THE RELEVANCE OF THE HISTORICAL MONUMENTS
IN THE DEVELOPMENT OF THE CULTURAL TOURISM
IN THE MAIN CITIES OF THE REGION OF OLTENIA,
ROMANIA

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Abstract: Each Romanian geographical region is characterized by some
characteristics that can be seen as landmarks and analysed in order to assess
their cultural and tourism profile. Oltenia, a historical province that dates
back to the Dacian-Roman period and inhabited ever since, has a rich/vast
tourism offer, with numerous cultural attractions spanning centuries/from
each century. It is necessary to distinguish between the historical heritage
items from different time periods ranging from the ancient Dacian, to Roman
eras, then the great migrations period, and ending with medieval and modern
times. Having such a differentiated structure allows for a classification of each
town – county seats from Oltenia province, based on a series of indicators,
such as the Index of Cultural-Touristic Use, and the Index of Cultural-
Touristic Relevance. The results of the study may help better understand the
relationship between cultural and tourism attractions within a town and the
possibilities for their capitalization, while also arguing for a larger set of
criteria in order to analyse the evolution of cultural tourism, offering an
alternative to towns with less dynamic economies. The study proposes a
strategy for a sustainable cultural tourism.

Keywords: cultural tourism, historical monuments, art, culture, sustainable
tourism

INTRODUCTION

Tourism may constitute a real economical resource for the cities
possessing material traces. Each monument provides necessary information
regarding the people’s education and knowledge of the geographical space.

Each geographical area has a material-cultural potential that can be
valorized, becoming in this way an important economical resource for the local
population. The social, economic and space/territorial dynamics are permanent
(Fuseini 2017: 68). The economic profile of a city or a geographical region
takes into consideration the important economic activities that take place there
at a certain time (Ilieș 2017:129). The alterations registered in local economies,
especially in the mono industrial cities or in those cities where the economy is
pretty fragile because it depends on certain raw materials or insufficient or
unqualified work force, are quite obvious (Garreton 2017:39; Melendez
2016:118; Teodorescu 2016:140; Mazilu 2014:46). This determines the
analysis of new phenomena from the world-wide economy, keeping a close eye
of the functional spatial transformation as well as the evolution of demographic trends (Gozner 2016: 112; Hocaoglu 2016: 219). Taking the right decisions and implementing the necessary regulations in an economic crisis, has to consider the population’s quality of life and considerably decreasing poverty. All these can be done only by analyzing all the components that each geographical area has and using them in the best interest of the population. This can only be done through tourism. Today, cultural tourism represents, for many geographical areas, one of the most important forms of tourism, both for the local population and for tourists or anybody people interested in material traces are those that favor the development of cultural tourism and enable the intense living densities or economic growth of population in the analyzed geographical space. The importance of analyzing urban material heritage in accordance with tourism growth depends on the results of these two components (Serna 2016: 99; Teodorescu 2016: 280). All material heritage trails can be considered "tourism products". Based on this "product" the cultural tourism profile of a town or geographical space can be determined. Humanity’s material heritage registers every year a constant increase along with its non-material heritage. The material remains, the material heritage is mostly historical time-specific ruins, most of them ruins of castles or ancient ruins constructions, traces of fortresses or civil constructions from medieval or modern times, specific architectural constructions or elements of architectural style (Ksiazek 2017:55; Teodorescu 2017:76; Barrera-Fernandez 2016:718). Analyzing the architectural sites reveals the existence of roads or manufacturing rooms, and thus material traces that can allow for the analysis of life conditions of different waves of populations inhabiting that space. The way conservation of historical monuments is done is very important (Ahebwa 2016:106; Hocaoglu 2016:221; Toselli 2015:1234). The possibilities of exploitation and entering an economic circuit are influenced by information received from all types of media. Serna says that awareness through journalists can have a big importance (Serna 2016:106). There are no historical monuments of large or small value, but only monuments.

**METHODOLOGY**

In terms of methodology used for this study, different stages were systematically followed:

The main idea was to realize a connection between the economic situation of the most important five cities from Oltenia Region, population of each city, population income, unemployment and a list of monuments in each city, made by the Cultural Ministry of Romania, as a source and alternative resource of development. The study aims to respond to two problems:

a. Exactly how much can these monuments support a tourism activity? To answer this, we need to correlate the list of monuments made by the Cultural
Ministry of Romania and the sites. So, each objective mentioned as a monument, was viewed to establish exactly its physical state and accessibility.

b. Does the local population acknowledges the monuments located in their cities? Can they provide a tourism development of the city? Would they get involved directly in the tourism activities?

This required applying questionnaires in each city. The number of the questionnaires used and considered valid for local population was: 24 questionnaires for Drobeta Turnu Severin, 31 for Craiova, 26 for Slatina, 23 for Râmnicu Vâlcea and 19 for Târgu Jiu. Values were given on a scale from 1 to 5 for each monument. Each respondent had to give a certain score to each monument based on:
- accessibility (the access roads with a different refurbishment degree);
- originality (the particular elements being preserved from the time period they were built);
- degree of amenity (that the rehabilitation was done in order to ensure the specific atmosphere from the most important period or economic development);
- the influence of natural factors or other factors (particularities of the relief, landscaping the water flows, lakes, vegetation elements);
- inclusion of the monument in educational tourism circuits (enhancing the knowledge of younger generations about local values).

Regarding the Worship Places, the evaluating indicators considered included hotel type amenities or housing structures, recreational spaces or creative ones, UNESCO heritage, special events housings, architecture or/and specific drawings.

In this way an objective can gather from 5 to 25 points (following the 5 points proposed, each having an 1 to 5 average point). This is how the classification of the main objectives in each town was made, namely the Touristic Use Indicator (ICT). The ITR cultural tourism relevance refers to the number of objective of the same type.

Such an analysis helps the establishment of a cultural tourism profile of a city or an entire geographic region. The methodology is yet new and gaps need to be filled in by studies to come.

1. MAIN CITIES FROM THE HISTORICAL PROVINCE OLTENIA, AND CLASSIFICATION OF THE HISTORICAL MONUMENTS WITH TOURISM ROLE

The historical province Oltenia from Romania is made out of five counties, each having a specific cultural heritage. In this case the most
important cities are those that have administrative and political functions in every county. As such, Mehedinți County has Drobeta Turnu Severin, Dolj County has Craiova, Olt County has Slatina, Vâlcea County has Râmnicu Vâlcea and Gorj County has Târgu Jiu (fig. 1).

![Cultural objectives in main cities of Oltenia, Romania](image)

By analyzing the number and therefore the tourism importance given by each monument in particular, the uneven distribution is clear. Also, the possibility of developing a certain type of tourism in each city, creating in this way an individuality cultural touristic profile, is clear (Herman 2014:171; Barry 2016:343; Palmer 2014:352; Teodorescu 2017:93). The majority of five cities analyzed, has many buildings or objectives with specific architecture. The things that offer individuality to cultural heritage are the historical monuments (ruins, citadels) and monuments (statues, statuary monuments) and also religious objectives. In this case the cultural tourism profile comes to support those interested in the study of settlements development, as the existence of a big number of cultural historical monuments in Drobeta Turu Severin proves its long history and a continuity of historical events. Târgu Jiu from Gorj County distinguishes itself by quite a big number of monuments. The most important role is given to the famous sculptor Constantin Brâncuși, whose masterpieces are placed through the entire city. In this way the role of the analyses is to enhance the importance of the artists in terms of cultural landscape as well as enlarging the general knowledge of the population.
Through these particularities the study tries to establish the cultural profile of these cities.

2. CHARACTERISTICS OF CULTURAL MONUMENTS FROM CITIES OF OLTENIA IN TERMS OF THEIR LOCATION AND AGE

Each city has its own cultural way of expressing its individuality. Historical events made them marked in time, so today we can enjoy what our ancestors have achieved and through the study we try to show which are the cultural landmarks of each of the analyzed cities.

This city has the particularity of historical monuments partially valorizes. The existence of the Roman material traces and artefacts with a unique value for the entire Romanian landscape, would certainly give rise to a cultural tourism that could help the local economy in a city that seems to need an economic revival nowadays. (Peptenatu 2012:2364; Pintilii 2017:100). The foot of Traian's Bridge, the Roman Castrum and the Severin Fortress are symbols of the city of Drobeta Turnu Severin (Figure 3).
Tourism could be here the possibility to offer a viable alternative from an economic point of view. The foot of the bridge is one of the most valuable historical monuments, which can be a local brand by proper capitalization.

Its history is interesting and may contribute to the development of educational tourism along with the cultural-historical one. The construction of the bridge across the Danube at Drobeta Turnu Severin, of which only one portal/foot remains today, demonstrates the desire of the Romans to achieve lasting conquests. The bridge was built between Drobeta (Romania) and Pontes (Serbia). The construction of the bridge was completed between 103-105, being the longest stone bridge in the entire Roman Empire at that time, measuring 1135 m in length, 14.55 m in width and 18.6 m in height. 20 supporting pillars were implanted in the Danube water, and at the ends, on land, the bridge ends with two imposing gates. The ends of the bridge were made of large blocks of unburned stone and lined with burnt brick, and the superstructure, vaults and floors were all made of oak wood. For the construction of the pillars standing up in the Danube River, hydraulic cement was used, after having been prepared by firing the marl in especially made furnaces. Its construction ended in the autumn of the year 105 and decisively influenced the economic development on both sides of the Danube.

In fact, in the ruins of the bridge there were identified bricks stamped with the names of the units that had worked at the elevation of the bridge.

All the other objectives, whether historical or architectural, complete the cultural landscape of a city. Their location is especially in the central area (for smaller ones), and the ancient ones offer a superb view, near the Danube River. (Figure 2).
Craiova has imposed itself in the Romanian cultural landscape through its architectural monuments (fig.4). The cultural and tourist circuits designed in order to discover the cultural values in Craiova can very well valorize these monuments. The proposal of this city to become the cultural capital was based on this type of monument. Its rich history, its role played over time, gives Craiova the multitude of architectural monuments. These can be divided into civil constructions, which belonged to the Oltenia’s personalities, others are constructions in which today there are functioning some prestigious institutions (Craiova University, the Museum of Art etc). To these, there can are added the religious monuments, most of them being registered in 18th century.

Fig. 4. Distribution of cultural monuments in Craiova, Dolj County
The town of Slatina has numerous architectural monuments, especially in the central and central-western area (Figure 5). The monumental buildings highlight the prosperous situation of an important period, detached from this point of view, the 19th century, including the beginning of the 20th century.

For Rm. Valcea, we mention the religious monuments in quite a large number, the attraction of tourists being clear in this direction. At a small distance from the point of view of the tourist importance, we may also notice the monuments of architecture. They are located predominantly in the central area (Figure 6). The monuments in the city of Targu Jiu (fig.7), where the monuments of Brancusi have an essential role in the development of tourism, along with the architectural ones belonging to the modern and contemporary period, are also worth mentioning.
Fig. 6. Distribution of cultural monuments in Râmnicu Vâlcea, Vâlcea County
CONCLUSION

Each city has its own cultural individuality shown by its monuments, and, in many cases, they can show today the testimonies of the past. The largest city of the Historical Province Oltenia is Craiova. It distinguishes itself by the large number of buildings with special architecture, most of them dating from between XIX-XX centuries. In this case, the cultural profile of Craiova is a cultural architectural one. Regarding the specific architectural style, neoclassicism is the one that is mostly present. There are a small number of buildings with neo-gothic style; which is important as this architectural style...
is not so much seen in the south of Romania. Complementing these monuments are art ones, fewer in number, dating from the XIX century. Craiova, thus, offers to those interested in its history and local culture, information and cultural background with relatively new history, from the XIX and XX centuries, in a lovely ambiance. Drobeta Turnu Severin is one of the most interesting cities in terms of cultural offers presented to the general public. The historical monuments are able to express the most interesting history lessons. The antique and medieval periods offer remains with a large historical background. Apart from these, the cultural monuments complete the local cultural background, most of them from the XIX - XX centuries. Regarding the cultural profile of the city, it can be considered as a cultural historic one, the historical monuments are unique and with a high cultural background. Following the analysis of the existing monuments in Slatina, it sets itself apart through new architectural buildings, with an eclectic architectural style. The cultural background is completed by religious monuments, the most interesting ones are from the XVII - XVIII centuries, and the historic ones show the age of this city. Râmnicu Vâlcea has a complex cultural profile and is dominated by religious monuments which date from the XV and XIX centuries, the majority from the XVIII century. The geographical position may have played an important role in their construction. The architectural monuments begin to appear here starting with the XVI century, and there is a numeric equity until the XX century. The historical heritage is defined by the presence of historical monuments which date from the III century. Târgu Jiu is a city with a new cultural profile. All that is here, no matter the type of monuments, dates from the XVIII - XX centuries, but its importance rises from the art monuments the city has to offer (The table of Silence, The Infinite Column, The Gate of the Kiss) made by Constantin Brancusi, as they establish the cultural profile of this city.

The study emphasizes the multitude of existing monuments in this Historical Province, which date from the antique period until present day. The cultural profile is not always given by the largest number of monuments, but by those who offer individuality or cultural historical relevance to each city.

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