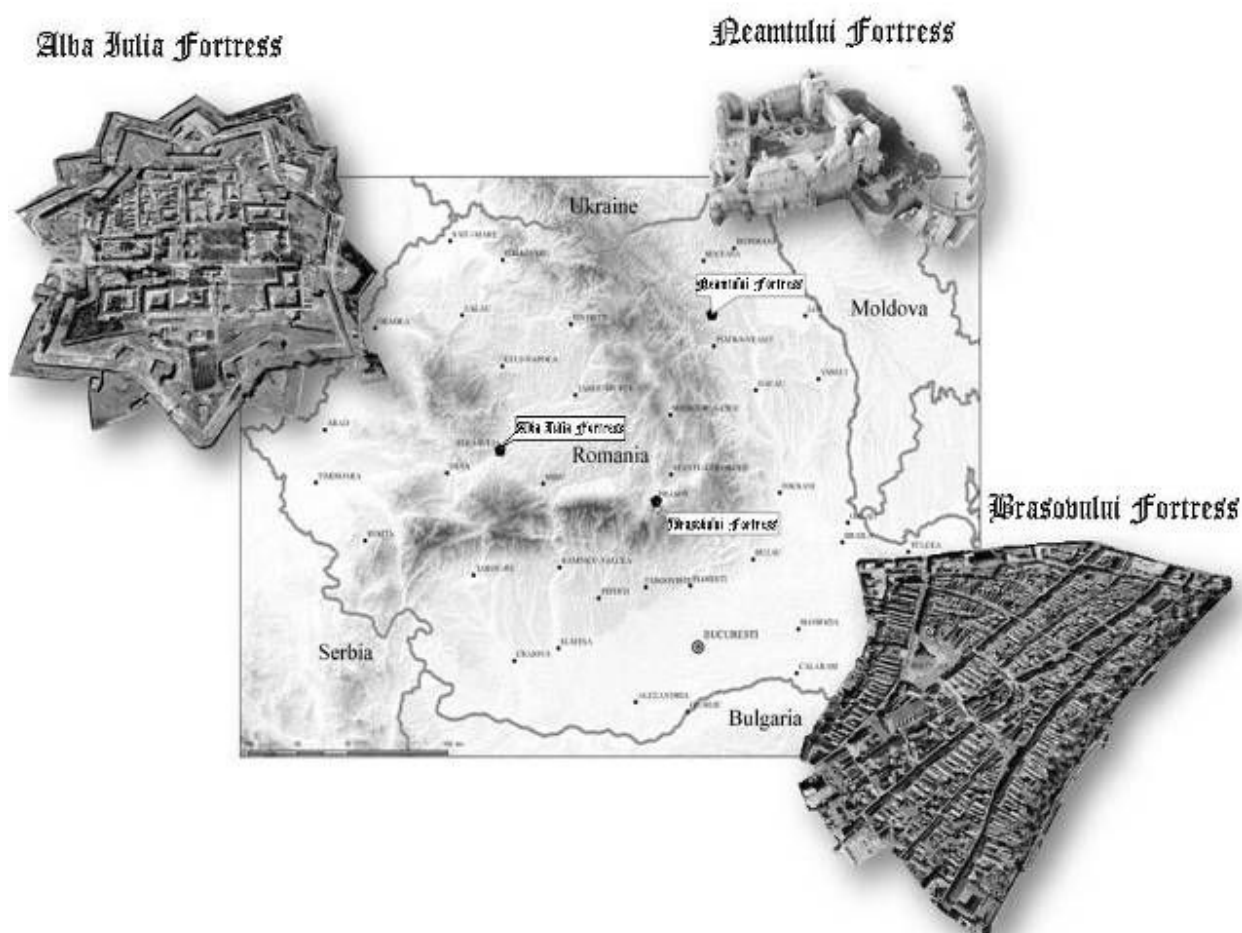


Fig. 1 Geographical location and nature of fortress environmental conditions

geography working complementary in order to create a product of natural and built reality (fig. 1): the fortress as an touristic and cultural environment.

Our approach has aimed to quantify and test the attractiveness of elements, seeking to highlight the success of these fortresses among the tourists that creates a flow of regional or national tourism. In this way, the fortress as romanian historic and tourist environment is brought on stage (through incomes and reputation) stressing out typical meanings of globalization in tourism competitiveness [20].

Integrated analysis seeks to highlight and develop a theme filter – *the culture* which emerge from discovery and direct knowledge – culture in forms, formulas and different intensities from place to place, from visitor to visitor. Culture through the touristic objective itself (middle age fortresses) but also by the parties and its objects, the events that animate them, it is the defining factor implementing tourist attraction and boost the attractiveness of tourism as any other objective [3].

The pupose of the study is given by the different perceptions of the visitors. To attempt to quantify a sensory

perceptions and feelings based on states, as different as those in geography, is sometimes a very delicate and difficult scientific approach. This all the more as you try to put in relation the psycho-emotional reverberations developed by tourist visiting Romanian fortresses and also effective cultural acquisition and enjoyment of visiting such an objective.

III. LANDMARKS OF TOURISTIC CHOICE THROUGH ENVIRONMENTAL CONDITIONS AND THE HISTORICAL AND GEOGRAPHICAL BASE OF THE FORTRESSES

The three analized fortresses (Alba Iulia Fortress, Brasov Fortress, Neamtului Fortress) recomand themselves as touristic entities having a strong character of geographical and historical individualisation added with an ecological and functional condition without serious signs of degradation both of natural and human components. The three fortresses are configured as environments with a strong equilibrium and touristic expressiveness. For any individual who enter such an objective matters, in the field of impressions and ease in understanding the cultural message of the place, the general

features but also the details which recommend these fortresses. These details will be found added up in different environments inside and outside the fortresses. This approach counts significantly in the way of understanding how objects and elements with touristic significance could influence, negatively or positively, totally or limited the level of satisfaction.

Alba Iulia Fortress is Vauban-like fortress which articulates in the local space the star shape of the vigorous walls and the morphological step of the hills descending from Trascău mountains and the plains middle Mures valley. The fortress was built on the site of ancient settlements, on the second terrace of Mures river. Is undoubtedly the most



Fig. 2 Alba Iulia Fortress – the inner environmental aspects

dynamic of analyzed fortresses, both in investment and the actual perception of visitors. *The inner environments* (Fig. 2) of the fortress, properly open and enlightened, are dominated by the melange between built compartments (religious, administrative buildings, buildings for teaching and museum activities, passage ways) and connection ways, stabilized and harmonized by the vegetation (from lawns to groups of shrubs and trees). *Peripherian environments* are dominated by the natural opening and by the step like shape ensemble widely open to exterior. These elements are added with the organic integration, in natural context, of some restored elements (the thick brick wall, limestone blocks, the large trench, green spaces outside the fortress) all conferring the fortress a significant attractiveness at regional scale.

Brasovului Fortress is intimately linked to the city with the same name, located in an intra montaneous depression, at the foot of Tampa Massif, in southern subdivision of the depression called Barsa depression. It has the largest area of three fortresses and an individualized pathway influenced certain date income given by position, orientation, openness and the presence of a large set of natural ingredients. Geographic position of the fortress, located at the junction of the main trade routes that linked the Transylvania with Wallachia, gave a very "mercantile" status for the fortress, the commercial role being the dominant role until the XVIIth century. The present perception upon the fortress in a relatively dimmed one, the location in the vicinity of

important natural objectives (Timisului Mountains, Prahova Valley) and the absence of unified architectural character mark the present perception. Yet, the transport infrastructure, the accommodation facilities, the general level of the area's



Fig. 3 Brasovului Fortress – the peripherian environmental aspects

infrastructure confer a very high favourability potential. *Internal environments* shows the dominant note of the relief combined with the oldness of the construction. The geomorphology of the terrain has a double inclination: a steep inclination from south-west to north-west (offering to this part of the fortress towering features and also advantages for impressive values for visiting axes and angles of opening) and a less steeper inclination, but also very clear from south-west to north-east. All these morphological features led to certain ways of evolution from historical and urban point of view: the conservation of oldness effect through slight physical and chemical alteration of the rocks and cement of the thick walls and towers situated in the upper part of the fortress, a higher density of old buildings (mainly baroc style) and a higher density of streets filled with small crossroads, small squares and a big central square (Piața Sfatului); less vegetation in the lower part of the fortress; townsfolk flow animation of citizens, visitors and commercial activities mainly in the lower part of the fortress. *Peripheral environments* (Fig. 3) support the idea of complementarities in the attractiveness of touristic elements other than the elements belonging to the fortress itself. From this point of view counts: overwhelming dominance of the landscape sufficiently on consolidated rocks that create greatness for whole and zoom generous tourists in the south-eastern and north-west of the city, inserting bold and dominant tree vegetation (massive deciduous forests discontinued by glades) in the south-eastern and north-western part of the environmental ensemble and in the northern part appears the man-made arranged vegetation as green urban spaces or as parks; referral shade of the cool and moist climate but the stronger and cleaner air; the strong effect suggested by modern features of the streets and some buildings.

Neamtului Fortress is the smallest of all analyzed fortresses, being situated in the area of Neamtului

Subcarpathians (a part of Moldovei Subcarpathians) in one of the main subdivisions of it, Neamt Depression, on a peak nearby the river.

Maybe none of the analyzed fortresses not emphasize the communion between the environmental and historical elements as the Neamtului Fortress. If in the case of other analysed fortresses one could dissociate the natural and the



Fig. 4 Neamtului Fortress – the inner environmental aspects

historical elements, in the case of neamtului fortress this demarche is virtually impossible, the existence of the fortress being closely linked by the moldavian collective mind, the fortress integrate itself to detail with the elements of the environment (due to the location on an natural peak) but also with the historical traditions of the moldavian subcarpathian area. Customization from touristic point of view is based on the few aspects derived from the condition of the *inner environment* (Fig. 4) of the fortress: an alternance of the living and the non-living elements with a final dominance of the non-living elements (grassy vegetation in addition with the soil as living part are dominated finally by the stones of the wall); overwhelming sensation that leaves the unitary nature of the materials used (stones as thick walls); the appearance of other materials in the dominating grey of the stones (wood, iron and bricks); moist and slightly claustrophobic atmosphere generated by small and less bright spaces. *Peripheral environments* are those which are those that set the tone and feeling of the belonging to nature and time for visitors: the important role of the morphology (vigorous and steep slopes); the existence of a continuous layer of forest vegetation on slopes but also hayfields in the outer vicinity of the walls, wide open all around the fortress with an excellent view toward the valley, river, scattered villages surrounded by agricultural land, orchards and the hills in the last plan of the landscape; maintenance of access infrastructure in the fortress and tourist service (paved and asphalted alley, bridge on thick pillars, stairs, banks, poles and lampposts, sales of products based on berries and domestic products).

IV. FORTRESSES, TOURISM AND CULTURE REFLECTED IN SCIENTIFIC LITERATURE

The reflection of assimilation of simple, basic notions or more profound ones about culture based on tourism seems to be an easy task. But the number of studies centered only on *fortresses* as elements of interest and oportunities for cultural tourism is quite limited [19], [4], [11]. Other studies point out the quota and historical posture at regional and local level [16] or energy and inner climate adaptation through intervention imposed by the new condition as a museum of such middle age constructions [26]. There are other studies centered on different topics of romanian tourism which includes references about: dacian fortifications in a broader sense of care for the environment in accordance with susteined development [8], the deteiled revealing of their military and strategic importance [37], but also about the generic atrIBUTE of the importance of experience and satisfaction of the tourist, visitor of Transylvanian fortresses [29].

Although the former fortresses are more or less appropriate for visitation they are carriers of a cultural message. They offer contact and exchange opportunities between man and place, possibilities of emotional valorization of non-living entities [12]. These information link the history of the place to the type of tourism [33] such objectives classified as historical environments having an economic value and could be included in future urban plans of historic patrimony [23], [14], [28], or as parts of circulation faciiliations [2].

These objectives are included in tourist needs who follow information as cultural achievements, the romanian space being considered as rich from this point of view, despite some problems related to organization and infrastructure [18]. Without stoping exclusively on searching phenomena linked to touristic activities based on fortresses, some empirical studies point out the fact that fortresses could become elements of touristic atractiveness [15], but it is also important the way in which fortresses influence the place or the region of destination [13].

The resources, energy and the symbol values which emerges from such objectives could coagulate into the image-destination [9], in concrete image discovered in situ or could become a capital image [27], [9], of some touristic environments as genuine romanian touristic destinations with real value of competitiveness. [20], also in period of economic crise [22]. On such measures folds the force of atractivity and the decisive marking of intensions and cultural behaviour of the tourists. [32], [25], could lead to a higher rate of the bussiness success which result from the management activity of a fortress as touristic objective, when the manager of the fortress prove to have advanced knowledge even from cultural field [30].

Thus results experiences and levels of satisfaction which are revealed beyond subjectivism tipycal for different age or intelectual level of the tourists. [35], [1].

V. METHODS

To achieve the goal of the study several goals and operations were designed: a field survey, an analysis of archive materials and a questionnaire. *The field examination* was dedigned to find the intimate features of the terrain (from geomorphological features to land use features), the inventory of built elements (from architecture features to construction materials, new methods of rehabilitation, new techniques used in museums) events which appeared related to fortresses or events which can take place inside/outside fortresses. All these details can explain the orientation of the visitors toward one of the three fortresses. *Archive materials* consists of old documents, military maps, survey plans, sketches, images which refers to these fortresses or to the neighbour territory and could suply information interesting for the tourists.

The method of questionnaire was conducted in may 2010, the target group being visitors of the fortresses. The total number of subjects was 168, tourists or visitors, different as age and training, from different social groups or localities. They were asked the following questions (Table I):

These questions are „open question” type because we consider that such a manner of questionnaire let to each subject freedom of thinking and subtle possibilities of expressing the way in which they perceive the fortress as a touristic environment. This manner of data collecting proves the way in which the fortress suply culture to the subjects and how their satisfaction looks like through touristic culture.

Table I

First question	Second question	Third question
Do you consider the fortress a touristic objective?	What particularly attracts you?	Who do you think is the beneficiary of the existence of the fortress?

VI. MIDDLE AGE ROMANIAN FORTRESSES AS SUBJECT AND OBJECT OF VISITORS INTEREST

Once the decision of knowing was adopted, to discover the intimacy of these fortresses (that means the subject phase), these becomes sources for supplying satisfaction (as objects) but also as products which are consumed, including culturally. This situation brings fortresses, generally, these romanian fortresses in particular, in the posture of revealing of quantity measurable in a physical, in a tangible way (for ex. a taller or smaller wall, plain court or a folded one, solid or suspended bridge for access a.s.o) but also as a spiritual fulfillment (for ex. living spirit, dynamic, stone which „speaks” a.s.o) which emerges from all visitors.

All these are multiple facets which are part of culture. These three atractions recomand themselves as built entities, few hundred years old, interesting for subject tourism or general tourism where the environment is perfected from history, tourism and culture.

How could culture be better exploited, piece by piece or as a whole, other than probing its own taste, own expectations, final results. Are they as they appear on the flyer, on the internet site, on oral information about fortress X from Romania? For a correct approach of the reality have resorted

to know the perception of a group from which the subjects group was consisted.

The visitors face perceptions and gather different cultural information starting from what they propose, search for and succeed at the site. The most part of the respondents, 98.2%, answered that the fortresses are touristic objectives, according to the first question (Table I). That means that from the total number of respondents , just 3 respondents (2 for Alba Iulia fortress and 1 for Brasov fortress) recognize the fortress which they visit just in a broader sense, as a part of a larger environmental context or as a part of local cultural and touristic attractions.

Their interest for the fortresses is measured and counted by the fact that 50.6% of total respondents came just for the fortress itself, the rest being integrated in complex touristic programs. The most numerous visitors who came just for the fortress are those for Alba Iulia Fortress (86%), the fewest for Brasov Fortress (28.9%), a value close to the average characterizing Neamtului Fortress (47.6%). In the first case the explanation could be found in the fact that the visitor face not just a very complex architectural site (grandiose gates, huge defensive walls) but also the existence of cultural events with an important resonance inside the site (changing of the guards, exhibitions, the celebration of Romania's national day) all these features at a distance far away from other touristic attractions, mainly natural ones.

Otherwise, in a previous study [24] was shown even the

interest of the inhabitants of the town (many of them as visitors) for a touristic promotion of the fortress.

In case of Brasov fortress, the presence of a middle age building core right inside the town, the presence of mountains and spas in the vicinity of the fortress, are reasons for the low number of tourist who came just for visiting the fortress itself. The percentage of those interested just for Neamțului Fortress is motivated by the presence of a sum factors which includes natural and cultural factors (the solitary position on a mountain peak, gastronomic traditions, nearby memorial houses).

Starting from the second question (Table I) the answer of the subjects open more widely the link toward more credible links between the idea of historic and touristic environment of the fortresses and touristic activities through which these objectives are consumed culturally. The answers define attractiveness and satisfaction, which starts from the offered elements, symbols, historical background, emotional reverberations and cultural events.

The results are seen in the light of basic cognitive perceptions of the individuals who appreciate through different answers what customize the fortress. According to results from (Table II), the three Romanian fortresses resonates in the mind of visitors through some defining

features, emotionally linked through the fulfilling of visitors expectations:

- 1) The dominance of the answers which refer to the influence of **two or more elements of attractivity** (30.4% of total answers). This mix could be explained with the very intimate symbiosys between the natural component and the force of suggestion of elements of human nature (e.g. parks, landscape, streets, horses of the garnison, monuments, history, people). *The nature of the environments*: heteroclit melange with the dominance of small-medium size minerals, but well defined; *cultural benefit and tourist profile*: maximum disposal to know up to the smallest detail of the inner or outer part of the fortress from young or mature persons with a medium-high level of education.
- 2) High values of the answers which could be linked by **the way in which were built and looks the fortresses** (22.6% from the total, through structure, walls, towers, defense trenches) and the **history** thorough the reverberation of the story of the fortress (16.7% from the total, due to the battles, commanders, soldiers, weapons offenses, victories, defeats) which sketch the symbolism of the sites. These answers put on light personal perceptions of the visitors to historic time, access the state of attachment to the age and architecture of the site through the safety and respect inspired by the military feature of the site. *The nature of the environment*: overwhelming dominance of the mineral environment well organized and filled with the expression of oldness;

Table II

<i>Attractiveness of studied Romanian medieval fortresses</i>	Neamțului fortress	Alba Iulia fortress	Brașov fortress	Total answers
Oldness, history and the symbol character	12	2	14	28
Construction and the way of disposal	10	17	11	38
Favorability of place and position	3	-	4	7
The ensemble itself	1	-	1	2
Originality and uniqueness	2	-	2	4
The beauty of the landscape and of nature	-	-	5	5
A part or a certain object	-	-	2	2
Combination among elements of attractivity	12	9	30	51
Cultural events and awareness of cultural act	-	16	-	16
Attitude of the local inhabitants	-	-	1	1
Irelevant answers	2	6	6	14

cultural benefit and tourist profile: maximum profit from the young and mature, well educated group through maximum focus on built part expressing the past.

- 3) Heavy coverage of some events (9.5% from total answers), interesting from cultural point of view, conjugating surprise, original, awareness of the “show” which is part of together with some part of the fortress (e.g. changing of the guards, exhibitions with middle age and ancient objects at Alba Iulia Fortress, commemoration of a famous XVII century battle at Neamțului Fortress) and the visitors themselves. *Nature of the environment*: slight advantage for those situated

inside, in the yard, stands out combination between living components (soil, grass vegetation, isolated trees, living mannequins, horses) and those belonging to show and props (props, mannequins, pannels, posters, flags, weapon collection a.s.o.); *cultural benefit and tourist profile*: maximum benefit through frontalisation with objects and groups of objects reunited in a show about the past in the formation of the present, from subjects of all ages and education stages.

- 4) The fewer answers at the questions related to the particular aspects for the visitor's interests, with a decrease from the aspects related to the **place** (4.2% from total answers) of the fortress (well positioned site, the possibility of panoramic view, peaks and high plateaua), the recognition of the way in which the **nature and the landscape** (3% of the total answers) is trimmed in the vicinity of the fortress (mountain and hilly landscape, forests and forest groves) to the understanding of the the character of **uniqueness and originality** of the ensemble (2.4% from total answers). *The nature of the environment*: overwhelming dominance of the peripheral environments of the fortresses Where merge happy and suggestive-looking relief, soil, forest, stone as walls, slab stone for inner pavement; *cultural benefit and tourist profile*: cultural form of image acquisition by practicing selective zoom and choice spots by adult subjects regardless of their school education.
- 5) The fewest number of answers are those related to the special elements which influence the perceptions of the tourists (between 0.6 – 1.2%) respectively the

underlying the importance of a certain element (either shape, architecture, or greatness, size) of the ensemble as a whole but also the attitude of the locals towards the tourists (sympathy, ability to communication). *Nature of the environment*: an equal representation of the inner and outer environments where the living and non-living part is mixing; *cultural benefit and tourist profile*: develops an appetite for the most elevated and most representative of the built element; the built element spill towards mature connoisseur, admiration and recognition (with the help of the locals) the frames in the natural mantle outside the cities.

- 6) An important number of answers are the irrelevant ones (8.3% from total answers) but are not considered wrong, the answers showing yet a certain kind of emotion and satisfaction of the tourists.

At the third question, the answers of the tourist show a certain kind of orientations (Table III) which decrypt solid cultural patterns but also facets of the way in which benefits of touristic activity are used for the fortresses. The touristic activity related to the fortresses shows clearly that the beneficiary of the activity are:

- 1) Tourists (21.4% from total answers with the highest value at Brasov Fortress, 28.9%). Such answers clearly show the recognition of the special role of the fortresses for the romanian subject tourism of for the complex touristic programmes which includes fortresses. Furthermore, its an indirect recognition of the fact that the tourists are the finest, most advised connoisseur of the local touristic phenomenon (the fortress itsels and also the attractions hosted by the city surrounding) and appreciate the cultural value af the middle age ensembles. *Aquisition matrix of cultural information*: big to maximum opening for the heterogenous information, about culture send by type of constructions and by adjacent, subordonated parts.
- 2) Romania and its citizens (19% of total answers with the highest value at Alba Iulia Fortress, 40%) the answers

conservation of local consciousness. One could also add the perception of the tourist to what he could find at the touristic objective and the surroundings, history and nature. *Aquisition matrix of cultural information*: a certain ammount of social and urban culture which is stored through people and institutions that aim to empower knowledge. The fortresses are usefull for those who imediately and actively use their information and the historical and mental importance. It means mainly **tourists, students, young**, those attracted by history and **the future generation**, happily combining the past (carefully built walls, bridges, weapon collections) with the emotional values of the present (reconstruction of Alba Iulia and Neamtului Fortresses) and a hopefull future intimately linked with romanian culture including the intimate secrets of romanian fortresses (advertising panels, mannequines). Next besides are those who consider the fortresses as usefull for the tandem **tourism-culture** and **tourism-culture-Romania** in this case the fortresses are placed in the local and national patrimony, where historical culture is permanently renewed through tourism and discovery (narrow windows, platforms for visitation, habits of the inhabitants). *Aquisition matrix of cultural information*: a set of composite information refers to a more historical culture in the sense in which the

Table III

Categories of answers	Neamțului fortress	Alba Iulia fortress	Brașov fortress	Total answers
Town, local and county administration, locals and tourists	6	4	20	30
Locals and tourist	1	2	17	20
Tourists, youngs, especially students	-	-	2	2
Tourism and culture	-	-	3	3
Tourism, culture and Romania	-	-	1	1
Romania and its citizens	8	20	4	32
Locals	2	5	2	9
Tourists	9	5	22	36
History and history passionate	6	6	-	12
Bussiness	-	2	-	2
Future generations	1	2	-	3
To all	8	1	5	14
Defense	-	1	-	1
Unclear or undetermined cathegories	1	2	-	3

clearly showing a certain note of patriotism, the respondents understanding the close link between the artistic details such as gates, stamps, inscriptions, religious buildings and the events which mentain an real patriotism. *Aquisition matrix of cultural information*: tourist prove a select culture with accents on history and patriotism added with a culture springing from fine architectural details.

3) For a group of responders which includes locals, tourists and the city through its administration (17.9% of total answers with the highest value at Brasov Fortress, 26.3%), the fortresses are seen to be usefull for a certain group of heterogeneous tourists and institutions both eager to solve the problem of planning, maintenance,

young and very young subjects associate fortresses to a natural evolution, the finality of the evolution process seen in a context of recognition which is received by the fortress as a result of a cultural flow.

A significant percentage of 11.9% (22.3% for Brasov Fortress) is formed by responses indicating only locals and tourists, and even just locals who are the beneficiaries of the fortresses.

The two categories are seen to rests on the unitary taste for ancient cultural taste, on a quite high local sentimentalism added with the financial benefits and prestige recognized for the fortresses. All financial and economic benefits to chapter also includes the few respondents (with similar responses to other questions) who stating categorically that the economic

life of cities that host fortresses have benefited from tourism cities account. Other visitors and tourists indicates all persons (8.3% of subjects) that uses the fortress, thinking on people, institutions and decision-making factors, which marks the ideas about the chance that there is such a tourist attraction, about opportunity and ability to visit a target of archaic beauty. *Aquisition matrix of cultural information*: the relevance of associative culture among those organically and sentimentally linked to the fortress and those called to appreciate honestly the value of the objective. All is taking place under an economic culture in which the fortress become a subject of change: the fortress give a certain „part” of it and he/she receive the certain „part” and return to the fortress „, other part” from economic point of view. May occur a few opinions that are either insufficiently substantiated or are fed by a certain naivete, presenting the fortress just for defense purposes, based on the strength of expression and conviction of stone fortress walls and weapons

VII. CONCLUSIONS

The three analysed fortresses are decisive for local and regional tourism and important for national one through elements of historical recommendation, cultural architecture

REFERENCES

- [1] J. Alegre and J. Garau, Tourist satisfaction and dissatisfaction, *Annals of Tourism Research*, Volume 37, Issue 1, 2010, pp. 52-73.
- [2] D. Bodnăraş and M. Al-Bashtawi, *Towards sustainable urban planning and transport in Romania - Alba Iulia Case Study*, Workshop On Sustainable And Healthy Urban Transport And Planning, Nicosia, 2003, <http://www.unece.org/thepep/en/workplan/urban/documents/Romania.pdf>, pp. 1-7.
- [3] J. R. Brent Ritchie and M. Zins, Culture as determinant of the attractiveness of a tourism region, *Annals of Tourism Research*, Volume 5, Issue 2, 1978, pp. 252-267.
- [4] M. Bud, R. Săgeată, T. Toderas, C. Bucura and V. Gherasim, Strategies of Enforcing the Environment Law in Cisnădioara Regarding the Environment Economy and Landscape Protection, in *Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation*, Volume I, 2010, pp. 219-223.
- [5] P. M. Burns and Y. Figueroa, Tradition and culture-based tourism, Part II, *Niche Tourism: Contemporary Issues, Trends, and Cases*, Marina Novelli (ed) 2005, Page 99.
- [6] M. Căndeia, F. Bran and I. Cimpoeu, *Organizarea, amenajarea si dezvoltarea durabilă a spatiului geografic*, Editura Universitară Bucureşti, 2006.
- [7] E. Chambers, From authenticity to significance: Tourism on the frontier of culture and place, *Futures*, Volume 41, Issue 6, 2009, pp. 353-359.
- [8] D. L. Constantin, *Tourism and environmentally sustainable regional development: the case of Romania*, 2000, <http://ideas.repec.org/p/wiw/wiwr/ersa00p31.html>
- [9] S. Cosma, A. Urcan and M. Bota, *Study about brand identity for Romania as a tourist destination*, in *Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation*, Volume I, 2010, pp. 109-112.
- [10] K. Dewar, Tourism, Recreation and Sustainability: Linking Culture and the Environment, authors: S.F. McCool and R.N. Moisey, Book review, *Tourism Management*, Volume 31, Issue 4, 2010, pp. 560-561.
- [11] I. Dincă, S. Nistor, L. Bucur and M. Staşac, Touristic culture through identification of the visitor with events and natural and built patrimony of some fortresses from Romania, in *Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation*, Volume I, 2010, pp. 266-271.
- [12] H. Z. Dogan, Forms of adjustment: Sociocultural impacts of tourism, *Annals of Tourism Research*, Volume 16, Issue 2, 1989, pp. 216-236.
- [13] D. Dredge, Destination place planning and design, *Annals of Tourism Research*, Volume 26, Issue 4, 1999, pp. 772-791.
- [14] G. Fleşer, *The Citadel of Alba Iulia-Historical Buildings and Planning Arrangements*, Editura ALTIP, Alba Iulia, 2006.
- [15] C. Iaţa and M. Bulai, A critical analysis on the evaluation of tourism attractiveness in Romania. Case study: the region of Moldavia, in *Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation*, Volume I, 2010, pp. 145-150.
- [16] A. King, Fortresses and fashion statements: gentry castles in fourteenth-century Northumberland, *Journal of Medieval History*, Volume 33, Issue 4, 2007, pp. 372-397.
- [17] Y. Li, Geographical consciousness and tourism experience, *Annals of Tourism Research*, Volume 27, Issue 4, 2000, pp. 863-883.
- [18] D. Light and D. Dumbrăveanu, Romanian tourism in the post-communist period, *Annals of Tourism Research*, Volume 26, Issue 4, 1999, pp. 898-927.
- [19] L. Marina, A. Muntean and C. Stefani, Development Directions For The Tourism Offer Of The Alba Iulia Fortress. Qualitative Assessments, *Annales Universitatis Apulensis*, Series Oeconomica, Volumul 2, Nr. 11, 2009, pp. 1041-1046.
- [20] M. Mazilu and M. Roxana, The competitiveness of the romanian tourism – a ghost or sustainable Reality?, *Annals of Faculty of Economics Oradea*, Volume 4, Issue 1, 2009, pp. 367-372.
- [21] M. Mazilu, The ecological component of the lasting development, *Journal of Environmental Protection and Ecology JEPE*, Book 1, vol. 10, 2009, pp.131-136.
- [22] M. Mazilu, Opportunities and Threats for Romania as a Tourist Destination after the World Economic Crisis, in *Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation*, Volume I, 2010, pp. 66-71.
- [23] S. Mourato, E. Ozdemiroglu, T. Hett and G. Atkinson, Pricing cultural heritage: A new approach to managing ancient resources, *World Economics*, Volume 5, Number 3, 2004, pp. 95-113.
- [24] A. Muntean and L. Marina, Promotional strategy of Alba Iulia Fortress, *Annales Universitatis Apulensis*, Series Oeconomica, Volumul 2, Nr. 10, 2008, pp. 854-860.
- [25] M. M. Nowacki, Quality of visitor attractions, satisfaction, benefits and behavioural intentions of visitors: verification of a model, *International Journal of Tourism Research*, Volume 11, Issue 3, 2009, pp. 297 – 309.
- [26] A. M. Papadopoulos, A. Avgelis and M. Santamouris, Energy study of a medieval tower, restored as a museum, *Energy and Buildings*, Volume 35, Issue 9, 2003, pp. 951-961.
- [27] R.-I. Popescu and R.-A. Corboş, Building a brand for Romania’s capital – an opportunity for tourism and for the business world in the current crisis

conditions, in *Proceedings of the 5th WSEAS International Conference on Economy and Management Transformation*, Volume 1, 2010, pp. 192-197.

[28] A. Provins, D. Pearce, E. Ozdemiroglu, S. Mourato and S. Morse-Jones, Valuation of the historic environment: The scope for using economic valuation evidence in the appraisal of heritage-related projects, *Progress in Planning*, Volume 69, Issue 4, 2008, pp. 131-175.

[29] T. V. Purcărea, V. Ioan-Franc and M. P. Rațiu, Achieving Excellence through Memorable Traveler Experience and Challenges, Opportunities and Solutions for Romanian Travel and Hospitality Industry, *Romanian Journal of Economics*, 2010(XX), Volume 30, Issue 1(39), pp. 52-75.

[30] R. Răducan, A. Popovici, L. Cismaș and R. Răducan, The Role of the Romanian Culture in the Management Field, Volumul sesiunii științifice cu participare internațională „Economie europeană: prezent și perspectivă. Dimensiunea economico-juridică a integrării României în structurile europene și euro-atlantice”, Editura Universității Suceava, ISSN 2065-085X, 2008, pag. 150-154.

[31] Y. Reisinger, Cultural practices and tourism impacts on culture, Chapter 4, in *International Tourism-Cultures and Behavior*, 2009, Publisher: Butterworth-Heinemann, Pages 67-82.

[32] G. Richards, Tourism attraction systems: Exploring Cultural Behavior, *Annals of Tourism Research*, Volume 29, Issue 4, 2002, pp. 1048-1064.

[33] J. Towner and G. Wall, History and tourism, *Annals of Tourism Research*, Volume 18, Issue 1, 1991, pp. 71-84.

[34] I. P. Tussyadiah, Tourism Resource Management of Regional Culture, Conference Report, *Annals of Tourism Research*, Volume 32, Issue 1, 2005, pp. 275-277.

[35] J. Vittersø, M. Vorkinn, O. I. Vistad and J. Vaagland, Tourist experiences and attractions, *Annals of Tourism Research*, Volume 27, Issue 2, 2000, pp. 432-450.

[36] G. Waitt, Consuming heritage: Perceived historical authenticity, *Annals of Tourism Research*, Volume 27, Issue 4, 2000, pp. 835-862.

[37] R. Wanner, *Forts, fields and towns: Communities in Northwest Transylvania from the first century BC to the fifth century AD*, 2010, Thesis

submitted for degree of Doctor of Philosophy at the University of Leicester, <https://tra.le.ac.uk/handle/2381/8335>, pp. 1-359.

First A. Iulian Dincă is a senior lecturer, Ph. D. in the Department of Geography, Tourism and Teritorial Planning, University of Oradea, Address: C.P. nr. 114, Oficiul Postal 1, str. Universitatii nr. 1, Oradea, Romania, iulian_dinca@yahoo.co.uk. His doctorate was obtained in the Romanian Academy forum, through the Institute of Geography of Bucharest, approaching landscape analysis in relation to hydro resource of a mountainous volcanic unit. His scientific interest focuses on landscape's science, eco-tourism and biogeography features. Moreover, he pragmatically pursues tangible expressions of teaching activities (courses or laboratories). This vision establishes the necessary frame for interdisciplinary studies and research, as well involving students and master degree students. He is a member of Landscape Research Group, Society for Landscape Study, International Association for Landscape Ecology and International Biogeography Society. The teams' work is performed in the benefit of various customers in the western part of Romania, which are interested in landscaping, rural tourism and eco-tourism, thematic landscape, ornamentation or simply setting of rural, suburban and urban living framework.

Second B. Stelian Nistor is a senior lecturer, Ph. D. in the Department of Geography, Tourism, and Territorial Planning, University of Oradea, Address: C.P. nr. 114, Oficiul Postal 1, str. Universitatii nr. 1, Oradea, Romania, snistor@uoradea.ro.

Third C. Liviu Bucur, is Ph. D. in the Department of Geography, Tourism, and Territorial Planning, University of Oradea, Address: C.P. nr. 114, Oficiul Postal 1, str. Universitatii nr. 1, Oradea, Romania, liviubucur@yahoo.com.

Fourth D. Stașac Marcu is an associate professor, Ph. D. in the Department of Geography, Tourism, and Territorial Planning, University of Oradea, Address: C.P. nr. 114, Oficiul Postal 1, str. Universitatii nr. 1, Oradea, Romania, marcu_stasac@yahoo.com.