



The Multiplicative Effects of Tourism in the Rural Development of Maramureş Land

Marin ILIEŞ
„Babeş-Bolyai” University, Cluj-Napoca, Romania



Introduction

One of the important problems of rural development is represented by the quantifying of the results, at the end of each stage or every project of investment which necessarily must correspond to previously established objectives. The multiplicative effects tourism activity constitutes itself as the totality of ways by which this sector of economy positively or negatively influences the rural society under the form of chain effects. The trigger element is represented by an action or set of actions which generate effects spread under extremely various forms, touching sectors apparently intangible. The effects triggered by that „impulse” must not be looked for only in the socio- economic field but also under the form of changes at the cultural, educational, mental, technological level and of course of the environment. Identifying the possible multiplicative effects of a project represents a compulsory step prior to any action. The extension at a large scale of rural tourism in Maramures Land determines deep changes in the system of the traditional rural community so that identifying the multiplicative effects on this space must be estimated and, for as much as possible, be directioned.

The multiplicative effects of tourism on the development of the rural localities

Any new profitable activity may trigger a chain process of multiplication of values, often generating directions hard to be imagined.

The moment an investment in tourism is functional, it determines a positive influence on the locality and/or the region to which it belongs. Under such conditions, other branches of the economy such as industry, constructions, agriculture, transportation, trade etc, are stimulated. In this study we focus on some components of the rural environment in Maramureş Land, which are in direct interaction with the activity of tourism, especially under the form of some influences such as: the cultural component, the educational component, the social component, the economic component, the technological component, the environment component, the mentality component and the real estate component.

a. The cultural component

When a human community disposes of a series of material and immaterial values, resulting from living a long time in a certain space, capable of positively individualizing it as compared to neighbouring human communities, we may say that those people dispose of a cultural heritage.

This can manifest itself at the level of some components like: the way of living, architecture, craftsmanship, cuisine, popular costumes, folk music etc.

Tourism as a phenomenon created new directions and ways of approach concerning the cultural patrimony, therefore:

- both the tourists and the hosts look for identity elements, gradually outlining a cultural identity of the region in which they live;
- the local people wish to conservate their patrimony;
- are preoccupied to develop this patrimony;

- are preoccupied to develop this patrimony;
- want to be informed about different aspects of the society in which they live, untouched in the past;
- take over elements from more developed cultural spaces;
- interhuman relations are intensified between people belonging to a great number of different cultures, which determine a flow of ideas, information, goods and money.

The appearance of manifestations mentioned above represent the real results in one of the most important sectors of outlining cultural identity, being specific aspects for human communities and for the people at the third level of Maslow's pyramid.

b. The educational component

Approaching education as a component necessary to acquiring instruments with which the individual can be successful in the society in which he lives, tourism represents one of the ways with the strongest impact at the rural level. Under such circumstances tourism triggers, stimulates and speeds up a series of educational processes:

- in the guesthouses the hosts are forced to learn good manners, because the financial results depend directly on the quality of the communication process with the tourist. The emerging of a great number of boarding houses in a rural locality leads to a diffusion of the phenomenon often generating positive transformations at the local community level;
- the hosts are determined to learn foreign languages, depending on the nationality of tourists, which is very evident in the case of their children;
- the local people take over models of life, professions etc. from the tourists they shelter. Because rural guesthouses are conceived to integrate the tourists, usually coming from crowded urban centers, into the family life of the households situated in well preserved villages from a traditional point of view, communication between hosts and tourists takes place in a relaxed environment;
- during their period of travelling the tourists are determined to respect or learn good manners;
- the owners of the guesthouses attend different training courses necessary both to improve their activity and to become familiar with the legal system;
- the owners of the guesthouses are interested and use more and more the computer and Internet always being connected to the flow of information on which success in tourism depends.

c. The social component

From a social point of view tourism in the rural area generates numerous positive effects:

- creating new direct and indirect jobs;
- salaries and income;
- directing some financial resources to state and private pension funds;
- making more life insurances of the goods they dispose of;
- people get more experience in interhuman communication, contributing to cooperation and good understanding, while people already having common aims;

The growth of the living standard comes with the social component. By living standard it is to be understood the achievement of a state of mental and physical comfort of an individual or of the human community. It can be clearly put into evidence by referring to Maslow's pyramid, where human needs are gradually attained through:

- amplification of financial revenues;
- endowment of the houses with bathroom and hot water, facilities which were not included on the list of priorities of the family;
- diversification and improvement of the quality of nutrition of the local population;
- quality improvement at the clothes level;
- endowment of the lodgings with quality equipments and facilities.

d. The economic component

It represents the component taken as an element of reference in evaluating local development, although the role played by the other components still cannot be neglected. From an economic perspective the activity of tourism in the rural area creates value and can be quantified through various elements:

- profit can be obtained by firms from tourism and the related sectors;

- supplies money for the national, county and local budget;
- stimulates diversification;
- stimulates the improvement of the quality of services;
- stimulates competition;
- increases the number of firms and associations specialized in tourism;
- new organizational structures are created;
- people start organizing their life and household on economic principles;

e. The technological component

Experienced contractors of the rural tourism go towards diversification, cost reduction and growth of promptness, which make them more and more use the technological progress. The direct effects are visible by supplying the households with: central heating, electric boiler, freezer, microwave oven, alarm system, PC, Internet, Satellite TV, Cable TV, kitchen equipments and facilities etc.

f. The environment component

It represents the result of a long working together between nature and human activity from a quantitative and qualitative aspect.

The very moment people have guests they tend to be more and more conscious of the importance of the quality of the environment in which they live. In direct correlation with tourism appear the effects of different types:

- increases the sensitivity of the population for the environment in which they live;
- solutions are looked for to collect and stock the dump (works on the sensitive parts of the individual in the rural area – shame, imitation, pride);
- starts the operations of cleaning the rivers even if they are not polluted by tourists;
- appears the tendency to get ecological products with less chemicals for the tourists.

g. The mentality component

Persons or clearly individualized human communities dispose of common traits, resembling, remarking themselves by at least 3 aspects: what they think, what they say and how they act or react to internal and external stimuli. If the first two aspects are the result of their education and their ability to develop very rapidly, the third one is very difficult to modify.

About 100 years ago Gustave Le Bonn wrote in his work entitled *Psychology of masses* that „*The mentality of a human community changes only in a long period of time, for several generations through slow genetical accumulations*”. In the same work the author wrote: „*The unseen masters who rule over our souls escape but any effort and don't give up only to slow erosion of the centuries*”.

The surrounding reality confirms the ideas expressed above so that through tourism only the two aspects presented above are decisively influenced, while for the third one, identified as mentality, slow but firm progress is obtained towards a superior society from a value point of view.

This last aspect is very well put into evidence by Dale Carnegie who said „*the planetary ocean became immense though it was formed drop by drop*”. We may say that a society or an individual developed under the influence of mentality only at the moment when there is an overlapping between what they think, what they say and the way they act or react.

At the same time we may ask, hypothetically, the following question: Can't the „bombing” with information, the rapid circulation of persons, ideas and goods, and the bustling rythm of the daily life etc. speed up the process of evolution of mentality?

h. The real estate component

The changing of a rural locality into a point of investment interest, due to rural tourism, determines a growth of the property values with multiple effects upon all the members of the community:

- the value of the properties also grows for the inhabitants who are not involved in tourism, mostly for those who own privileged positions near touristic sites, in areas with a good commercial and touristic potential. The value is created for the inhabitants non-involved in tourism but it hinders at a great extent the development of those already active;
- grows the value of the existing touristic arrangements;
- grows the value of constructions, furniture and old folk technical installations with architectural value representative for the region.

Identifying the multiplicative effects of tourism in the rural environment in Maramureș, on basis of spatial representation of information under the form of maps

At the level of rural environment in Maramureș Land the effects of multiplication of the value, dictated by the rural tourism can be noticed in the quantitative and qualitative evolution of rural guesthouses. On the map of the distribution of guesthouses in the rural environment (figure 1) in 2006 can be noticed the following aspects:

- there were four waves of creating guesthouses in the rural environment;
- the initial nuclei starting the activity of rural tourism were represented by Botiza and Vadu Izei;
- the next waves were registered in the neighbouring localities of the initial nuclei, clear results of the influences exercised by the latter ones;
- the first group is made up of the neighbouring localities and directly connected both by the roads and by the hydrographical network (being situated in the same hydrographic basin- Botiza River). Maybe not independently of the activity of tourism two communes (Botiza and Rozavlea) divided into four communes by the separation of the localities Șieu and Poienile Izei;
- the second group developed in the proximity of Vadu Izei commune, including Bârsana, Oncești, Rona de Jos, Giulești, Ferești and Ocna Șugatag. In the case of the last mentioned there is an impulse generated by the rehabilitation of the resort in this locality;
- the third group, situated in Săpânța, formed itself quite hard only in the two last waves, around the brands already consecrated represented by the Săpânța „Merry” Cemetery (included in the UNESCO patrimony) and by the church-monastery Sapanta-Peri (considered the highest wood church in Europe), but also under the influence of the „traditional” nuclei of practising rural tourism that is Vadu Izei and Botiza;
- proportional to the longer distance from the initial nuclei the density of rural guesthouses decreases;
- except for Săpânța commune, the localities situated on Tisa River, even if they are situated on important roads are almost without rural guesthouses;
- the same phenomenon is present in the rural area of the hydrographic basin of Vișeu River.

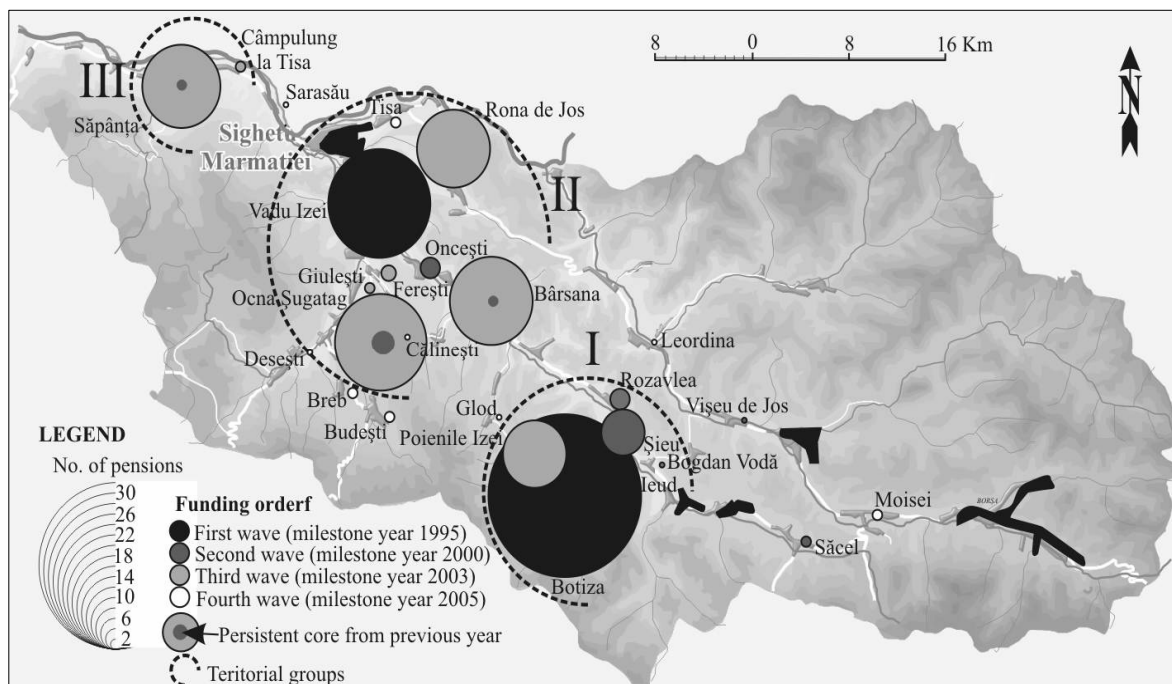


Figure 1. Maramureș Land. Map of the distribution of the guesthouses in the territory from the rural environment (2006).

The Multiplicative Effects of Tourism in the Rural Development of Maramureş Land

From the findings presented above clearly results that tourism has multiplicative effects on the rural area, under the condition in which initial nuclei appear to have a trigger role.

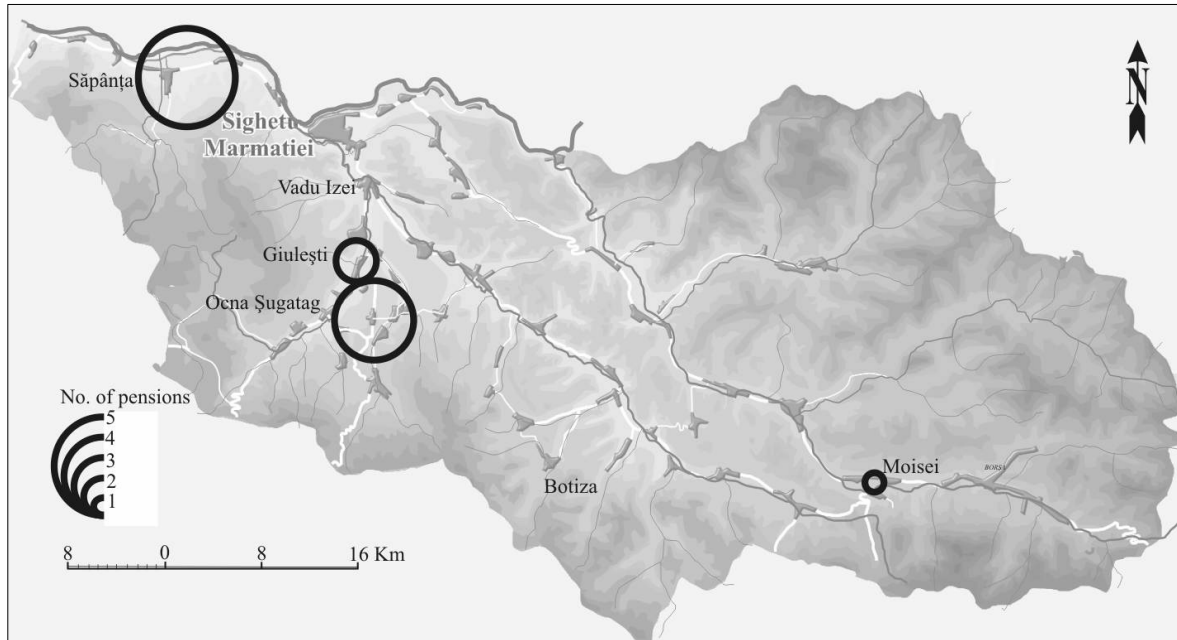


Figure 2. Maramureş Land. The map of the rural tourism guesthouses, in the rural area, classified with 3 daisies (2006).

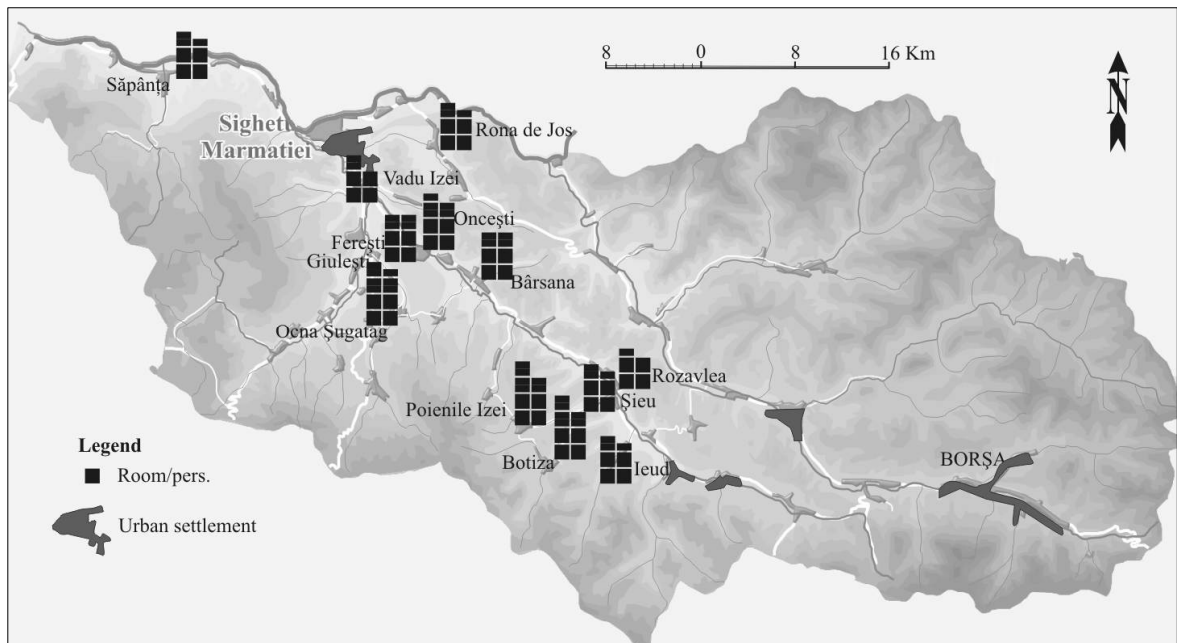


Figure 3. Maramureş Land. Average number of places/guesthouse, at locality level in rural area (2006).

According to the map of the rural tourism guesthouses, in the rural area, classified with 3 daisies (figure 2) we find the following aspects:

- the importance of rural guesthouses classified with 3 daisies is very reduced at the regional level (6,8%). It must be mentioned the fact that a rural 3 daisy guesthouse is different from one classified at 2 daisies by the following:
 - it must have maximum 10 double rooms;
 - a room must have 2 single beds;

- a double room must have at least 13 m² and the single one at least 10 m²;
 - there must be a central heating system;
 - every room must have its own bathroom with direct access from the room and not from the hall;
 - every room must have a phone and TV.
- respecting these minimal compulsory criteria presented above they must be accompanied by high quality services;
 - 3 daisy classified rural guesthouses appeared only in the third wave and are present in the localities situated in the surrounding area of Sighetu Marmatei town;
 - there are no such guesthouses in the initial nuclei.

As a conclusion it can be said that 3 daisy classified guesthouses appeared on basis of the experience acquired in the „traditional” sectors of rural tourism and also under the form of multiplicative phenomena or of spatial diffusion.

Speaking about the average number of rooms in a guesthouse at the locality level (figure 3) we find a range between 5-7,5 rooms/guesthouse, with more reduced values as we get close to Sighetu Marmatei town.

The way of manifestation of tourism as a phenomenon of multiplication of value in the rural areas

- ✓ The success of the first guesthouse in the locality determines the opening of others.
- ✓ By building and furnishing guesthouses created new jobs for builders were created.
- ✓ Furnishing the guesthouses gives work to carpenters.
- ✓ The spreading of guesthouses determines the purchasing of modern household appliances.
- ✓ To decorate a guesthouse the bank loans are very frequently used.
- ✓ Ingredients for cooking for the tourists are partially provided from their own household the rest being bought from the local farmers.
- ✓ Services of riding and horse drawn cart or sleigh riding are ensured by local people who dispose of such things.
- ✓ Demonstrations of old crafts are carried out in financially rehabilitated craftsman workshops due to the existence tourism.
- ✓ Organizing traditional evening sitting of village women socially implies a certain number of women and girls from the village.
- ✓ The moments of tourist entertainment ask for the services of musicians and dancers.
- ✓ The tourists usually wish to buy souvenirs specific to the place, stimulating their manufacturing within the locality.
- ✓ The tourists' walking through the village or region creates a new job that of a tourism guide specialized in the rural areas.
- ✓ The setting up of guesthouses is synonymous with the emerging of new economic agents, generating value and of course paying taxes to the state budget.
- ✓ The appearance of touristic activity in a certain place determines the multiplication of the value of real estate and consequently stimulates real estate transactions, all generating income.
- ✓ The rural localities which are brands in the rural tourism become targets for numerous investors from outside the locality, region or even from abroad.
- ✓ Tourism becomes attractive from the investor's point of view even for the Romanians working abroad.

All these are included in the multiplicative effects of tourism, started from the initiative of a single family in the rural area. Moreover, our studies in the last years proved that there is almost no direct connection between the tourism potential of a village and the level of development of tourism in that locality.

The whole phenomenon depends on the existence of a starting element, generally represented by one or more persons with initiative. It is evident that in a certain advanced phase of the activity of tourism certain qualitative levels can not be exceeded only by the presence of professionals in this field.

Short evaluation of the financial results of the touristic guesthouses in the rural area in Maramureş Land

A rural tourism guesthouse that implies family members only, without employees, has approximately the following characteristics:

- More or less 10 places;
- a D.U.C. (degree of utilization of capacity) of lodging per year of 10%;
- a 2 daisy classification;
- average charge for lodging/place 10 € (average between summer and winter);
- average charge for meal/person/day 15 €, of which:
 - breakfast - 4 €/person;
 - lunch: 6 €/person;
 - dinner: 5 €/person,
 - festive dinner: 20 €/person.
- the average expenses/ tourist to prepare a meal represents about 2/3 of the charge for the meal of which maximum 50% of his own crop;
- the number of tourists having meal differs in terms of the guesthouse, so:
 - a. Guesthouses specialized in serving meals: 3-5 times more tourists than the accommodation places.
 - b. Guesthouses specialized in accommodation and meals: the number of tourists having meal is equal with those accommodated.
 - c. Guesthouses as bases to follow itineraries: is predominantly half board (lodging and two meals a day).
 - d. Guesthouses that offer only lodging and breakfast.
- D.U.C. of lodging as average in the region is about 10%/year;
- D.U.C of lodging in prosperous guesthouses is about 20%/year;
- D.U.C of lodging with maximum value was about 65% (exceptional case).

On the whole, at a regional level, the number of tourists who are having meals in rural guesthouses, calculated at 3 meals a day is more reduced than the number of tourists lodged. On the other hand, the tourists who prefer half board have their third meal in the region, somewhere on their way, in restaurants, pizza parlours, guesthouses or shops. Moreover, in the period of winter holidays, 5 days during Christmas time and 5 days during New Year as well as at Easter, tourists use touristic package services with an average value of 40-50 €/day/person. During their stay in summer time, one of the meals, most frequently dinner, is a festive one where the charge/tourist is between 10-20€/person. Beside the basic services (lodging and meals) the rural area offers other services as: transportation, riding, courses in craftsman workshops, animation, guiding etc.

All this information correlated, at a year level, lead to an average expense of the tourist of about 25€/day/person.

To picture an image at the level of Maramureş Land a series of estimations will be made:

- in 2006 there existed 1085 lodging places in guesthouses in the rural area;
- at a D.U.C. of lodging of 10% results 39.602,5 lodging days/year;
- at an average charge/day of 25€/person we get a value of about 1 million €/year/region/rural tourism;
- average/guesthouse in the region: 5.500 €/year;
- many guesthouses get to: 15.000-20.000€/year;
- in exceptional cases even to: 40.000-50.000 €/year;
- at the same time there are guesthouses with: 500 – 1.000€/year;
- average/family member working in tourism: 1.376€/year (at an average of 4 members in a family);
- average /inhabitant in rural area in Maramureş Land: 6,5 €/year.

Multiplicative effects of rural tourism in locality of Vadu Izei

The most conclusive example is represented by Vadu Izei in Maramureş Land, settling as almost deprived of the known tourism potential. The activity of rural tourism started in 1995

under the impulse and financial support of a Belgian organization, having the initiative of a local group of people, which resulted in the rural tourism network called O.V.R. (Romanian Village Operation), presently being found in many localities over the Romanian territory. To the all mentioned facts the only advantage they disposed of was the neighbouring town Sighetu Marmatei and the position at the crossroads of Iza and Mara valleys and of course the main road that connects the major towns of the county, Baia Mare and Sighetu Marmatei.

At a locality level there were some stages worth mentioning:

- the setting up of the first guesthouse in 1995, with financial support to build bathrooms in the households;
- creating some workshops to rehabilitate the old craftsmanship;
- setting up some microenterprises based on processing farming products from the locality, mostly meat and milk;
- the growing number of households, 21 at present, with a total of 108 places disposed in 54 rooms and much more places for serving meals;
- the extension of spaces for tourism by adding attics and new buildings;
- accumulating experience by the hosts in offering tourism services, being considered one of the villages with the least complaints from the guests. At the same time there is a special adaptability to tourists coming from various countries or regions of Romania;
- creating new buildings for the guesthouses in the maramuresean architectural style, often by decorating some century old houses. It is known that the first guesthouses were set up in their own houses and their architecture was not always the traditional one;
- in the centre of the locality was set up in an old traditional house a center for promotion and information of the tourists, having permanent personnel and working permanently;
- special events, taking place for a few days at full capacity, were organized for the tourists, to attract them in a large number (The Festival of the „*Wedding ceremonies*”, The Festival „*Maramuzical*”);
- D.U.C. of lodging went up to 20%/year in many guesthouses and in an exceptional case even to 65%/year;
- the number of nights lodged/year is about 6.000, disposing of a close number of tourists who benefited of board. As an example, about 4.500 kg of meat are used yearly from the local production, the equivalent of 50 pigs and 50 calves;
- Vadu Izei collects about 200.000 € yearly from tourism and that is an average of 9.500 €/guesthouse per year. At an average family of 3 persons in the locality (according to statistics data) results a value of 3.174 €/person/year, that is of 264,5 €/person/month. Practically at these values all the members of the families with guesthouses have a monthly salary, of medium level in the region, equally distributed for every month of the year. In reality the situation differs very much because some of the guesthouses are prosperous while others have a reduced activity;
- the total amount of money that entered the locality is the equivalent of the payment of salaries at an average level of the region for 60 persons for a whole year, all taxes included.

The approaching of the multiplicative effects of rural tourism upon the development of villages becomes very interesting and at the same time stimulating by supervising the evolution of the most prosperous rural guesthouses in which the owners made a real profession of this activity.

Bibliography

- Boar, N., Ilieș, M., Ilieș, Gabriela, Hotea, M., Hodor, N.** (2005), *Municipiul Sighetu Marmatei. Hartă turistică*, Ed. Presa Universitară Clujeană.
- Ciangă, N.** (2001), *România. Geografia turismului*, Ed. Presa Universitară Clujeană, Cluj-Napoca.
- Coccean, P.** (1999), *Geografia turismului*, Editura “Focul Viu”, Cluj-Napoca.
- Coccean, P., Dezsí, S.** (2000), *Prospectare turistică*, Ed. Presa Universitară Clujeană, Cluj-Napoca.

The Multiplicative Effects of Tourism in the Rural Development of Maramureş Land

- Ilieş, M., Ilies, Gabriela, Boar, N.** (2002), *Țara Maramureşului. Hartă turistică*, Editura Universității din Oradea.
- Ilieş, M., Ilieş, Gabriela, Boar, N., Ilieş, Al., Dăncuș, M., Vlaicu, Ioana, Popșa, Daniela** (2000), *Descoperă Sighetu Marmăției - Hartă turistică*, Marinex.
- Ilieş, M., Ilies, Gabriela, Boar, N., Ilieş, Al., Dăncuș, M., Vlaicu, Ioana, Popșa, Daniela** (2001), *Zona etnografică Maramureş. Hartă turistică*, Ed. Universității din Oradea.
- Ilieş, M.** (1999), *Valoarea elementelor geografice în cadrul fenomenului turistic*, Geographica Timisiensis, Timișoara.
- Ilieş, M.** (2003), *Caracteristici esențiale ale semnelor convenționale și pictogramelor utilizate pe hărțile turistice*, Analele Universității din Oradea.
- Ilieş, M.** (2003), *Cartografiere turistică computerizată*, Ed. Universității din Oradea.
- Ilieş, M. Ilieş, Gabriela** (2003) *The perception of geopolitical and tourism elements trough mass-media*, în Revista română de geografie politică, Oradea.
- Ilieş, M. Ilieş, Gabriela** (1999), *Satul turistic maramureșean*, Analele Universității din Oradea, Seria Geografie.