

Prospecting Event Tourism within the Rural-Mountain Area of Cluj County by Means of Online Promotion

Bianca Sorina RĂCĂȘAN¹

¹ Babeș-Bolyai University, Faculty of Geography, Center for Research on Settlements and Urbanism, Cluj-Napoca, ROMANIA
E-mail: bianca_racasan@yahoo.com

Keywords: *tourism supply, cultural manifestation, sports competition, spatial distribution, website*

ABSTRACT

This paper aimed to prospect human activities endowed with attractive function in order to acknowledge the reliance of Cluj County's rural-mountain area on practicing events tourism and developing related activities, as far as the Internet is concerned. Considering this goal, the online environment became the primary source of information, equally serving for data collection and processing. By using both quantitative and qualitative methods and techniques (observation, analysis, synthesis, statistical, cartographical etc.) the main objectives of this research were acquired: from identifying and inventorying events to classifying and establishing hierarchies according to several criteria. Thus, results revealed the existence of 45 current events, mostly of national interest, ranging from 0 to 9 per commune, mainly taking place during summer. Further analysis showed the predominance of cultural events (especially traditional celebrations and festivals), followed by sport events (winter sports competitions) and finally adventure ones. It also came out that more than half of them benefited from informational materials (posters) and that the great majority were advertised by means of online press websites. Subsequently, the map of the events based on spatial distribution and classification was provided (bringing into prominence Băișoara as the holder of the best diversified tourism supply) along with the events position within the tourism life cycle (illustrating the prevalence of the manifestations that encounter themselves in the Growth phase, actually gathering less than 10 editions).

1. INTRODUCTION

Tourism defines itself as an economic and social phenomenon [1], [2], [3], [4] whose existence is inconceivable in the absence of two fundamental concepts: tourism demand and tourism supply [5], [6], [3], [4]. Since the latter is responsible for motivating and facilitating the tourist activity [7], adequate planning and promotion have become elements that ensure success of any tourist destination; all the more so as the destination is already provided with a competitive tourism supply able to attract important tourists flows [3].

Generally speaking, tourism supply has an extremely complex content, gathering natural and anthropogenic attractive resources, general and specific

infrastructure elements, and the tourism product as well [8]. Among the wide variety of components, the anthropogenic attractive potential also integrates "human activities and events which lack spatial materialisation" [3], meaning that they turn into a source of tourist interest only for those periods of time when they take place. It appears that this kind of manifestations and the related tourism forms are more and more findable within tourist preferences [9], calling attention to those who are equally keen on cultural activities, sports competitions and adventure exhibitions. Furthermore, given that the Internet has become an important source of information for so many people, it is now essential for both tourism events and destinations to be promoted within the online environment, in order to advertise features, to

either spectator or participant), recreational (sport or games for fun), and private events (weddings, parties, socials) [19].

In another train of thought, Stănculescu (2010) asserted that an event could mark “*either an important manifestation - socially, culturally, or sports designed (reunion, congress, festival, olympics etc.) - or a remarkable, unique happening which can generate emotions, or an unforgettable life experience*” [9], associating the second category to thematic events and to events within which nature played a significant role, such being the case of adventure tourism, more and more retrievable among tourist preferences [9]. Given this, adventure tourism was inserted within the World Tourism Organisation’s Top 10 most dynamic tourism forms at the horizon of 2020 [4] along with sports tourism, cultural tourism, ecotourism, and seaside-mountain natural factors tourism determinants (first five positions within the hierarchy).

Taking into account the aforementioned perspectives upon tourist activities with whom most events interact [19], [9], [4], three tourism forms have constantly gained recognition – cultural, sports, and adventure tourism – providing the related manifestations not only with their own general features but also with a supplementary guarantee for their future unfolding.

As concerns *cultural tourism*, Cocean & Dezsi (2009) argued that this complex form of tourism has a double designation: education by enriching people’s knowledge and recreation spiritually speaking [7]. Ciangă (2007) added a new dimension to this statement, noting that only a valuable cultural-historical and ethnographical patrimony revealing an unique and original composition could be motivating enough to generate the act of travelling [14]. However, one of the most descriptive definitions regarding cultural tourism was developed by WTO and UNESCO, in 1985. These organisations pointed to the need to understand that this form of tourism involves “*the movement of persons which allow human beings to satisfy their needs for diversity, to increase their cultural level and stock of knowledge, experiences and human contacts*” (WTO & UNESCO, 1985; Păcurar, 2009). As most scholars suggested, cultural celebrations – including festivals, carnivals, religious events – arts and entertainment (mainly concerts and theatrical productions) are often subsumed in the literature on cultural tourism [20], [21], [22].

As respects *sport tourism*, scholars agreed that it corresponds to all forms of active and passive participation in a sport activity either for recreation (travel to observe sport, visit a sport attraction) or competition, in casually or in an organised manner, either for non-commercial reasons or for commercial ones, that necessitate travel away from one’s primary residence [23], [24], [4]. Generally speaking, almost

every form of organised sport could generate planned events, whose tendency is to evolve from local to international interest precisely because their duality, addressed to both fans and sports participants that travel for more active forms, such as skiing [17]. Concerning this aspect, WTO stated that among all sports activities, either recreational or competition, skiing is responsible for the largest number of tourist movements and will continue to attract winter sports fans at least until 2020 [4].

Finally, on the subject of *adventure tourism*, the Adventure Travel Trade Association offered the most complete definition, referring to “*any domestic or international trip that includes at least two out of the three following aspects: physical activity, interaction with nature, and cultural learning or exchange*” [25]. Swarbrooke et al. (2003) investigated and anticipated the features of this tourism form, which he had assigned several characteristics, such as: uncertain outcomes, anticipated rewards, contrasting emotions, stimulation and excitement, escapism and separation, exploration and discovery, challenge and novelty, risk and danger [26]. Under these circumstances, resulted that adventure travellers must have proper physical condition and specific skills. Taking into consideration that only a certain profile of tourists could take part in adventure activities, they were divided into two categories: hard and soft forms of adventure [4], [25]. While Păcurar (2009) associated the hard activities with mountain-climbing (mountaineering), hang gliding, rafting, and bungee jumping; Lăzuran & Ungureanu (2014) related this category to only three outdoor activities: caving, climbing (mountain/ rock/ ice), and trekking, leaving all the rest to the soft form of adventure [25]. Moreover, Lăzuran & Ungureanu (2014) offered a detailed description of the two types of adventure tourists: soft ones (travelling in guided groups, participating in low-level danger pre-set activities, seeking for prearranged packages including transportation, accommodation, equipment, and guides), and hard ones (looking for a high level of adrenaline, travelling in small groups, choosing their own routes, using alternative forms for accommodation, and lacking guidance unless necessary) [25].

Regardless of the investigated tourism forms, the related events usually provide the hosting communities with a series of benefits reflected in visibility, image, stimulation of economic development and even psychic income that the residents perceive, even if they do not physically attend the event [27]. However, all these advantages cannot be obtained without adequate advertising and promotion in specific communication environment that best fit the event – from press and radio to television and Internet [9]. Conducting the train of thought, Internet easily stands out as an expanding communication tool that provides useful information, extremely accessible with minimal

costs, annihilating the distance between demand and supply [18], reason for which it started to take part in the promotional planning process. Not to mention the fact that the existence of a website can ensure news communication in due time and access to specific information, from events' characteristics to benefits for its participants, who have the possibility to select the type of information needed within this modern communication instrument [10]. Thus, by reaching its target through communication bridges, the information became synonymous to the promotion of destination's image and tourism supply that brought, in turn, additional visitors to the area and increased participation in certain events.

Regarding the research methodology that was used for prospecting human activities endowed with tourist function unfolding within the rural-mountain area of Cluj County, it is worth mentioning that literature reviewing was seconded by information gathering exclusively from online sources. Thus by investigating over 65 websites, data collection was acquired (Appendix 1) and by means of observation, analysis and synthesis methods along with comparison, cartographic, and mathematical-statistical techniques, a series of results and conclusions concerning the recreational and cultural tourism supply of the examined territory emerged and the paper finally reached its initial goals.

3. RESULTS AND DISCUSSION

According to the investigation that was conducted in the online environment so as to determine if the tourism supply of the rural-mountain area of Cluj County can take advantage of events tourism as much as it does with other tourism forms, several positive results were obtained and optimistic conclusions were drawn regarding this matter.

To start with, although the fact that 3 of the 26 examined communes have never hosted an exhibition or a competition (Ciurila, Mănăstireni, Săndulești) and 5 other stopped organizing tourist events (Căpușu Mare, Iara, Valea Ierii, Râșca, Tureni), 18 territorial-administrative units continued to represent the venue for an impressive number of manifestations. To be more specific, 45 of 67 identified events, meaning two-thirds of the total number, still encounter optimal conditions for unfolding, whereas 33 percent of them are now extinct. The cessation of the 22 happenings (past events), which was mainly caused by the lack of financial resources and interest, has negatively affected half of the researched communes that lost from 1 to 3 exhibitions (the case of Băișoara and Mărișel), generating an average value of 1.9 events per commune annually.

Regarding the *spatial distribution* of the investigated events, which is clearly a non-uniform one,

ranging from 1 to 12 events per commune, two situations were detected (Fig. 2). The first one brought into prominence the territorial-administrative units category integrating less than 4 events, which also happened to have the best representation. The second one included those communes that held more than 4 happenings and, thus, the highest potential in terms of event tourism: Băișoara (12 events, 9 current ones), Beliș (7 events, 6 current ones) and Gilău (6 events, 4 current ones). In contradistinction to these three communes, which enjoyed the best visibility within the online environment, a series of 5 units integrated in their event tourism supply a single happening (Aiton, Călățele, Ciucea, Feleac and Mărișel), mostly because of a low valorised tourism potential. However, as it can be observed in Figure 2, the two-events-per-commune category was the most widely spread within the examined territory, bringing together 9 communes with a medium tourism potential.

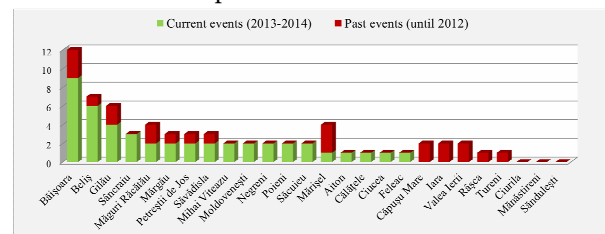


Fig. 2. The graphical representation of events' number, distribution and current state within the study area.

With respect to the *temporal distribution* of cultural and recreational events, the analysis of the yearly calendar revealed that the peak season in terms of most frequently occurring number of exhibitions and competitions has taken place during summer time (18 current events), especially in August (Fig. 3).

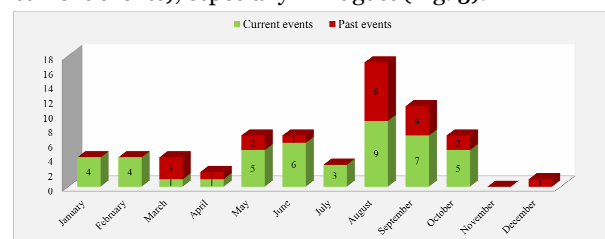


Fig. 3. The graphical representation of the events' monthly distribution (Events' calendar) corresponding to the study area

With an average of 6 current happenings per month, summer events were closely followed by those that unfold during autumn – an average of 4 per month – albeit November made no contribution to the events' calendar related to the rural-mountain area of Cluj County. Even so, due to the 7 hosted manifestations, September put itself on the map as the second most active month of the year, concurrently standing out because of the second highest events cessation (4). Only August outnumbered the extinct exhibitions and

competitions, distinguishing by the largest number of events which no longer unfold (8), mainly because of economic, political, and social changes. Unlike other seasons, the winter one, which was characterised by the lowest event representation, suffered the smallest losses (only one event in December), as shown in the below monthly chart.

The same factors, which have influenced the evolution of the identified happenings, have also determined, to a certain extent, their *impact and status*, usually set by the name of the event itself. Thus, a first distinction could be enabled between exhibitions and competitions of international interest (e.g. International Folklore Festival “Saint Stephen”), national importance (e.g. National Championship of Ice Climbing), regional interest (e.g. Transylvania Post Cup), or local importance (e.g. Fiii Satului in Alunișu village). Irrespective of this, other criteria that might be taken into consideration in order to appreciate the impact of an event consists in the number and origin of the competitors and spectators – the more numerous they are and the farther they travel to take part to an event, the more important the event is considered to be.

Given the features of the rural-mountain area, the situation of the promoted events coincided with the anticipated one, at least for the total number of identified happenings (67). Therefore, as shown below, the cultural and recreational manifestations of international importance held the smallest percent of the promoted events (4.4 percent), while the largest one corresponded to those of local interest (43.2 percent), followed by regional exhibitions and competitions.

As concerned the current events, the situation changed a little and, as shown below, happenings of national impact prevailed the category of tourism events within the investigated territory (35.5 percent of the total number), putting the local events second in line, and the regional ones on third place in terms of frequency in present-day (Fig. 4).

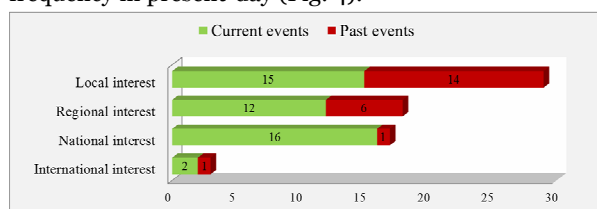


Fig. 4. The graphical representation of events' impact within the study area

What also emerged from this hierarchy was the fact that the number of events that were no longer organised and promoted on the Internet was inversely proportional to the importance of the events. Thus, while international and national manifestations lost only one event apiece, regional and especially local ones were extremely affected by the cessation issue, halving their values over the last years.

The analysis of events which were organised in the rural-mountain area of Cluj County and were promoted on the Internet, showed that 53.7 percent of their total number benefited from *advertising through posters* (36 events). Therefore, these events were assigned higher chances of drawing tourists' attention, both inside and outside the online environment, due to the possibilities of putting up informational materials in venues that enjoy increased visibility.

The other 31 manifestations (46.3 percent), which had not been provided with promotional posters, mainly referred to local interest events with less consolidated marketing strategies, having less financial resources and relying on other means of communication that usually target the local community.

The situation of the current exhibitions and competitions (organised in 2013-2014) also illustrated the predominance of cultural and recreational happenings (25) that attached posters to their promotional process. Thus 55.5 percent of those related to the examined territory distinguished through graphical materials designed to inform and to attract more tourists than they would normally expect. In order to get a general perspective on the form and content of these posters, some of them were used to create the below collage (Fig. 5) that also acted in anticipation of tourism forms with whom events mostly interfered (cultural, sports and adventure).

The investigation of the online environment with the purpose of identifying events that unfold within the rural-mountain area of Cluj County involved dealing with a wide range of *websites*. Given the fact that they represented the primary information source of this research, all common features that characterised these sites facilitated a broad classification into 7 classes (specialised, events, cultural, sports, tourism, politics-administration, press) within which the last one appeared to be the most commonly used advertising means (Table 1).

The typology of the information sources, also served as a starting point for *classifying events* that were held within the examined territory, until the end of 2014, and have been advertised in the online environment. According to tourism forms and activities, which the identified exhibitions and competitions involved, 3 main categories of manifestations have emerged – sports, adventure, and cultural – whose structure generated a second separation into other subcategories (Fig. 6).

Regarding *sports tourism* category, three major types of competitions were identified:

- *winter sports competitions* integrating skiing (e.g. ski touring within Muntele Mare Cup), junior cross-country skiing within Vlădeasa Cup), dog sledge competitions (i.e. Beliș Cup), and ice climbing (i.e. Răchițele Cup – Ice Climbing National Championship);
- *sport fishing competitions* (e.g. Fishing National Championship – Open “Golden Trout”);

- *running competitions* including mountain running (e.g. Apuseni Marathon, Runsilvania Wild Race Competition), and running and orienteering (e.g. Golden Magnetic Compass Cup, Cluj-West Open Cup).

For the *adventure tourism* category, the study area put itself on the map by means of three classes of events, focused on the competition side of the promoted activities:

- *off-road competitions* (e.g. “Hunt the Wolf” Competition, Transylvania Bikers Enduro Tour);
- *mountain biking (MB)/cycling competitions* (e.g. Vlădeasa Cup MB, Gilău Marathon);
- *mountain climbing competitions* (i.e. Alpiniada “Misi Szalma Memorial”).

Finally, the *cultural tourism* category, remarked itself through the best representation, both quantitatively and typologically speaking, incorporating five different groups of events, such as:

- *festivals* (e.g. Onion Festival, Grapes Ball, “Muguri de Dor” Folklore Festival, “Saint Stephen” International Folklore Festival, Rosehip Festival);
- *traditional celebrations* (e.g. Gilaului Days, Traditional Celebration at Iancului Cross, Vlădesei Days, Fiii Satului in Alunișu village);
- *folklore spectacles* (e.g. “Dor de Horea” Folklore Spectacle, Folklore Spectacle on Dobrin Mountain);
- *concerts* (e.g. Open Air Festival Cheile Turzii);
- *fairs* (e.g. Negreni Fair).



Fig. 5. The collage of posters corresponding to some of the events unfolded within the study area.

In order to get a comparative perspective of the rural mountain area’s events classification, a synthetic overview of the current and past happenings situation was also provided (Fig. 6), mediating further observations. Thus, the graphical representation of the manifestations categories and subcategories highlighted the predominance of cultural ones (58.2 percent of the total number), followed by sports competitions (26.8 percent of the total number). However, the current situation showed that the most widely spread happenings were represented by winter sports

competitions (20 percent of current events) succeeded by traditional celebrations (17.7 percent) and festivals (15.5 percent). Thus, adventure events, especially mountain climbing competitions, occupied the last place in the top of recreational manifestations related to the investigated area. What can be equally observed within Figure 6 is that the smallest losses corresponded to winter sports competitions, while the largest ones affected festivals, traditional celebrations, and folklore spectacles that have halved in time, thus, exceeding the numerical

value of some present happenings (the case of traditional celebrations and folklore spectacles). All these denoted a higher stability of sports tourism whose

composition was less influenced by the pressure of political and socio-economic factors compared to cultural and adventure tourism.

Table 1. Typology and particularities of the researched websites.

No.	Website's nature	Events' number		Features	Example
		current	past		
1.	Specialized	4	2	Most relevant information	www.maratonapuseni.ro
				Complex information, updated	www.vaneaza-lupul.ro
				Specific information about events	www.cuparachitele.ro
				International and national events	-
2.	Events	3	2	Complexity relatively degree	www.clujlife.com
				Updated information	www.vinsieu.ro
				Heterogeneous events information	www.dordeduca.ro
				National and regional events	-
3.	Cultural	5	5	Insufficient valorised	www.traditiiclujene.ro
				Needs frequent updates	www.clujulcultural.ro
				Cultural events information	www.cluj.djc.ro
				Local events	-
4.	Sports	9	0	Rich in events	www.insport.ro
				Well promoted	www.motociclism.ro
				Sport events information	www.lrs.ro
				National events	-
5.	Tourist	4	0	Diminished diversification	www.romaniaturistica.ro
				Effect presentation	www.ghidvideoturistic.ro
				Tourist interest information	www.davincze.ro
				National and regional events	-
6.	Politics-administration	2	4	Appropriate exposure of information	www.cjcluj.ro
				Local interest information	www.primaria-capusumare.ro
				Local events	www.primariasacuieu.ro
7.	Press	18	9	Best consistency information source	www.ziarulfaclia.ro
				General interest information	www.gazetadecluj.ro
				Regional and local events	www.ziarul21.ro

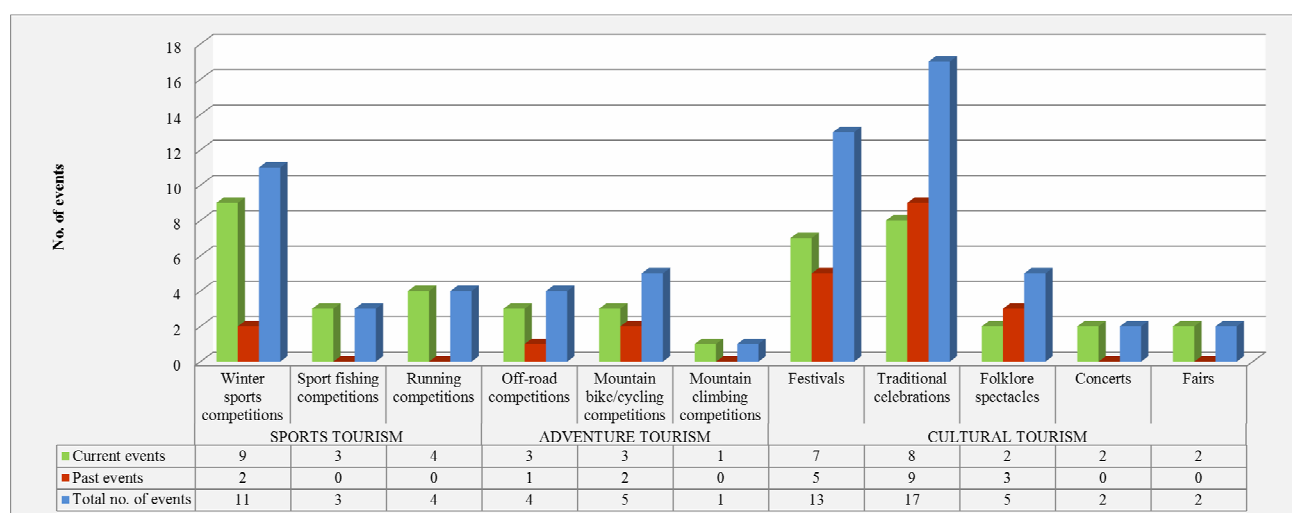


Fig. 6. The graphical representation of the events categories and subcategories based on tourism forms within the study area.

Furthermore, the analysis of the manifestations from the tourism forms' perspective,

brought into question the impact of sports and adventure competitions that mostly regarded national

and regional levels of interest, while the cultural happenings referred to local and regional importance levels of interest. Not coincidentally, adventure events benefited from international visibility within the online environment, by using both advertising posters and their own websites where the information could be accessed in languages of international circulation. Conversely, most cultural events, especially those of local interest, were assigned less sustained advertising politics that tended to ignore the importance of promotional materials.

All in all, the structural configuration, typology and spatial distribution of the events that unfolded within the rural-mountain area of Cluj County was an expression of both physical-geographical and socio-economic (along with cultural and political) particularities of the examined territory.

As the *map of the events* itself revealed, the general features of the investigated rural space became responsible for the existence of 55.2 percent of the total number of manifestations that were ever organised and advertised on the Internet (except for the two concerts which do not interfere with folklore and traditional music). Consequently, all communes that have dealt with organising an event, have hosted at least one cultural exhibition (e.g. Ciucea, Călățele, Râșca, Feleacu, Aiton, Tureni etc.), two cultural happenings (e.g. Negreni, Căpușu Mare, Iara, Mihai Viteazu, Moldovenești etc.), or more (e.g. Sâncraiu, Măguri Răcătău) (Fig. 7).

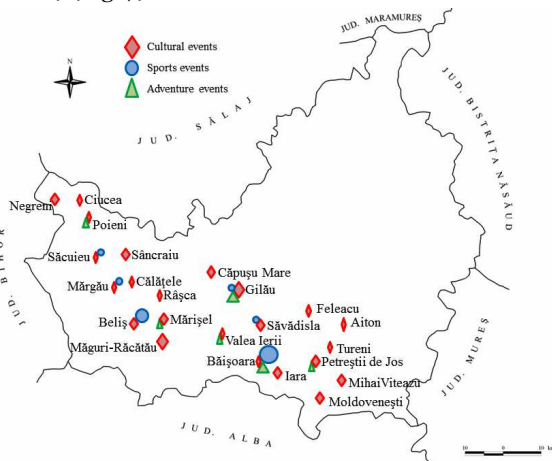


Fig. 7. The map of the study area's events in terms of spatial distribution and classification.

All these 13 territorial-administrative units imposed themselves by associating their names only with cultural activities, which were designed to introduce the modern tourist into a whole new world characterised by picturesque landscapes, communities, customs and traditions.

In addition to this, the natural features of the mountain sector were the ones that provided the optimal conditions for the development of sports and adventure activities, putting both Băișoara and Gilău on the map of best diversified tourism supply in terms of

events. Except for these two, Beliș, Săcuieu, Mărgău, and Săvădisla linked on to the sports events category whereas Petreștii de Jos, Valea Ierii, Mărișel, and Poieni joined the adventure competitions class.

The recreational and cultural tourism supply's components were also classified according to the *events' number of editions* that ensured them different *positions within the tourism life cycle*. By adapting Butler's tourism life cycle model (Exploration, Involvement, Development, Consolidation, Stagnation, Rejuvenation/Decline) to data specificity, a new model based on the editions number and current status emerged, valid for the events unfolded within the rural-mountain area of Cluj County.

As shown below, the model embedded 4 possible stages that an event could reach: Introduction, Growth (less than 10 editions), Maturity (more than 10 editions) and Cessation (Fig. 8).

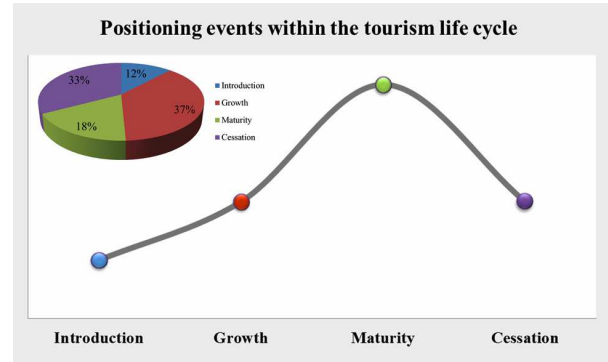


Fig. 8. The graphical representation of the events position within the tourism life cycle.

For the examined territory, the first phase characterised the smallest number of manifestations (12 percent) whose initial performance took place in 2013 or 2014. Contrary to all expectations, second in line, with 18 percent of the current number of events (33 percent of the total one), came the Maturity stage, responsible for the existence of the most popular and viable happenings. Dealing with events whose editions' number ranked from 10 to over 40 editions (i.e. Traditional Celebration at Iancului Cross), this phase mainly integrated sports competitions and festivals (e.g. "Snow Celebrations" National Festival, "Octavian Goga" Poetry National Festival, Golden Magnetic Compass Cup, Ice Climbing National Championship, Alpiniada "Misi Szalma Memorial", "Saint Stephen" International Folklore Festival etc.).

Second within the tourism life cycle but first within the quantitative hierarchy of the events unfolding in the rural-mountain area of Cluj County, the Growth phase incorporated 37 percent of all manifestations, which accumulated less than 10 editions until 2013-2014. The extinction of 22 events within the investigated territory generated the existence of the last stage of the proposed model, whose percentual values (33 percent) brought it the second

place within the most widely spread categories according to event's life cycle.

However, if future circumstances remain favourable, by the end of 2015, the 8 events that were associated to the Introduction phase in 2013-2014, will have been on the Growth one, increasing the value of the latter which will have outnumber the events of both Maturity and Cessation phases.

4. RESEARCH LIMITATIONS

Before stating the conclusions of this study it is necessary to highlight its limits as long as they do exist and their specification can grow into future research. Thus, worth noting that the present paper did not focus on religious feasts and customs, heroes commemorations, or agro-alimentary markets, although certain websites include them within the local events calendar (www.ghidulprimariilor.ro). They were not taken into consideration either because of a low tourist attractiveness power or because of a high prevalence and widespread distribution. In a similar vein, events related to national tradition (i.e. customs associated with Christmas and New Year Holidays, Easter Holidays, Romania's National Day, Boboteaza,

The Union of the Romanian Principalities, Dragobetele, Mărțișorul, Woman/Mother's Day, Children's Day) were also neglected, in spite of them being mentioned within the cultural calendar shared by Cluj County Council. Last but not least, neither camps were brought into question, mostly because of the limited tourism segments interested in these type of events (especially school population), although they are quite well represented within the examined territory (i.e. ex: musical camps, ski camps, summer camps – Băișoara; "Healthy child" Camp, "Little hurdlers" Camp, Red Cross Volunteer Preparation Camp – Beliș; personal development camp "Your date with you" – Măguri Răcățău; Folklore dances from Arieșului Valley – Moldovenești).

5. CONCLUSION

Festivals, traditional celebrations, spectacles, sports competitions along with other cultural and recreational events represent unique tourism attractions due to the features that define and integrate them within a destination's tourism supply. The manner in which these manifestations are being promoted determines not only their success in terms of satisfying tourism demand but also the perception and notoriety of the tourist destination where the events unfold.

The Internet's contribution has become more and more important within an advertising process, which is why it was used as a main source of information whose investigation and adaptation served

the purpose of analysing the cultural and recreational tourism supply related to the rural-mountain area belonging to Cluj County. According to the statistics, at present day, the majority of the investigated communes (18 of 26) host at least one current event (of 45), most likely a cultural one (46 percent), either of national or local importance (68 percent), having less than 10 editions (Growth phase: 37 percent) and unfolding during summer (40 percent), whose promotion within the online environment was ensured by a press website (40 percent) and was provided with an advertising poster (55 percent).

These events testify to the fact that the rural-mountain area of Cluj County owns a well-diversified tourism supply whose configuration plays an essential role in valorising and promoting cultural, sports, and adventure attractive resources – the support of the three of the most dynamic forms of tourism, at the horizon of 2020, in terms of evolution and attractiveness exerted on tourist flows.

6. ACKNOWLEDGEMENTS

This work was possible due to the financial support of the Sectoral Operational Program for Human Resources Development 2007-2013, co-financed by the European Social Fund, under the project number POSDRU/159/1.5/S/132400 with the title „Young successful researchers – professional development in an international and interdisciplinary environment”.

REFERENCES

- [1] **Ciangă, N.** (2003), *Geografie turistică [Tourist Geography]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [2] **Muntele, I., Iațu, C.** (2003), *Geografia turismului: concepte, metode și forme de manifestare spațio-temporală [Geography of Tourism: concepts, methods and spatial-temporal forms of manifestation]*, Sedcom Libris Publishing House, Iași.
- [3] **Coccean, P.** (2007), *Geografia turismului [Geography of Tourism]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [4] **Păcurar, Al.** (2009), *Turism internațional [International Tourism]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [5] **Cristureanu, C.** (1992), *Economia și politica turismului internațional [Economy and Politics of International Tourism]*, Casa Editorială pentru Turism și Cultură Abeona Publishing House, București.
- [6] **Ciangă, N., Dezsi, Șt.** (2007), *Amenajare turistică [Tourism Planning]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [7] **Coccean, P., Dezsi, Șt.** (2009), *Geografia turismului [Geography of Tourism]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.

- [8] **Dezsi, Șt.** (2006), *Patrimoniu și valorificare turistică [Tourism Valorisation and Patrimony]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [9] **Stănculescu, G.** (2010), *Management operațiunilor în turismul de evenimente [Operations Management in Events Tourism]*, A.S.E. Publishing House, București.
- [10] **Kolb, B.** (2006), *Tourism marketing for cities and towns: using branding and events to attract tourists*, Butterworth-Heinemann Publishing House, Oxford.
- [11] **Erdeli, G., Istrate, I.** (1996), *Amenașări turistice [Tourist Plannings]*, Editura Universității din București Publishing House, București.
- [12] **Glăvan, V.** (2000), *Turismul în România [Tourism in Romania]*, Editura Economică Publishing House, București.
- [13] **Cândea M., Simon, T.** (2006), *Potențialul turistic al României [The Tourism Potential of Romania]*, Editura Universitară Publishing House, București.
- [14] **Ciangă, N.** (2007), *România. Geografia turismului [Romania. Geography of Tourism]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [15] **Ielenicz, M., Comănescu, L.** (2009), *România - Potențial turistic [Romania – Tourism Potential]*, 3rd edition, revised, Editura Universitară Publishing House, București.
- [16] **Getz, D.** (1997), *Event management and event tourism*, Cognizant Communications Corporation Publishing House, New York.
- [17] **Getz, D.** (2008), *Event tourism: Definition, evolution, and research*, In: *Tourism Management*, vol. 29, pp. 403–428.
- [18] **Rotar, G., Câmpeanu-Sonea, E., Ilieș, M., Ilieș, G.** (2006), *Comunicare în turism [Communication in Tourism]*, Presa Universitară Clujeană Publishing House, Cluj-Napoca.
- [19] **Getz, D.** (2005), *Event management and event tourism*, 2nd edition, Cognizant Publishing House, New York.
- [20] **McKercher, B., Du Cros, H.** (2002), *Cultural tourism*, Haworth Publishing House, New York.
- [21] **Richards, G.** (1996), *European cultural tourism: Trends and future prospects*, CABI Publishing House, Wallingford.
- [22] **Richards, G.** (2007), *Cultural tourism: Global and local perspectives*, Haworth Publishing House, New York.
- [23] **Hudson, S.** (2003), *Sport and adventure tourism*, The Haworth Hospitality Publishing House, Bringhampton University, New York.
- [24] **Standeven, J., DeKnop, P.** (1999), *Sport Tourism*, IL: Human Kinetics, Champaign.
- [25] **Lăzuran, A. L., Ungureanu, M.** (2014), *Adventure tourism an insufficiently exploited opportunity in Bihor County, Romania*, In: *Analele Universității din Oradea, Seria Geografie, Year XXIV, issue 1/2014*, Editura Universității din Oradea Publishing House, Romania, pp. 44-55.
- [26] **Swarbrooke, J., Beard, C., Leckie, S., Pomfert G.** (2003), *Adventure Tourism – The new frontier*, Butterworth-Heinemann Publishing House, Oxford.
- [27] **Crompton, J.** (2004), *Beyond economic impact: An alternative rationale for the public subsidy of major league sports facilities*, In: *Journal of Sports Management*, vol. 18, pp. 40-58.

APPENDIX 1

- <http://www.ziare.com/clujnapoca/articole/spectacol+folcloric+aiton>. Last accessed: January, 2015.
- <http://www.ghidulprimariilor.ro/list/cityHallCounty/Cluj/13>. Last accessed: January, 2015.
- <http://www.romaniaturistica.ro/serbarile-zapezii-2014-baisoara>. Last accessed: January, 2015.
- <http://www.cjcluj.ro/cultura/>. Last accessed: January, 2015.
- <http://www.maratonapusen.ro/>. Last accessed: January, 2015.
- <http://www.stiridecluj.ro/sport/cupa-muntele-mare-la-schi-de-tura-are-loc-la-baisoara>. Last accessed: January, 2015.
- <http://ziuadeclj.realitatea.net/sport/cupa-telemark-in-premiera-nationala-la-muntele-baisorii--104841.html>. Last accessed: January, 2015.
- <http://www.ziarulfaclia.ro/in-acest-week-end-schiorii-se-intrec-la-baisoara/>. Last accessed: January, 2015.
- <http://www.presalocala.com/2013/02/26/cupa-transilvania-post-concurs-de-ski-pentru-copii/>. Last accessed: January, 2015.
- <http://www.vaneaza-lupul.ro/atv-quad/>. Last accessed: January, 2015.
- <http://www.insport.ro/evenimente/transilvania-snowkite-festival-2013-muntele-baisorii-19572.html>. Last accessed: January, 2015.
- <http://www.stiridecluj.ro/divertiment/concurs-de-ciclism-la-baisoara-in-weekend>. Last accessed: January, 2015.
- <http://www.motociclism.ro/forum/index.php?/topic/700272-transilvania-bikers-enduro-tour-16-18-august>. Last accessed: January, 2015.
- <http://www.ziarulfaclia.ro/sarbatori-ale-fiilor-satului-la-moldovenesti-ceanu-mare-palatca-poiana-horii-belis-si-girbau>. Last accessed: January, 2015.
- <http://eclujanul.ro/2013/06/21/spectacole-folclorice-de-rusalii-in-comunele-dabaca-batin-camarasu-si-poiana-horii>. Last accessed: January, 2015.
- <http://www.clujlife.com/2014/01/28/concurs-de-atelaje-canine-cupa-belis/>. Last accessed: January, 2015.
- <http://www.ziarulfaclia.ro/la-belis-concurs-de-schi-fond-pentru-elevi-cupa-scoruset/>. Last accessed: January, 2015.
- <http://www.lrs.ro/concurs.php?id=80>. Last accessed: January, 2015.
- <http://www.pescuitlamusca.ro/resources/Calendar-competitii-musca-2013.pdf>. Last accessed: January, 2015.
- <http://apusenitv.ro/2013/07/calendarul-cultural-al-judetului-cluj-in-apuseni/>. Last accessed: January, 2015.
- <http://www.primaria-capusumare.ro/pagina/domeniul-social>. Last accessed: January, 2015.
- <http://www.cluj.djc.ro/EvenimenteDetalii.aspx?ID=7927>. Last accessed: January, 2015.

- <http://www.monitorulcj.ro/timp-liber/27339-serbari-campenesti-la-garbau-si-feleacu-in-acest-week-end#sthash.zBuzwWys.dpbs>. Last accessed: January, 2015.
- <http://ziuadecj.realitatea.net/eveniment/serbare-campeneasca-la-feleacu-vezi-ce-surpriza-au-pregatit-organizatorii--129822.html>. Last accessed: January, 2015.
- <http://www.gazetadecluj.ro/stiri-cluj/zilele-gilaului-2013/>. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=298&article_page=contests. Last accessed: January, 2015.
- <http://maratongilau.clujulpedaleaza.ro/>. Last accessed: January, 2015.
- <http://www.motociclism.ro/forum/index.php?/topic/695883-bike-fest-31-mai-2-iunie-transilvania-bikers-mc-1990/>. Last accessed: January, 2015.
- <http://marathon.marosbike.ro/>. Last accessed: January, 2015.
- <http://www.insport.ro/evenimente/orientare-in-alergare-gilau-cluj-cupa-busola-de-aur-2013-21255.htm>, Last accessed: January, 2015.
- http://www.traditiiclujene.ro/read_publication.php?id=93. Last accessed: January, 2015.
- <http://www.turdanews.net/articole/rural/21177-in-25-26-august-sarbatoarea-fiii-satului-la-magura-ierii.html>. Last accessed: January, 2015.
- <http://www.ziarulfaclia.ro/in-29-si-30-iunie-2013-sarbatori-populare-la-muntele-dobrin-nires-si-sinpaul/>. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=341&page=cultural. Last accessed: January, 2015.
- <http://www.time4news.ro/educatie-cultura/hora-satului-la-muntele-rece-comuna-maguriracatau-si-sarbatoarea-fiilor-satului-la-dezmir-comuna-aphida.html>. Last accessed: January, 2015.
- <http://citynews.ro/eveniment/drum-and-bass-si-dubstep-la-1200-de-metri-inima-muntilor-foto-1242263>. Last accessed: January, 2015.
- <http://www.cuparachtele.ro>. Last accessed: January, 2015.
- <http://www.insport.ro/evenimente/alergare-montana-rachitele-runsilvania-wild-race-2013-22080.html>. Last accessed: January, 2015.
- <http://www.libertatea.ro/detalii/articol/festivalul-masurisul-oilor-395626.html>. Last accessed: January, 2015.
- <http://www.buzznews.ro/2013/07/11/serbari-populare-la-pata-si-marisel-sarbatoarea-fiilor-satului-si-crucea-iancului-in-cinstea-lui-avram-iancu>. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=325&page=cultural. Last accessed: January, 2015.
- <http://www.slicker.ro/2009/07/29/hobby-bike-cup/>. Last accessed: January, 2015.
- <http://www.ziuamuntelui.ro/>. Last accessed: January, 2015.
- <http://www.turdanews.net/articole/rural/26109-vineri-incep-zilele-comunei-mihai-viteazu.html>. Last accessed: January, 2015.
- <http://www.ziarul21.ro/new/index.php/actualitate/eveniment/13117-ziua-cepei-la-mihai-viteazu-a-ajuns-la-a-treia-ediie>. Last accessed: January, 2015.
- <http://www.ghidvideoturistic.ro/ghid-turistic/Atractii-Turistice-Balul-Strugurilor-Moldovenesti-12-p.html>. Last accessed: January, 2015.
- <http://www.ziarul21.ro/new/index.php/actualitate/eveniment/12655-zilele-comunei-i-festivalul-cepei-la-moldoveneti>. Last accessed: January, 2015.
- <http://www.vinsieu.ro/eveniment/cluj/negreni/targuri/targul-de-la-negreni-2013/84414/e.html>. Last accessed: January, 2015.
- <http://www.davincze.ro/sancraiu/Targul-coaselor-8211;-Negreni--a819.html>. Last accessed: January, 2015.
- http://dordeduca.ro/evenimente/open_air_festival/9326/. Last accessed: January, 2015.
- <http://www.ziarul21.ro/new/index.php/actualitate/eveniment/7470-fiii-satului-au-srbtorit-la-petretii-de-jos>. Last accessed: January, 2015.
- <http://ziuadecj.realitatea.net/sport/alpinisti-din-intreaga-tara-vor-escalada-peretii-din-cheile-turzii-la-alpiniada--117336.html>. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=424&page=contests. Last accessed: January, 2015.
- <http://ziuadecj.realitatea.net/eveniment/cartof-in-doua-culori-la-festivalul-de-la-rasca--30153.html>. Last accessed: January, 2015.
- <http://www.primariasacuiet.ro/stiri>. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=428&article_page=cultural. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=224&page=cultural. Last accessed: January, 2015.
- <http://www.insport.ro/evenimente/orientare-in-alergare-cupa-clujwest-open-2013-22454.html>. Last accessed: January, 2015.
- http://www.traditiiclujene.ro/show_article.php?id=467&article_page=cultural. Last accessed: January, 2015.
- <http://www.clujulcultural.ro/vin-ungurii-cu-festivaluri/>. Last accessed: January, 2015.
- http://www.welcometoromania.ro/E60_Oradea_Cluj/E60_Oradea_Cluj_Sancraiu_Festivalul_Maceselor_r.htm. Last accessed: January, 2015.
- <http://www.davincze.ro/sancraiu/Festivalul-mace%C5%9Felor--a754.html>. Last accessed: January, 2015.
- <http://www.ziarulfaclia.ro/fiii-satului-la-tureni/>. Last accessed: January, 2015.
- <http://www.cjcluj.ro/cultura/>. Last accessed: January, 2015.
- http://dordeduca.ro/evenimente/transilvania_bikers_weekend/4103/. Last accessed: January, 2015.