

NEW TRENDS IN THE TOURIST BIDDING CASE STUDY – BRAD AREA, ROMANIA

Cipriana SAVA
Sabin Romulus CLEȘIU

Abstract: *A greater part of the Earth's population increasingly wants to spend their free time outside their residence towns. Therefore, travel agencies are trying to meet the needs of potential tourists.*

This paper presents a form of bidding emerged in major travel agencies, namely the block of tourism. For a better understanding, this paper presents a possible block of tourism with the centre in Brad, Hunedoara County, Romania with attractions located in nine adjacent localities focusing on satisfying tourists' wishes. This block of tourism is an alternate tourism bidding with a high degree of interest due to its choice of several variants of stays.

Keywords: *block of tourism, tourism, travel agency, tourist resources*

Introduction

Travel agencies are intermediaries in tourism that connect the tourist offer and demand. Along with the increasing number of tourists worldwide, travel agencies diversify their tourism products in order to satisfy customers' wishes.

All travel packages have a common feature, namely the tourist's dependence on weather conditions and the activities plan imposed by the travel agency. Therefore, the tourist wants to be given alternatives that would allow some choices within the same stay and which would depend entirely on him.

Recent years have led to the appearance within the offer of large travel agencies of a new trend, namely the block of tourism.

The block of tourism covers a range of tourist attractions within a maximum distance of 2 hours and covers several types of tourism interests. The distance between attractions was considered when travelling by car. This new trend on the tourism market comes to meet the wish of a growing number of tourists to have options in choosing landmarks to visit and the time allotted to them under a variable stay from 1-2 days to 5-6 days.

Analysing this new trend in the tourism market and the characteristics of the majority of sightseeing in Romania, we have considered it appropriate to

focus on this trend and try to propose a block of tourist tourism to attract the interest of both tourists and travel agencies.

The block of tourism in Brad area

Brad area identifies with the Brad Depression located in Hunedoara County, in the White Cris basin. This area presents a rich tourist potential, natural and anthropogenic, able to support the development of several types and forms of tourism. In order to build a block of tourism in Brad area, we have considered the following types of tourism as representative and possible:

- educational/scientific;
- religious;
- cultural/ethnic;
- recreational and leisure;
- historic.

Following the above mentioned types of tourism we have set a block of tourism with the centre in the town Brad, Hunedoara County, and as intermediate destinations the following localities:

- Crişan;
- Ribişa;
- Ribicioara;
- Ţebea;
- Căraci;
- Bulzeştii de Jos;
- Bulzeştii de Sus;
- Vaţa de Jos;
- Obârşă;

The tourist sights to be visited are multiple, the tourist being able to choose to extend the number of sights to visit in the considered area, as well as the time allotted to each attraction.

This flexibility in decision makes the block of tourism attractive by not conditioning the time and number of activities. Nonetheless, revisiting paths of certain attractions are open, depending on the degree of satisfaction obtained. Thus, the tourists become their own "master" and "receptor".

By presenting the proposed block of tourism, we illustrate the new features that are found in the tourist offer that determine the high degree of attractiveness.

Table 1 shows the tourist sights set in adjacent localities and the type of tourism that characterizes them.

Table 1. Tourist sights existent in the mentioned localities and the type of tourism

Locality	Proposed tourist sight	Type of tourism
Brad	<ul style="list-style-type: none"> • Gold Museum • Ethnography Museum 	<ul style="list-style-type: none"> • Educational/scientific tourism • Cultural/ethnic tourism
Crişan	<ul style="list-style-type: none"> • Crişan Monastery • „Crişan” Memorial House 	<ul style="list-style-type: none"> • Religious tourism • Historic tourism
Ribiţa	<ul style="list-style-type: none"> • „Holy Hierarch Nicholas” Church 	<ul style="list-style-type: none"> • Religious tourism
Ribicioara	<ul style="list-style-type: none"> • Wooden Church in Ribicioara • Ribicioarei Gorges 	<ul style="list-style-type: none"> • Religious tourism • Leisure tourism
Tebea	<ul style="list-style-type: none"> • Moţilor Pantheon 	<ul style="list-style-type: none"> • Historic tourism
Căraci	<ul style="list-style-type: none"> • Wooden Church in Căraci 	<ul style="list-style-type: none"> • Religious tourism
Bulzeştii de Jos	<ul style="list-style-type: none"> • Wooden Church in Bulzeştii de Jos 	<ul style="list-style-type: none"> • Religious tourism
Bulzeştii de Sus	<ul style="list-style-type: none"> • Grohot Bridge • Wooden Church in Bulzeştii de Sus 	<ul style="list-style-type: none"> • Leisure tourism • Religious tourism
Vaţa de Jos	<ul style="list-style-type: none"> • Wooden Church in Ciungani • Wooden Church in Basarabasa 	<ul style="list-style-type: none"> • Religious tourism • Religious tourism
Obârşa	<ul style="list-style-type: none"> • Ceramics centre 	<ul style="list-style-type: none"> • Educational / scientific tourism

A summary of the proposed sightseeing highlights their high level of attractiveness and hence the tourists' motivation for choosing them within the block of tourism.

The **Gold Museum** is located in the town of Brad, in the central area and is characterized by:

- it was founded in 1896 at the initiative of the German geologist Schummacher, who was impressed by mineralogical samples found in Brad area mines;
- it is the only one of this type (nascent state) in Europe and one of the few in the world;
- it currently has 8 halls, where 2970 samples are exhibited, of which 1900 samples of free gold in four halls and another 1070 mineral samples in the other four halls;
- the collection of systematic mineralogy presents minerals identified for the first time in the world in deposits of Romania;
- agate collection of Romania;
- the collection of general mineralogy with over 800 exhibits from various corners of the world;
- all exhibits are raw, unmanufactured by jewellers.



Photo 1. Fern – Golden dendrites on rock
Source: Photo Clesiu S.R.

Archaeological items found in the area Brad - Criscior proving the existence of human beings more than 5000 years ago, as well as gold mining activities being carried out for over 2,000 years, were taken over and exhibited in the museum.

The **Ethnography Museum** dates back to 1987; it presents the sacred and the profane in the area with the 1,800 exhibits from wood, metal, ceramics, fabric and photos (120 items are included in the national cultural heritage).

Crișan Monastery, also known as Vaca Monastery, is an easily accessible orthodox monastery, built in the 16th century in the village of Crișan, commune Ribița, and which was rebuilt in 1992-1999.

Crișan Memorial House (Marcu Giurgiu) is a copy of the birth house of one of the three leaders of the peasant rising of 1784, made in 1979 after a photo of historian Ioan Lupas, which was published in 1934. This house is typical of the area and of the 18th century, and accommodates objects typical of mountain households, as well as weapons from that period.

"Holy Hierarch Nicholas" Church in Ribița, founded by lords Vladislav and Miclăuș, was built in 1414 of stone blocks, the altar being built from a single such stone block too. This church presents Gothic architectural details, and the mural painting (as far as preserved) has a special value, being carried out by a craftsman from Transylvania. The age and the painting with Byzantine influences have led to its inclusion in the European Historic Monuments Heritage.

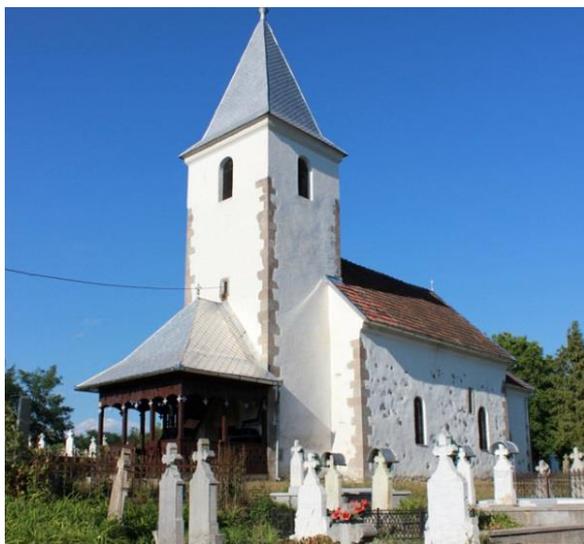


Photo 2 „Holy Hierarch Nicholas” Church in Ribița
Source: Photo Clesiu S.R.

The wooden church in Ribicioara, commune Ribița, was built in 1763 and renovated in 1865. This church is a national historic monument.

Ribicioarei Gorges make up a protected area of national interest corresponding to IUCN category IV (composite natural reserve) and stretch over a distance of 2 km, have the shape of a back "S", totalling 20 ha. The Jurassic limestones and the steep walls covered with specific vegetation are remarkable. In the area, one can see the following sights: the Boot Cave with a length of 69 m, which houses deposits of fossils, cave paintings and numerous limestone formations, thus being declared a speleological reserve, Toplița caves (27 m) and Topliței Spring (19 m).

Moșilor de la Țebea Pantheon is a collection of monuments erected in honour of the country's heroes. Here lies Horia's Holm (currently only the cement mould), Iancu and King Ferdinand's Holm, Avram Iancu's tomb (in the centre of Moșilor Pantheon), John Buteanu and Simion Groza's graves, tribunes of Iancu. Also in this area, to the left of the entrance there are 75 individual graves of officers, under-officers and soldiers of ancient Romania, who died in 1918, during the First World War, fighting for the liberation of Transylvania and unification with the country. Noteworthy are also the Cross of 1877, the two crosses of local heroes who died in the First and Second World War, the Crucifix of George Camber (teacher of Țebea), the tombs of the founders of Brad high school, several memorial plates, the Cross made from the last branch of Horia's Holm.

The three-colour Church of this complex (the village church) was built between 1893 and 1896 on the site of the old, wooden church, and has the ceiling painted with tricolour belts, hence the name, the only one in Romania with such exposure of the national symbol.



Photo 3 Avram Iancu's tomb
Source: Photo Clesiu S.R.

The **wooden church in Căraci**, commune Baia de Criș, was built around 1840 and restored over time. Now it is listed as a historic monument due to its age and special mural painting done by a painter from the area (Abrud) and another one from the Romanian Country.

The **wooden church in Bulzeștii de Jos** is also a historic monument, being built in the authentic Transylvanian style in 1852 from oak on dry stone foundation.

Grohot Natural Bridge is a nature reserve of geological type, stretching on an area of 1 hectare. It emerged after the collapse of an old cave. The tunnel is the result of Grohot creek water digging in limestone, it has a length of almost 20 m, a maximum width of 10-12 m, and it is of interest due to the beautiful landscape and the morphological features.

The wooden church in Bulzeștii de Sus was built in the 19th century (1853) and is included, like all other wooden churches in the area, on the list of historic monuments.

The wooden church in Ciungani, commune Vața de Jos, was built around 1600, it is considered a historic monument and has the highest tower (14 m) of all wooden churches in Hunedoara County.

The wooden church in Basarabasa dates back to the late 17th century; it is on the list of historic monuments, being a category A monument due to its age and value of its painting.

Obârșă is the only active ceramics centre of a pottery unique in Romania. **Obârșă Ceramics** retains the characteristics of the Dacian ceramics, presents simple archaic decorative motifs, and is very similar to the Cucuteni ceramics. The dishes created in this hearth of pottery are recognized for their usefulness.

In order to decide visiting the attractions proposed, in Table 2 are presented distances from the block of tourism (Brad), and access times, while in Table 3 are specified the minimum visiting durations considered by the authors.

Table 2. Average access duration to the proposed sights in Brad (centre of the block of tourism)

Locality/proposed sight	Distance (km) between Brad and the proposed sight	Average access time (by car)
Ribița	6 km	12 min
Ribicioara	7 km	15min
Ribicioarei Gorges	14 km	28 min
Crișan	5 km	12 min
Tebea	7 km	12 min
Căraci	12 km	17 min
Vața de Jos	20 km	22 min
Ciungani	30 km	39 min
Basarabasa	23 km	28 min
Bulzeștii de Jos	29 km	34 min
Bulzești Area (for Grohotului Bridge)	18,5 km	27 min
Bulzeștii de Sus	31km	38 min
Obîrșa	21 km	26 min

Table 3. Minimum duration proposed for visiting the sights

Locality	Proposed tourist sight	Minimum proposed visiting time
Brad	• Gold Museum	1 h 30 min
Crișan	• Crișan Monastery • Crișan Memorial House	1 h 1 h
Ribița	• „Holy Hierarch Nicholas” Church	45 min
Ribicioara	• Wooden Church in Ribicioara • Ribicioarei Gorges	30 min
Tebea	• Moșilor Pantheon	45 min
Căraci	• Wooden Church in Căraci	30 min
Bulzeștii de Jos	• Wooden Church in Bulzeștii de Jos • Grohotului Bridge	30 min 1 h
Bulzeștii de Sus	• Wooden Church in Bulzeștii de Sus	30 min
Vața de Jos	• Wooden Church in Ciungani • Wooden Church in Basarabasa	30 min 30 min
Obîrșa	Ceramics centre	1 h 30 min

Distances between Brad and the sightseeing considered here are reduced to around 30 km and hence the possibility of fast accessibility (in time).

Visiting minimum times are merely a rough guide since they take into consideration tourists’ characteristics and stay duration. The advantage of the

block of tourism stems from the ability to adapt the visiting time of each attraction, even on site, according to the personal interest of every tourist.

In a schema of the block of tourism proposed for Brad area, one can easily see the trail variants (Fig.1.)

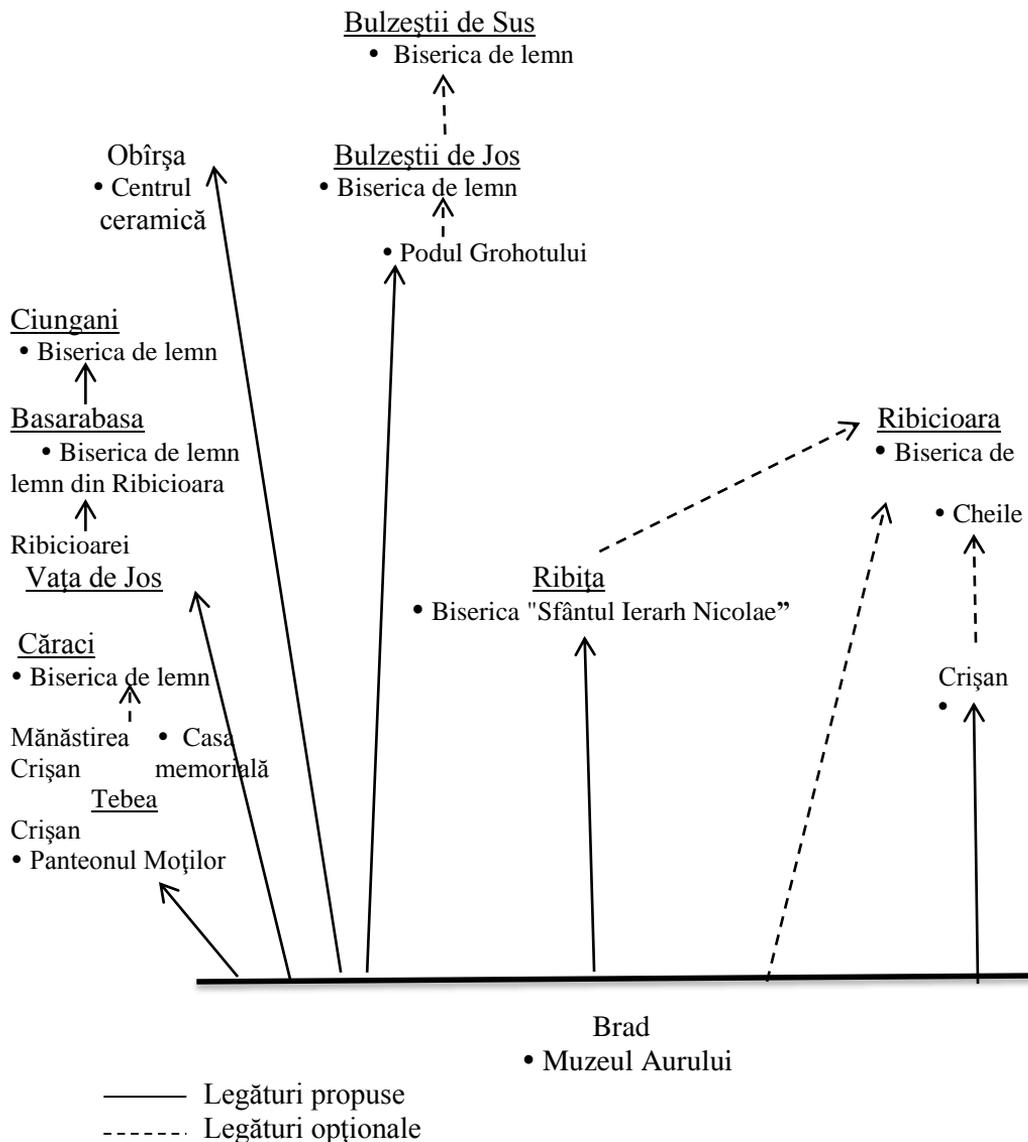


Fig. 1. Schemata of the block of tourism

There is a choice of a stay that includes a complete route or just parts of it, several routes, according to the tourist preferences, season, duration of the holiday, and motivation of journey.

The accommodation facilities in Brad are in the guise of a pension and villa, of modest and average category, while the accommodation capacity is of about 100 beds, sufficient enough at this moment.

Conclusions

Brad area has many tourist resources, both natural and anthropogenic, of an outstanding beauty and value, able to support the development of tourism.

The idea of building a block of tourism, where tourists are given the choice of "up and down" trips in a defined perimeter without constraints can be implemented in this area.

The block of tourism with the centre in Brad can satisfy the tourists' preferences regarding nature and leisure, history, science, culture and religion. Promoting the block of tourism tourist package in Brad area can lead to an increase in tourist circulation.

References

Criste, N., Tebea și Baia de Criș. Locuri, fapte, monumente, Deva, Ed. Emia, 2010

Mârza, I., Județul Hunedoara, Monografie, Ed. SportTurism, București, 1980

***Revista "Țara iancului" nr.6/2012

www.primariabrad.ro

www.crestinortodox.ro

www.wikipedia.ro

NOTES ON THE AUTHORS

CIPRIANA SAVA is Associate Professor at the Faculty of Management in Tourism and Commerce Timișoara, „Dimitrie Cantemir” Christian University.

E-mail: cipriana.sava@gmail.com

She holds a PhD. in **Management** and is the author of a large number of books, articles and studies in the field of tourism, regional and rural development. Cipriana Sava is also a member in „Asociația Română de Științe Regionale” (ARSR), in the „European Regional Science Association” (E.R.S.A.), in the „Science Association International” (RSAI) and in the “Romanian Association of Tourism Journalists” (AJIR).

SABIN ROMULUS CLEȘIU, has graduated the Politechnic Institute “Traian Vuia” in Timisoara, in 1972. He has worked both in production and research, for private and state companies. He has published 2 books, 18 articles and presented numerous papers at scientific conferences. Since 2008, he is a member of the International Institute of Project Management. He taught the course “Project Management” at Dimitie Cantemir Christian University, Timisoara, from 2006 to 2010.

clesiu@yahoo.de