

## || REVIEW

**CULTURAL TOURISM****Laura-Ioana COROAMĂ**

Publishing a book about the presentations of several places along the Bega river can be recognized as a compulsory research in the tourism field and a desired work coherently matching the approaches preparing the general development of the area, such as the Timisoara 2021 event. It must be underlined the fact that this study represents a collective work of several researchers from the “Dimitrie Cantemir” Christian University, Bucharest and the Faculty of Management Tourism and Commerce Timișoara. The coordinators’ main goal was to identify the economic and tourist potential of the settlements situated on the Bega and Timis rivers, to conceive possible tourist routes for this area, and to identify some methods of revitalizing the economic life of this region.

Valuable information about 25 settlements has been gathered and analysed in order to provide a trustworthy map of the economic and tourist potential: Margina, Făget, Răchita, Mănăștiur, Leucușești, Bethausen, Cutina, Bodo, Balinț, Chizătău, Ictar-Budini, Topolovățu Mic, Recaș, Remetea Mare, Ghiroda, Timișoara, Utvin, Sânmihaiu Român, Uivar și Otelec. It is also worth mentioning that the researchers’ numerous visits have allowed retracing the main activities of the inhabitants of the area.

The project developed within the Faculty of Management Tourism and Commerce Timisoara is to draw up a SWOT analysis, identifying the strengths and weaknesses of settlements in the area, opportunities and threats in this region in order to target realistic solutions that can be implemented, both in short and in long term projects.

The book starts with some basic information about the Bega river such as the historical and geographical background followed by presentations of each settlement that has been recorded and inventoried by the researchers. One cannot but admire the user-friendly structure of each presentation with specific categories as GPS coordinates, means of access (roads, highways), area, population, name etymology, a short historical review, economical resources, tourist resources and the appropriate bibliography. Updated photos are of a particular importance as they complete the profile of each tourist place.

One of the valuable aspects of this study is that its analyses cover a wide range of places organized in an optimal structure. In other words, the public is

not faced with a very thorough and difficult reading material, but, on the contrary, an extremely accessible material is presented for the general public. In addition, one may notice the equitable balance between the categories as the authors have proved prudence in alternating historical and geographical information. In other words, these presentations can be read by a very wide range of people, no matter the age. The simple and easily comprehensible structure recommends this research for readers of all ages and cultural level.

As the title announces, this study is a guide, a document which has been designed to help people learn about different places along the Bega river and to encourage them not only to visit them but to engage actively in the promoting of these settlements. One cannot but support the objective of this book to inform people about the economical and tourist potential of villages along Bega. It is highly useful to gather information and to present a coherent and representative image of what can be found in the natural and constructed habitat of an important river. Furthermore, complementary bibliography at the end of each presentation is a helpful tool if someone wants to follow the subject and to go deeper in the understanding of certain issues. Internet links are equally useful if one needs to have quick access to specific information.

In conclusion, this book “Valea râului Bega: Ghid de prezentare a localităților” represents a simple and concise example of a tourist guide that can be used by both specialists and non-specialists in order to inform themselves about the value of the spaces along the Bega river.

Cipriana SAVA, Luiza CARAIVAN, *Valea râului Bega: Ghid de prezentare a localităților*, Timișoara, Editura Eurostampa, 2013, 93 p.

#### **NOTES ON THE AUTHOR**

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