THE POTENTIAL OF THE WESTERN BANAT'S TOURISM

POTENŢIALUL TURISTIC AL ZONEI DE VEST A BANATULUI

DANA SÂMBOTIN[1], A. SÂMBOTIN[2], MIHAELA PĂTRĂŞCOIU[2], A. COROIAN[1], ANA MARIANA DINCU[1]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; dana82tm@yahoo.com
[2]Banat's University of Agricultural Sciences and Veterinary Medicine Faculty of Horticulture and Forestry Timisoara, Romania

Abstract: *Romania has great potential for practicing tourism in all its forms. The main attraction factors of tourism in the west part of Banat are the amount of tourist areas and the possibility to visit from all directions. Other favorable factors that are worth to be listed are the hydrographic network, the influence of Mediterranean climate and the proximity to larger urban centers. The tourist attractions are the result of anthropogenic origin interacts between man and his environment of life during historical eras. These man-made attractions are a key element in assessing recreational values, and an indicator of cultural-historical development and socio-economic area of interest.*

Key words: *tourism, potential, Banat.*

INTRODUCTION

Timiş County is located in the west, where Romania is bordered by Hungary and Yugoslavia. With an area of 8697 km2, Timiş owns 3.6% of Romania's territory, occupying the third place in the country stretching.

Predominant form of relief is plain, which covers western and central part of the county, penetrating form of creeks in the hills, on to the river valleys Bega and Timis. The maximum heights in the area are corresponding to the Poiana Rusca massif – 1374 m. The climate is temperate Mediterranean-influenced transition. Timis county territory is crossed from east to south-west of Bega and Timis rivers. In north it fallows its course, from east to west, Mures and Aranca Rivers.

Timiş County has a great potential in tourism. On transport infrastructure plan, Timisoara is a railway junction in the center of the

densest rail networks in Romania, which allows multiple links to localities in the county. Timisoara International Airport is served by Traian Vuia, the second largest in Romania. Timis County is a multicultural area, influenced by various ethnic communities, especially the German, Hungarian and Serbian, but also Bulgarian, Italian, Palestinian and Greek. Cultural heritage and cultural diversity are strengths of the city.

MATERIAL AND METHOD

The authors have used the methods of work: identification and data collection, processing, analysis, observation and interpretation. Identification and collection of data used in this paper were taken in after the consultation of the specialty bibliography. For bibliography there was studied national and foreign literature and also the Internet.

Following collection, processing and interpreting of all necessary information for this task, we could to formulate some conclusions.

RESULTS AND DISCUSSION

Tourism is a major economic activity with a broadly positive impact on economic growth and employment in Europe.

Tourism is the trip made for the purpose of recreation, pleasure or business. World Tourism Organization (UNWTO) defines tourists as people who "traveling or living outside their places of permanent residence for a minimum of twenty-four hours but not longer than one year, in the end recreation, business or other non-exercise of a remunerated activity in the area concerned".

The development is evidenced by the capacity of a direct influence on tourism. Accommodation units can be divided into two classes, namely: the main forms of accommodation (hotel, motel, cottages, inn, cottages) and secondary forms (Supplementary tourist stops, campgrounds, hostels and boarding schools, camps and preschool students, private homes, pensions).

Tourism in the west part of Romania is much less developed than in other parts of the country. Tourist services offer is of characterized by a poor quality (poor quality of tourism products offered, poor staff training, network failure).

Spatial analysis of accommodation capacity in service of Romanian Banat shows a slight predominance of mountain Banat (53.85%), compared to the plain Banat (46.15%) the great variety of tourism potential from the mountain area being almost matched by location in plain area of the main regional pole, Timisoara. In the region, tourism is not working as it should, given the fact that the strategy at central level is inconsistent for this part of the country, is changing constantly and development and promoting of tourism priorities are not part of local authorities, only a few exceptions.

High agro-tourist potential of the rural region prompted the organization and establishment of hostels and appropriate tourism products. The expressive mountain areas (Poiana Rusca Mountains), the variety of flora and fauna – there are over 16 natural parks in the area - mineral water springs and spa – Buzias, Lipova - fund rich hunting and fishing – Pischia, Sacos, Jimbolia, Liebling, Poieni Strambu - with elements of architecture, folk art and folklore provides the possibility to practice rural tourism.

In spite of negative publicity the west part of Banat has all types of accommodation. In the researched area there are over 16 natural parks and protected areas. Also there are over 80 villages and small cities in the county. Here the tourism is practiced in all forms, form ecotourism to balneary tourism. The developments of the villages have a positive side. There are more and more people who want to invest in tourism, to open hostels, to increase them income by doing tourism. In this part of Romania there are numerous possibilities, because here is a good area, we have plains, hills, mountains. This is a good area for agriculture, is special for vinery. Banat region is maybe best known internationally. The most famous region is Recaş, situated in Timis County. Other main attractions in Timis County are: Castelul Huniade Timisoara, Catedrala Mitropolitana Timisoara, Manastirea Saraca Timisoara, Muzeul Banatului Timisoara, Palatul Dicasterial Timisoara, Parcul Dendrologic Bazos Timisoara, Sinagoga din Cetate Timisoara, Buzias resort Turnul Sf. Nicolae, Sinagoga Sephardic (in Lugoj), Cetatea Ciacova, Castelul Regal from Banloc, Monumentul de la Tapae etc. In Timis County it can be visited numerous memorial houses such as: museum house Nikolaus Lenau, the memorial houses of Brediceanu, Vidu, Grozavescu, Traian Vuia in Lugoj, the memorial houses if the musician Bela Bartok and the painter Stefan Jager.

CONCLUSIONS

After analyzing the specialty bibliography we could draw some conclusions as it fallows:

1. Tourism is an economic activity capable of generating growth and employment in the west part of Banat, while contributing to development and economic and social integration, particularly of rural and mountain areas.
2. The area studied it has a great potential for tourism, in special for agro tourism, ecotourism and rural tourism.
3. Even though the publicity for this area is negative there are a lot of tourists that are visiting the vest side of Banat
4. We should preserve more the nature and accord more attention for details because this could influence the number of visitators.

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