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### Abstract

*The rural households from the periurbane areas in Romania could be easily turned into touristic spots for the promotion of the weekend tourism, especially for the pupils and the elderly population. The Micești model, Cluj County, could be an example for the very beginning. The village, situated at 20 km south of Cluj-Napoca (the county town and the provincial centre of Transylvania that registers almost 400 000 inhabitants) on the touristic route Cluj-Napoca – Turda Keys, enjoys a picturesque position, being placed on a valley (Micușului Valley) that is surrounded by afforested hills. The village holds more than 40 deserted households that could be sold at low prices. These households mainly comprise a house with 2 – 3 rooms, cellar, pantry, stable and well, at which the adjacent garden could be added, with a surface deriving from 0,7 to 0,14 hectares. The average price for selling a household is 5000 \$. The two households from this category which have been modernized by private persons from Cluj-Napoca and changed into touristic spots for the accommodation of the pupils and students represent a promising start.*

**Key words:** rural tourism, Micești village, Romania

# The Rural Tourism in Periurbane Areas – Micești Model, Cluj County – Romania

Micești Village is placed between two big cities, Cluj-Napoca and Turda, approximately at the same distance (18 km). The peripheral position related to the main communication way, the road of European interest E 60, grants it a relatively isolation through a more difficult access to the modernized roads (6 km). The hearth of the village has a favourable disposing, alongside Micușului Valley on a distance of almost 6 km. The hearth position receives a unique pitoresque expression, being surrounded by forests on its three sides (east, north and west) and by summits reaching 777 m height. The demographical potential decreased considerably in the last half of the century, alike in the majority of Romanian villages. From 1237 inhabitants in 1956, the village registers today 442 people, the great majority being older than 60. The drastic reduction of the population can be more expressively illustrated through the presentation of school population evolution. From a number exceeding 200 pupils in 1956, nowadays only 11 children of a school age are registered. The conditions of living and the better incomes, as well as the precarious state of the rural roads, which didn't permit a civilized commutation, led to massive emigrations towards the neighbouring towns in the period of socialist industrialization, especially between 1960-1975, in the frame of acceptable distances (in relation with the urbane adjacent centres situated at 15-18 km). The actual state of the roads, especially the connections with the European way E60 represent today an essential obstacle in creating some normal links with the town.

The touristic component, valorified economically is a potential source of rural life revival within the concertized context of economic activities with rural sustainance.

The premises for the development of constant touristic activities consist in:

- The presence of the centres that distribute the potential tourists in the territorial proximity;
- The easy access, by walking, horse and, in a less measure, by cars;
- The presence of the compact forest, with all its benefic effects;
- Hydro components with economic and symbolic value (springs, lake, water stream, water with curative properties);
- Specific primary activities (fruits harvest, sheep milking in the sheepfold, daily swinging of the animal flocks between the hearth of the village and adjacent pastures, traditional foods);
- The shortest way to the touristic objective of a national interest, Turda Keys, preferred nowadays for touristic walks;
- The forestry and humanized landscape, doubled by the visual perception of the central and eastern sector of the Apuseni Mountains, inclusively the Turda Keys.
- The lack of sonorous pollution and of road accidents dangers through avoiding the European way E 60.

The hearth of the village, respectively the potential dwelling places for tourists hold average convenience that can be easily increased at higher standards. On the other hand, a nucleus of young families is to be found that owns a minimum informational and economic basis with a view to begin long lasting touristic activities (knowledge of a foreign language, abilities to ensure individual and collective hygiene, knowledge of the traditional way to prepare specific food - corn mush with buffalo cow milk, bread made in the house, maize with sheep cheese, sheep cacciocavallo, soft cottage cheese pancake, plum brandy etc.) in order to ensure a better income than the one resulted from agricultural activities.

In the village there are 51 deserted households, as a result of the old owners' demise. The most of the people have their own sources of drinking water, electric energy and adjacent gardens. The methane gas will be introduced in the near future, the distribution system in the village's hearth being already finalized. These households can be used for living and specific agricultural activities, given the situation that in the town the costs of a house upkeep exceed the average salary on the economy. Some of them have been transformed in permanent secondary residences by people from Cluj-Napoca and Turda. The selling priced for such households varies between 2 500 and 7 500 \$. The total change of these households in secondary residences would considerably increase the village vitality, taking into consideration the truth that the persons who can afford to buy such households usually have money.

The incipient touristic model that could be proposed would consist in:

- Changing and modernizing secondary residences in a space that can receive tourists, with an accommodation capacity of 15-20 places;

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- Ensurance of the catering personnel (a cook-administrator, a laundress and two guides conductors);
- Transport of the tourists from the town's outlying district to the village by a coach with horses;
- Accommodation and supper for tourists;
- Visit in the village;
- Taking the tourists back to the leaving point on the following day;
- Recurrence of the events with the next series of tourists.

Additionally but obligatory for the very beginning are two coaches adjusted for people transportation and two sledges for the winter season. The horses are available from peasants.

The potential tourists could be recruited ex-

clusively from the town schools, the age group aimed at being 10 years old. This group can be followed by the elderly age group.

The touristic advertising is to be primarily done through the school system.

The cost of touristic services / person would be of 6 EURO (transport with coach and horses, 36 km, one night accommodation, supper and breakfast including traditional products).

The estimated income at an accommodation capacity of 20 places, used integrally on the length of a year is 43 800 EURO, including five permanent jobs. After the costs covering, an available profit of approximately 7 500 EURO would remain. This sum would be enough for purchasing one or even two secondary residences.

During five years, the accommodation ba-

sis in Micești would extend, with the possibility to buy two or three more in Deleni and Petrești de Jos villages, situated in the vicinity of Turda Keys.

The final result would be an axial functional touristic system which would produce 25 permanent working places. Having in view the positive economic multiplicative effects of the rural tourism, it is to be estimated a demographical increase in the area within an interval of 5 – 6 years.

During the summer time, foreign people could be included in the touristic circuit.

The negative effects upon the environment are minimum, having in view the proposed transport facilities, as well as the reduced number of people attracted daily in touristic activities.