

FROM TOURISM TO INDUSTRY AND AGAIN TOURISM: MOINEȘTI CASE, ROMANIA

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Abstract: During the last century, Moinești's economic functions experienced many changes between touristic and industrial one thanks to the existence of mineral water springs acknowledged for its therapeutic qualities and to the existence of great oil resources.

The methodology used (analysis, synthesis, observation, graphic, cartographic, comparison and historical methods) is centred to show and explain the alternations between touristic and industrial function, given that the „black gold” has been, from 1860 until present, the key of Moinești's development, despite the fact that it has been a spa resort for almost 20 years, and, in this moment, tourism represents the best solution for Moinești's economy revival, since the exploitation of oil resources has significantly decreased. This paper aims to reveal and explain the socio-economic evolution between those two standings, starting from nationwide aspects which are fully reflected in Moinești's situation. Due to the tourism phenomenon, the level of planning and the total number of tourists who visited the municipality were analysed, and, what concerns industry, the amount of oil extracted and processed, the local population evolution were analysed as well as the major events which had a great influence in this case.

Key words: industry, tourism, mineral water springs, crude oil, economy revival

INTRODUCTION

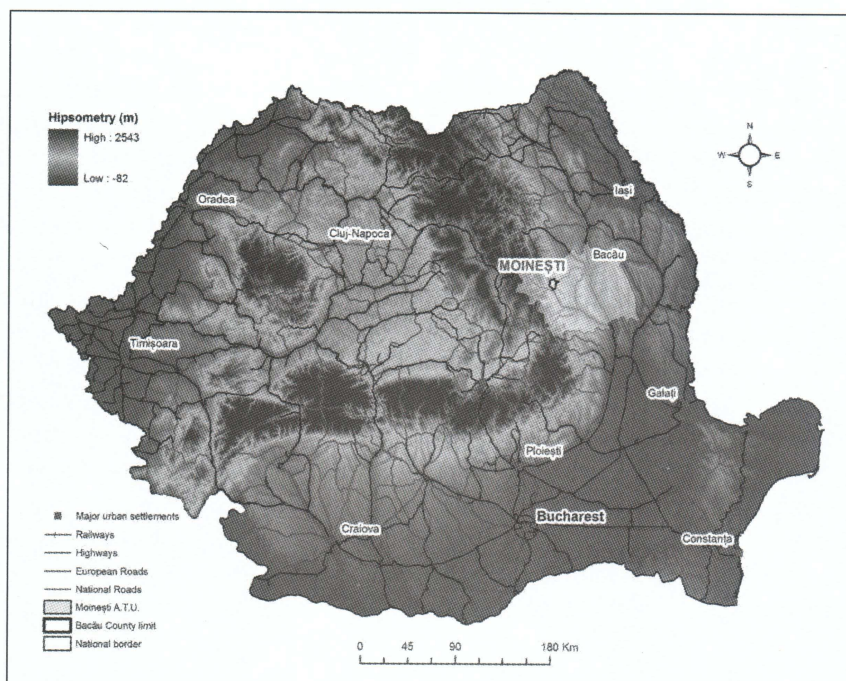
This paper's objective is to present and interpret less usual urban center evolution which since the middle of the 19th century has met a “functional alternation” regarding the economy trend.

Moinești Municipality is located in the northwestern part of Bacău District, where the Central Group of Oriental Carpathians and Moldavian Subcarpathians meet. More precisely, the studied settlement is located at the boundary between Intracarpathian Basin of Comănești and Subcarpathian Basin of Tazlău, in the middle basin of Troțuș-Tazlău river system (George, 2011).

Moinești is situated at an altitude of 425 meters in Tazlăul Sărat lowland, 470 meters in central zone and over 1050 meters in northwestern part of territorial administrative unit. The urban settlement is crossed by 2G National Road on a distance of 8 kilometers and it is at a distance of 8 kilometers from Comănești City, 48 kilometers from Bacău Municipality, 30 kilometers from Târgu Ocna

balneoclimateric resort, and 46 kilometers from Onești Municipality, and according to the National Spatial Development Plan of Romania, Moinești belongs to Rank II Localities (other municipalities), that designates inter-county, country importance level of municipalities, or municipalities which have a role of balance through the localities network (George, 2011).

Figure. 1. **Map of Moinești Municipality – contextualization inside Romanian territory**

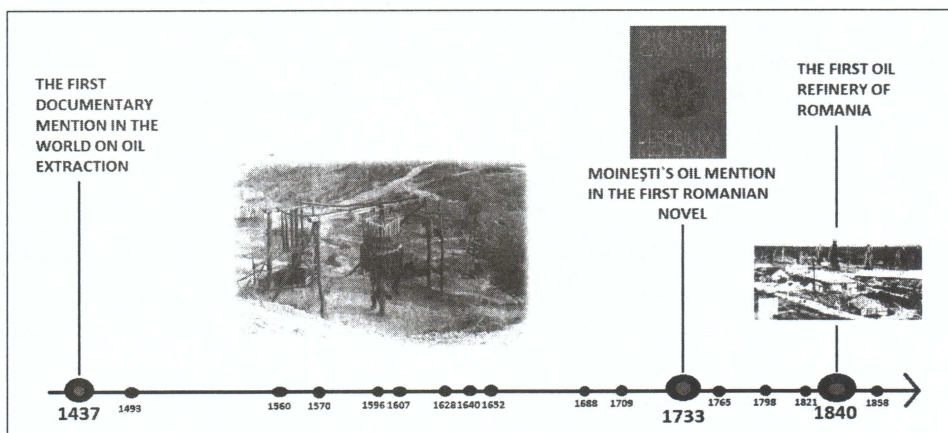


It can certainly be said that Moinești is located in a rich zone regarding the natural resources, conclusive in this sense having the mineral waters with a big therapeutic value, “Pădurea de Pini” Natural Reservation, the crude oil, the forests, the pastures and natural hay.

The document dated back to 4 October 1437, in which Moinești Municipality is mentioned for the first time in a paper of Alexandru cel Bun's children, Ilie and Ștefan, which specified that a boyar named Oană Porcu gave Lucacești village, situated near an oil fuel, (one of the actual neighborhoods of Moinești) to Bistrița Monastery, this representing the prove according to which ex-spa resort is the oldest settlement in the world where the existence and the extraction of oil is mentioned (Ioan, 1960).

Throughout the history until 1860 (when mineral water springs were discovered), almost all documents (39) specified the oil existence in this area (<http://www.moinesti.ro/pagina/despre-petrol>).

Figure 2. Worldwide and national premieres of “black gold” in Moinești’s history



THEORY AND METHODOLOGY

Stages of the study

The study achievement consisted of office and field work stages.

The office activity consisted of a bibliographic documentation which dealt with the assumed topic consulting papers and articles that are significant in highlighting the most important moments in Moinești's economy evolution. In this way, elements and aspects were studied which played an important role in history, identified on cartographic, graphic and historical documentations and pictures.

The field work activity consisted of geographical data collection through observation, analysis and measurement of some elements on the terrain. In general, the main activity was based on drawing map sketches of the places where the water springs from Băi Park and the new planning operations were located.

The methods used

Regarding the methodology applied in this paper, analysis, synthesis, graphic, cartographic, comparison and historical methods were used.

The analysis method consisted in a logical intendment of industry and tourism evolution which conditioned the Moinești's economic situation.

The synthesis method represented the integration of information gathered in an unitary representation, emphasizing the influence of complexity which industry and tourism had in this settlement's evolution.

The graphic method consisted in charts making which highlighted the main conditionings in tourism and industry phenomenon evolution, and in some figures achievement which evidenced the ascending and downward phases of these economic branches.

The cartographic method consisted in drawing some maps which illustrated the Moinești Municipality localization inside Romania's territory, the actual situation of Parc Băi' planning, the area where mineral water springs are located and the territorial repartition of oil pumps in Moinești. Noteworthy is that all maps were realized in GIS technology, with the help of QGIS, a free and open Source Geographic Information System.

The comparison method was focused on quantitative and qualitative aspects of similarities and differences between industry and tourism trend from Moinești.

The historical method proved to be the most important in this paper, being the process of establishing general facts and principles through the attention paid to chronology and to the evolution or historical course of elements which were studied.

RESULTS AND DISCUSSION

Concerning the temporal aspect, the paper title refers to 1860-2014 interval, whose beginning coincides with mineral water springs discovery from Parc Băi, during the digging of a crude oil pit up to 300 meters in depth. The first tourist resources discovered in Moinești were, are and will be the most important, because they are placed at the base of tourist pyramid, supported by the side of local bioclimate in defining the tourism type which has the most viable chances of success: the curative one.

Tourist phenomenon evolution

The limits of this temporal interval coincides with that crude oil pit digging, after which four mineral water springs were discovered, correspondingly with Moinești's spa resort title dismissal.

Ten years later after mineral water springs discovery, special constructions were built for sulphurous and ferruginous mineral water intake. Until then, this precious resource had been flowed from the slopes of both Gâzu brook sides, and until 1909, mineral water was transported to a cauldron for being warmed, then it was moved into wood tubs which were positioned in some little constructions made by fir-tree wood (Claudia, 2000).

A rudimentary bath infrastructure was carried out in 1909 and it consisted of a barrack with some cabins. At that time, due to better bath conditions, the therapeutic value of mineral water attracted a bigger number of tourists, and among them the well-known Romanian painter, Ștefan Luchian. Later, even if local authorities could not realize the chemical analysis of mineral water, a working-class hospital was built with a medical and social assistance (Claudia, 2000).

After Moinești was declared a city (1921), the local authorities tried to obtain "spa resort" title for this settlement, efforts which had been concluded on

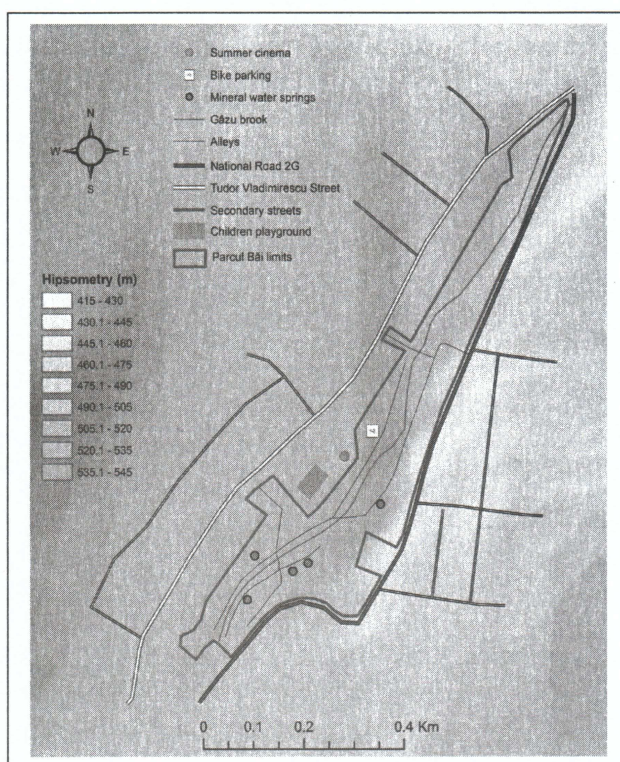
9 June 1934, due to the decision of Minister of Labour, Health and Social Care, Balneoclimatic Service Direction (Ioan, 1960).

From 1909 to 1954, no other measures were done for a better mineral water bath utilization, except a Jewish Bath which was used for well-known “Friday bodily purifying”, since 1940. Nothing special happened in Parc Băi’s planning, because the local authorities rented mineral water spring’s area to “Pietrosu” Forest Cooperative which used those therapeutic factors only for immediate profit. It did not have a durable vision regarding some investments in modernizing bath conditions (Claudia, 2000).

The first statistical data which revealed the number of tourists who came for treatment appeared in 1934, when the new spa resort enumerated 311 patient-tourists, not including those from Moinești and neighbouring villages, who were not registered (Claudia 2000).

The mineral water springs were used until 1950, then they were abandoned because the city leadership’s attention was centered on crude oil exploitation. Due to this fact, Moinești changed it’s spa resort title to “black gold city” four years later (Dumitru, 1982).

Figure 3. Parc Băi- the actual situation



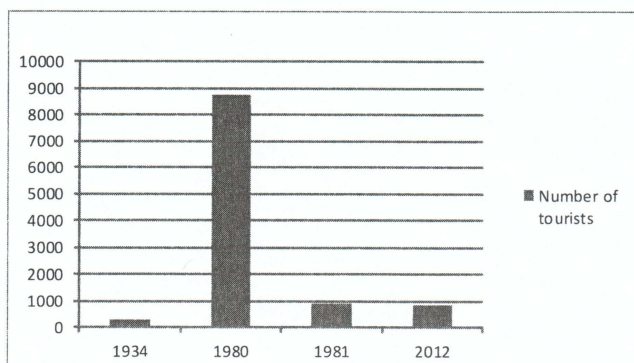
From 1959, mineral water springs began to be used when Communal Bath was built for bath treatments with better conditions: modern installations for water heating and cabins with tubs. In course of time, it was used by a lot of tourists and local citizens, and according to statistical data, Moinești visited by a bigger number of visitors than it was used to, when it was declared a spa resort (Dumitru, 1982).

Later, in 1970–1984, some planning actions took place in Parc Băi, which consisted of installing some benches, some panel boards with mineral water physicochemical composition and methods of using information, in extending, widening, asphaltting the alleys, and a hotel was built which had 30 accommodation places. Thanks to this hotel, Moinești received the biggest number of tourists (8758), in 1980 (Dumitru, 1982).

Nine years later, the local authorities decided to build a new eight-floor hotel with 50 accommodation places and a treatment base for mineral water springs utilization, but its building was not completed because the communist regime failed and the funds were not found (Sustainable Development Strategy of Moinești Municipality for 2007–2013 period, 2007)

New planning measures for Parc Băi were taken in 2012, when Moinești's leadership succeeded to implement a European project, within which 85 benches, 150 street bins, four ecological toilets were installed, one children playground was built and 110 trees were planted. Moreover, new alleys were planned for pedestrians and cyclists, and the existing ones have been rehabilitated (<http://parc-bai-moinesti.com>).

Figure 4. **Number of tourists evolution in Moinești (1934–2012)**



In the same year, the settlement received 877 tourists, ten times less than the number registered in 1980, due to the fact that in the period from 1990 to 2008 the Moinești's tourist phenomenon was absent, the mineral water springs were left in disrepair and the economy was based on industrial function. Thereby, through the modernizing actions for Parc Băi and mineral water springs, local tourism has a real chance of affirmation.

Besides those measures, the European projects which were implemented also include promotion activities of natural and anthropic tourist potentials like religious edifices, historical monuments, protected areas, special events (Dumitru, 1982).

Industrial phenomenon evolution

Despite the fact that Moinești represents the first world's settlement where the crude oil extraction was documentary mentioned, that the first attempts for crude oil processing were in the 17th century, a true industrial function could have completed in 1960–1970.

Table 1. The most important Moinești's industry moments

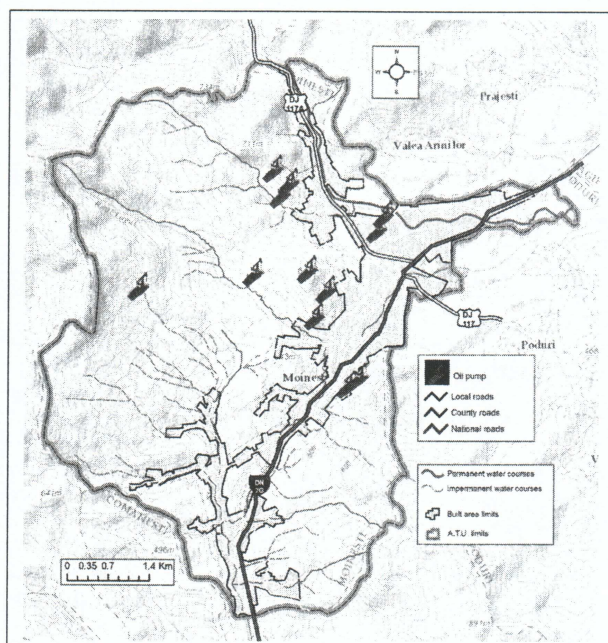
Year	Event
1860	Crude oil factory appeared in Moinești
1863	Out of 58 Romanian oil and gas factories, Moinești had 13, and in the same year, there were three streets illuminated with oil lamps
1866	Out of all 680 registered pits all over the country, 275 were in Moinești's crude oil basin
1877	The crude oil production was accumulating 15100 tones
1912	Moinești's zone held the deepest drilling (828m)
1917	Crude oil production was accumulating 57,389 tones
1937	Moinești's Refinery processed 54.800 tons of crude oil
1948	Professional School for labor preparation of crude oil industry was founded
1949	The biggest crude oil deposit from Moldova was discovered on Foale-Tazlău-Moinești line
1952	The turbine drilling for rough grounds was experimented for the first time
1955	In order to increase the extraction enhancement, the hidraulic cracking was applied.
1968	The jet drilling was experimented
1971	Crude oil Industrial High School was founded.
1977	The crude oil production was seven times bigger than in 1950, the quantity produced in that year was reached in 2 months, and the quantity obtained in 1938 was reached in eleven days; the gasoline production was 14 times bigger than in 1953
1980	From 1950, the volume of digging footage has increased by 4,3 times.

Source: after Ioan, 1960

However, during this period, Moinești's crude oil basin was the one which held the helm of Romanian black gold industry.

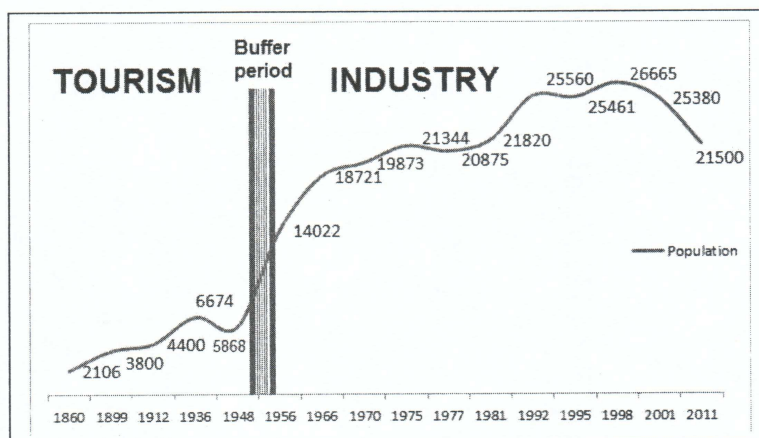
Before loosing the "spa resort" title, Moinești was well-known by big quantity of crude oil extracted and processed, but the industrial function was outlined in 1949, when the biggest oil deposit from Moldova was discovered. In the same time, there were many approaches for labor preparation of black gold industry and the drilling in rough grounds did not present a problem anymore, because modern drilling techniques were successfully utilized. As a matter of fact, by the improvement and expansion of modern drilling techniques enabled the crude oil extraction were more intensified, the phenomenon which led to economic growth of local agents from this domain and population increase (the strength of communism policy to eliminate commuting) (Ioan, 1960).

Figure 5. Moinești's oil pumps territorial repartition



Analyzing the map in Figure 5, oil pumps can be identified both, in building area as well as in suburban area. Most of them are situated in Lucăcești, one of the Moinești's neighbourhoods, the area where crude oil was extracted for the first time in Romania and where many oil pumps can be found in residential part of the city, as a fact that they had been installed before the buildings appeared.

Figure 6. Chronological delimitation of tourism and industrial Moinești's function, through the process of population growth



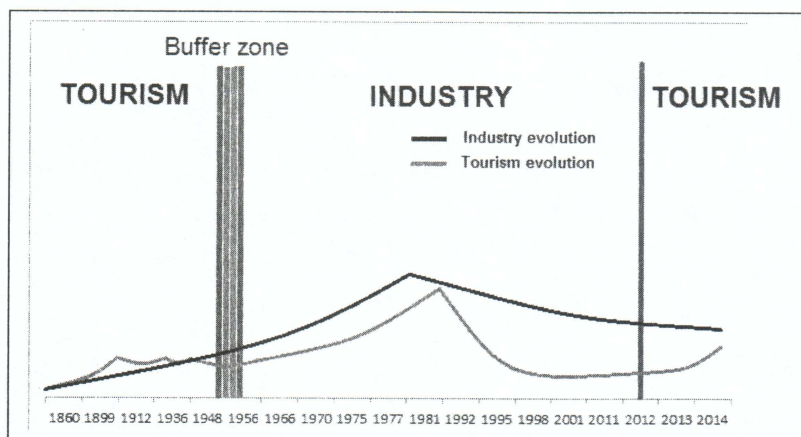
According to the diagram in Figure 6 and through analysing the process of population growth, it can be observed that the „tourist era” has not made its mark in a powerfull way on area’s economy, it has not unleashed visible changes on urban landscape and on local community. Conversely, since its encouragement the industry function has brought major changes in economy domain, in the quantity and quality structure of local population; it has resuscitated the whole urban settlement, thanks to the rich crude oil resources and to the investors. Conclusive in this sense is the major growth of local population by 8000 habitants, in a six-year interval. This growth did not stop until 1998, when it reached the maximum number of inhabitants (26.665). After this period crude oil resources have decreased due to a lot of layoffs and disappearances of local economic agents from the labor market.

*The alternation of Moinești's economic function:
arguments and explanations*

During 1860–2014 period, an alternation in which the primary Moinești's economic functions can be observed: from tourism to industry and again to tourism.

Regarding the tourism phenomenon, the level of planning and the total number of tourists who visited the municipality were analysed and regarding the industry, the amount of oil extracted and processed, the local population evolution and the major events which had a great influence in this case were analysed.

Figure 7. The evolution of industry and tourism in Moinești during 1860–2014



According to the diagram in Figure 7, it can be observed that industry's evolution met a trajectory with no windings, reaching a maximum point in 1980, when the biggest profit of the industry was registered, since the tourism trend met a lot of fluctuations, because it existed in many chronological intervals with no investments from local authorities.

For a successful implementation and durable effects the tourism phenomenon needs more attention than other economic branches. It requires investments at short periods of time, due to the quick worldwide evolution which causes moral and material degradation regarding its infrastructure.

Despite the fact that Moinești's economic trend was more influenced by the crude oil extraction and processing industry, the tourism phenomenon played an important role during 1934–1954 period, when the urban settlement studied was a spa resort. However, in this interval, crude oil industry seemed like a shadow, local authorities being engaged to promote their locality as a non-polluted one, gifted with fresh and clean air, with no harmful industrial activities. Therefore, Moinești's tourism had its glorious period, not only for its valuable potential, but for the fact that industry was held backwards in creating an efficient tourist image for this settlement.

It can also be observed that during this period, a buffer zone existed between 1949–1954, which coincided with the discovery of the biggest crude oil deposit from Moldova and with "spa resort" title withdrawal. The event from 1949 forced local authorities to bring industry function back to the light, because it certainly represented the biggest opportunity for a great local development, and the loss of tourism function was inevitable.

The peak periods of these two economy's components did not take place in very different moments, this situation being a reflection from the national level,

when Romania registered one of the most flourishing moments in its entire history. Moinești's crude oil industry met its peak in 1977, when the biggest crude oil extraction was registered due to the investments and modern techniques, and the tourism industry had its best moments in 1980, when the biggest number of tourists was registered.

After this period, both industry and tourism met a descendant trend. As regards the industry, the decreasing of crude oil resources began, the phenomenon which led to a lot of layoffs and disappearances of local economic agents from the labor market. What concerns tourism situation, it happened because Communal Bath and the only hotel were closed.

Unfortunately, the economic situation has the same course nowadays, but the local authorities are trying to resuscitate the curative tourism with many investments in mineral water springs and anthropic potential.

CONCLUSION

The presented paper has succeeded in outlining the evolution comparison between tourism and industry in Moinești, two most important economic components which had important roles in this settlement's development.

Crude oil industry has had a bigger efficiency in the local economy evolution than tourism. When mineral water springs were discovered, Moinești was known as a rich zone regarding the oil resources. Moreover, before that, the first Romanian oil refinery appeared here and in 1860, the settlement's oil extraction quantity represented a half of the Romania's one. Even when Moinești was a SPA resort from 1934 to 1954, the local economy was helped by profit gathered from oil extraction.

If industry hadn't had enough financial power before mineral water springs discovery, tourism would not have been able to make big changes in financial trend of this ex-spa resort.

Analyzing this study, some paradoxes can be outlined regarding both economic functions during the history of Moinești. The local touristic phenomenon met its apogee only in industrial era (1980) and the industry began its favourable period when Moinești was a SPA resort.

The second paradox refers to the fact that if oil extraction and processing industry are primary elements for Moinești in its economic power, in present, because of less oil resources, tourism is considered to be the most viable solution of economic revival, especially curative one.

Therefore, tourism needs real improvements for changing the economic course of Moinești in order to get the same financial power as crude oil industry.

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