



**ARAD**



Cofinanțat de programul  
„Europa pentru cetățeni”  
al Uniunii Europene



## **ANALYSIS ON THE OPPORTUNITIES TO INCLUDE THE CITY OF ARAD IN THE EUROPEAN CULTURAL ROUTES**

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The contents of this material do not necessarily represent the standpoint of the European Union.

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## 1. INTRODUCTION

Tourism is a major economic factor, with a dynamic evolution in the European space and not only, involving a significant number of SMEs, in a range of business activities. Its contribution in the economic growth and unemployment reduction is strongly felt in the European regions. Tourism is a cross-sector industry, with tourism related services implying a variety of economic activity branches and sectors: hotels and other tourists reception structures with similar accommodation functions, restaurants and cafes, various transporters, as well as a vast range of cultural and entertainment services (theatres, museums, amusement parks, swimming pools and other facilities). In many touristic areas, the retail trade sector is one of the major beneficiaries of the consumers' demand, shown by tourists, along with the residents, consumer goods.

In the past six decades, tourism as an industry continued its growth and diversification, becoming one of the most extended and dynamic sectors of world economy. This is the context also for cultural tourism growth, starting lately on the European continent. The information provided by the World Organization of Tourism show that here, the cultural visits rate increased from 37% as in 1995, to 40% as in 2004 and the trend continues. Defined by ATLAS (Association for Tourism and Leisure Education), as individuals' travel to cultural sights, for the purpose of acquiring new information and life experiences to satisfy cultural wishes and needs, this type of tourism recorded in 2009 – 375 mln, and in 2014 – 306 mln international touristic visits, slightly downwards trend. Instead, what the same sources provide us with is that most visitors worldwide, especially from Europe seek to visit sights located near their region of residence.

The OECD Report (Organisation for Cooperation and Economic Development) on culture and tourism issued in 2009 revealed that the main development directions of culture tourism policies should focus on:

- Valuing and preserving the cultural inheritance;
- economic growth and employment;
- physical and economic regeneration;
- consolidation and/or diversification of touristic activities;
- retention of the population in its natural (domicile) environment;
- development of culture understanding modality.

All these realities have generated and still generate challenges for the European local players (local authorities – the civil society and the academic environment, the business environment respectively) involved in the economic and social development of a city/ county /region seeking to establish and expand the "blend" between tourism and culture from another perspective, using local history (stories and legends), cultural inheritance revalued and developed in a European context, by local visits (visits by local people), educational (visits by local pupils or university students), and also touristic (domestic and international tourists visiting the touristic destination). The essence of the "My European City" Project resides specifically in this, being practically a new perspective building the conscience of each European citizen's belonging in the inheritance and culture of every place in Europe, using unique touristic itineraries and circuits.

Aware of the added value of this initiative, the local authority of Arad – the Municipality of Arad, aims that this work identifies the opportunities to include Arad in the European Cultural Routes, developed already in 1987 by actual actions of the European Commission and Europe Council, using as tool the European Institute of Cultural Routes.

## 1.1 The definition of the concepts and the purpose of the analysis

The "My European City" Project aims at highlighting the European dimension of each city, by proposing European Cultural Routes. The program also aims at increasing interaction between the citizens, visitors respectively and the cultural and natural patrimony inheritance, as source of development in Europe. Hence, the aforementioned aspects set a link between the "My European City" type of cities, bringing them closer to their common European "roots".

"My European City" initiative has so far determined the creation of 29 Cultural Routes Certified by the European Commission, crossing 70 countries (most of which on the European continent), that inspired trust to a large number of persons (inhabitants and visitors) by valuing the European perspective of their own areas.

Analyzing the "My European City - Methodology for the creation of European tours in Europe" Guidelines, we shall notice that this European dimension of the Cultural Routes is defined as an assembly of natural and anthropic patrimony elements, social and political events and phenomena that left their mark on the European history connecting them – milestones of the cultural itinerary (Cultural Routes) – to the common European cultural and historical inheritance, from different perspectives.

These European dimensions consist of:

*Architectural styles* – noticed on the buildings in various countries, that may look similar because they had been built in the same Renaissance or Baroque period, in classical or art nouveau style;

*Urban scenery* – represented by the city/ place entry gates, fortresses, public squares, local or regional administration buildings, bridges, citadels, castles and parks of the cities/ places; each looks differently, yet have the same purpose, designation, being designed by specialized architects, most of them from abroad, who travelled in Europe, renowned for their talent and skill;

*The locals* – they may also be minorities, that bring their own culture (customs and traditions) in their new places of domicile; they may be very wealthy citizens, who used to sponsor and continue to support arts, culture, patrons, who built important buildings or buildings erected to receive their own guests from abroad, whose architecture / construction modality was inspired by their travels; it should be especially remembered that very wealthy families have been very well linked throughout the history in the European space;

*Wars* – from this poignant point of view, history shows us how linked various countries/ individuals are; one event (armed conflict) occurring in one country may have a major impact on another country in Europe located much further from the conflict zone; the borders have been changed, people migrated and cities were rebuilt;

*Arts and culture* – they may have historical as well as contemporary connotations; there are different artistic and cultural styles, philosophical trends more popular across Europe, yet we may name also various artistic movements, international film festivals, concerts, theatre plays organized in conventional and non-conventional places;

*Religion* – the cultural element in which Europe has many things in common – the common European values; Jewish communities draw particular with their synagogues, reformed or counter - reformed churches or monasteries;

*Scientific life* – this field cannot exist without contacts between the people of various countries, various universities; the links relying on international experience exchange will be used and will remain to the benefit of science; one living example is the international exchanges of students, students- professors and professors such as Erasmus taking on a custom of the Middle Ages– *Grand Tour* - when the students coming from wealthy families traveled in Europe to study and acquire own life experience;

*Economic Aspects* – probably the most common elements of the European dimension in European cities; not every city hosts headquarters of multinational companies, yet their investments can be seen everywhere, and if one visits the big shopping centers one can notice that they are almost identical in every city across Europe.

Actually, as one can notice, all these European dimensions are practically ideas, reasons to reflect on the common feature of the places in the project "My European City".

Arad has offered over time, following its social and economic evolution, opportunities for the development of cultural tourism that perhaps could be better exploited by means of this project, starting from the elements presented above.

In conclusion, the present document aims at determining opportunities to include the city of Arad in the European Cultural Routes, by identifying the favorable and less favorable aspects of the development of this initiative, as well as by grounding a set of proposal of touristic circuits adequate for the already recognized European Cultural Routes.

The expected results of the work aim at:

- The analysis and evaluation of the cultural tourism in the city of Arad by domestic and foreign tourists from the point of view of the social and cultural services offered, entertainment possibilities, quality of the public spaces and urban transport networks, parking services for visitors, elements of the territory-specific European dimension (symbolic sights);
- Determining the strengths and weaknesses of the urban geography of Arad;
- Provision of conclusions on cultural tourism in the city of Arad;
- The preparation of proposals of cultural circuits for domestic and foreign tourists that could be included in the European Cultural Routes.

## **1.2 The research methodology**

The present material focuses on two main components:

- The analysis and evaluation of cultural tourism in the city of Arad by domestic and foreign tourists – it uses social investigation, as research method and the questionnaire as analysis tool; it was applied on 100 visitors of the city of Arad, who stayed here between April and August 2015, in the accommodation structures in the city;
- Analysis of the main types of European Cultural Routes and the identification of this type of itineraries in which the city of Arad can be included – it uses the qualitative analysis method for the specialized documents, case surveys and strategic documents, such as: survey for the development of European Cultural Routes in Romania – phase I – Opportunities for the development of European cultural itineraries in Romania; Survey for the development of European cultural itineraries in Romania – phase II – Proposals of sights for the European cultural itineraries in Romania (surveys carried out by the National Tourism Research and Development Institute, 2014); Survey "Impact of European Cultural Routes on SMEs' innovation and competitiveness" conducted by the European Commission by means of the Program Competitiveness and Innovation Framework in 2011; the guidelines "My European City - Methodology for the creation of European tours in Europe", prepared under the coordination of the European Institute for Cultural Routes within the Program "Europe for Citizens", September 2011; the touristic program "Great Fortress - Tour to Romania" by ICOMOS Romania and ICOFORT, with support from ICOMOS Germany, in April 2012; the publication "My European City – Follow the European Path, Seeking the European dimension of Nantes", survey conducted by the Graine d'Europe Foundation with support

from the European Commission, by means of the Program "Europe for citizens 2007 - 2013"; the Selective Guide of the Historical Monuments, prepared by the County Cultural Center of Arad – County Council of Arad, 2010; Spiritual Itineraries in Arad, prepared by the Cultural Center of Arad – County Council of Arad, 2009; Cultural Tourism Concept – Municipality of Arad, by rendering valuable the built patrimony, developed by the Municipality of Arad by means of the project "VITO- Development of Vital Historical Cities in Central and Eastern Europe " – the European Commission Program for Cross-Border Cooperation in South Eastern Europe – priority pillar IV the Development of cross-border synergies of areas with potential, implemented in 2012, respectively the Tourism development Strategy in the county of Arad, 2012-2016, funded by the County Council of Arad in 2011.

*The central theme* of the analysis, provided by the project "My European City", resides in the light of the common cultural and historical inheritance, placed at the junction in terms of the European dimension consisting of: architectural styles, religious influences, migration phenomena, territory arrangement, economy, cultural life etc.

*The overall research objective* resides in the identification of the European dimension elements and of the other services related to cultural tourism appreciated by tourists for the preparation of proposals touristic circuits allowing the inclusion of Arad in the European Cultural Routes.

*The specific research objectives* are determined by:

- The identification of the profile of the tourists visiting Arad and of their grounds;
- Identification of behaviour elements on Arad cultural tourism consumption;
- Determination of the most appreciated European dimensions characterising Arad and the main types of cultural and historical circuits analyzed from the visitors' perspective;
- Determination of the authenticity and identity elements that may build the touristic value of the destination Arad;
- Analysis of the tourism in the city of Arad, as perceived by the visitors;
- Identification of the main types of European Cultural Routes in which the city of Arad can be included and the preparation of proposals of cultural circuits.

*The underlying hypothesis* was that the city of Arad has European influences and each of us (visitors, inhabitants) can confirm it, but each in a specific way, therefore touristic and cultural circuits can be created eligible for inclusion in the European Cultural Routes already developed within the EU.

The specific objectives of the aforementioned research will lead to the preparation of conclusions and establishing results. Yet their validity depends on certain *limits* imposed especially by the sociological inquiry as scientific method.

*Limitations in setting the sample and the research methodology*, generated by:

- The application of the questionnaires by unexperienced operators, sometimes the questionnaires being merely handed to the sample population, with no support from an operator thus generating the following results: 16% - void questionnaires, 65.51% - incomplete questionnaires filled in off-line (with one or more questions with no answer), 73.1 % - incomplete questionnaires filled in on-line (with one or more questions with no answer);
- Tourism season (some tourists accommodation structures did not work in the period under analysis or had few tourists): April – August 2015;

- By means of this sociologic inquiry, cultural tourism in Arad was analyzed and evaluated only in the light of domestic and international visitors; no surveys were carried out on how cultural tourism of Arad is seen by the inhabitants of the city.

*Limitations related to the research outcomes*, generated by:

The exploratory nature of this research topic resides in its potential of offering possible explanations that can further be tested, by complementary investigation methods, individualized, qualitative, as well as the *analysis of the specialized documents*, method used in scientific research, to provide support and a more solid grounding of the research outcomes. Even though this analysis revealed additional data, yet we could not have complete information on all the aspects studied due to reasons related to the dedicated budget and time.

All these factors led us to act differently than originally intended, yet such actions did not impact much the scientific nature of the research.

## **2. ANALYSIS AND EVALUATION OF CULTURAL TOURISM IN THE CITY OF ARAD BY DOMESTIC AND FOREIGN TOURISTS**

As mentioned in the work, the first stage of the analysis focuses on the cultural tourism consumer in the city of Arad, in terms of their profile, consumer behaviour, European dimensions in Arad touristically attractive as well as on the identity and authenticity elements that may add touristic value to a destination like Arad, yet also under the light of touristic development of the city as noted by visitors. All these elements will lead to the preparation of conclusions regarding cultural tourism in the city of Arad and the opportunity of creating cultural touristic circuits supported by local players, by means of complementary and ancillary touristic services.

The scientific method used in this part of the work is questionnaire -based sociologic inquiry on tourists, consisting of a sample of 100 tourists, with a trust level of 84 % (compiled questionnaires). The 84 valid were filled in off-line - 58 questionnaires, 26 filled in on-line. The data collection started in April 2015 and ended in August 2015.

The sampled used is non-probabilistic, set up on the spot and consisting of 100 visitors interviewed, hosted in the accommodation structures of Arad in the aforementioned period.

The questionnaire applied to 100 tourists was prepared and applied by the survey beneficiary – the Municipality of Arad and it can be organized in several sections:

- *The first section* contains 10 items (questions no. 1, no. 2, no. 4, no.5, no.6, no. 19 and the ones regarding gender, age, education and civil status) – with half-closed and closed sections, i.e. multiple choices (differing in number one from the other), regarding the tourists' origin, experience and their reasons to travel, the period when they prefer to visit Arad and not only – this section will be useful in *defining the profile of the visitor coming to Arad*;
- *The second section* aims at identifying aspects of the *subject's consumer behaviour – tourist* and consists of 3 items, created in the same manner described above (questions no. 3, no. 17 and no. 18);
- *The third section* focuses in terms of contents on the *determination of the European dimensions of Arad representing its cultural and touristic appeal* and it consists of 3 half-closed and closed items (questions no.7, no.8 and no.10, ), with multiple choices answers (differing in number one from the other);
- *The fourth section* consisting of 4 items (questions no. 9, no. 11, no.12 and no. 13), with multiple choices answers aim at *determining the identity and authenticity elements that may add touristic value to the destination Arad*;
- *The fifth section* consisting of 3 items (questions no. 14, no 15 and no. 16) with multiple choices answers, aims at determining the modality in which it is



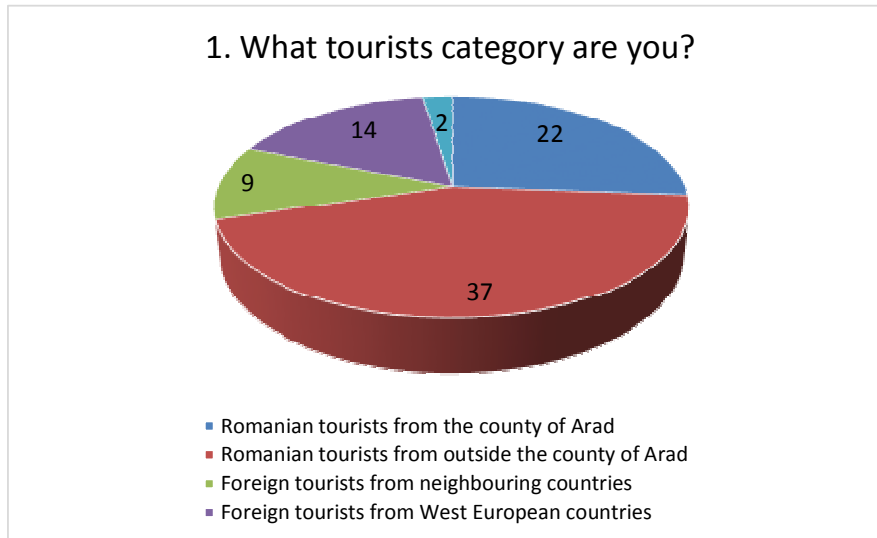
perceived by visitors, *the tourism development level in Arad and the local players that should involve in further supporting it.* This section will be presented individually in sub-chapter 2 of this part.

The data provided by the respondents is confidential, and will be used strictly within this project.

## 2.1 The analysis and construction of the outcomes of the questionnaire application

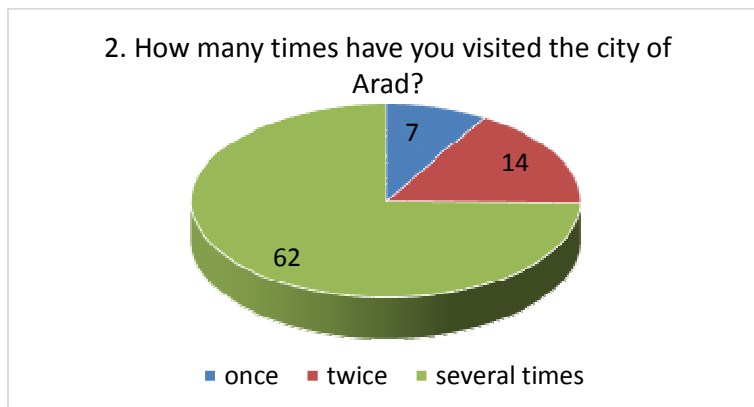
### *The profile of the tourist arriving in the city of Arad*

The first question launched in the determination of this object of research was: *What type of tourist are you?* The answers of the 84 validated respondents is presented in the chart (Figure no. 1)



**Figure no. 1 – The origin of the interviewed tourists**

It is thus determined that *most tourists visiting Arad are Romanian*, namely 59 respondents out of 84, equally from the county (22 respondents) and from outside the county (37 interviewed individuals). Among the foreign tourists, 25 individuals, *most are from a Western Europe* – 14 individuals, followed by the ones *from the neighbouring countries* (Hungary, Serbia, Ukraine) – 9 interviewed individuals. We should mention that the outcomes for this question have been fully validated, i.e. all respondents answered this question.

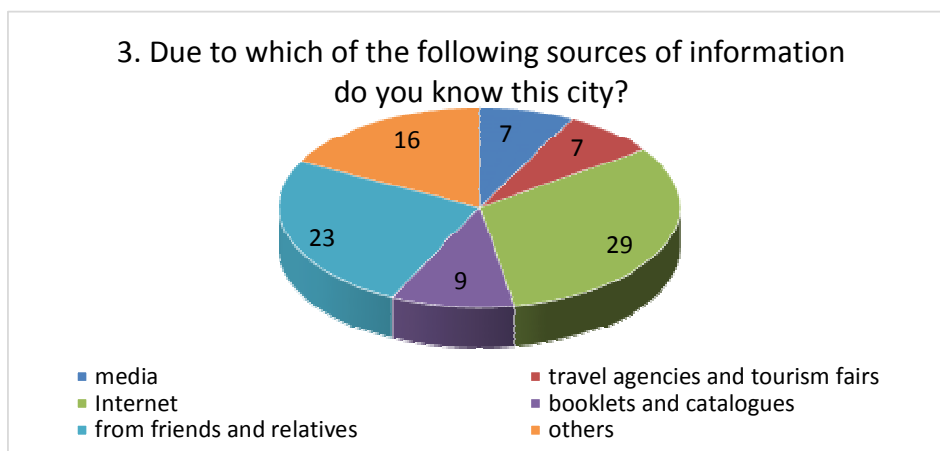


**Figure no. 2 – The frequency of the tourists visits to the city of Arad**

The second question: *How many times have you visited the city of Arad ?*, to which 83 individuals responded out of 84 individuals interviewed, leads us to the conclusion presented in the chart above (Figure no. 2). *The tourists visiting the city of Arad have travel experience and have visited Arad multiple times within one year* – this was the answer provided by 62 individuals (74.7%). The next in ranking are the individuals who have visited Arad two times before – this was the answer provided by 14 persons (16.9%), and then those visiting the city for the second time – 7 individuals (8.4%).

The third question of the third section (question no. 4 in the Questionnaire): *For which reasons did you choose Arad as your touristic destination?* , provides the reasons for high frequency of travels of the interviewed individuals to Arad. We mention, as we do every time, that all of the 84 questionnaires were validated at this question.

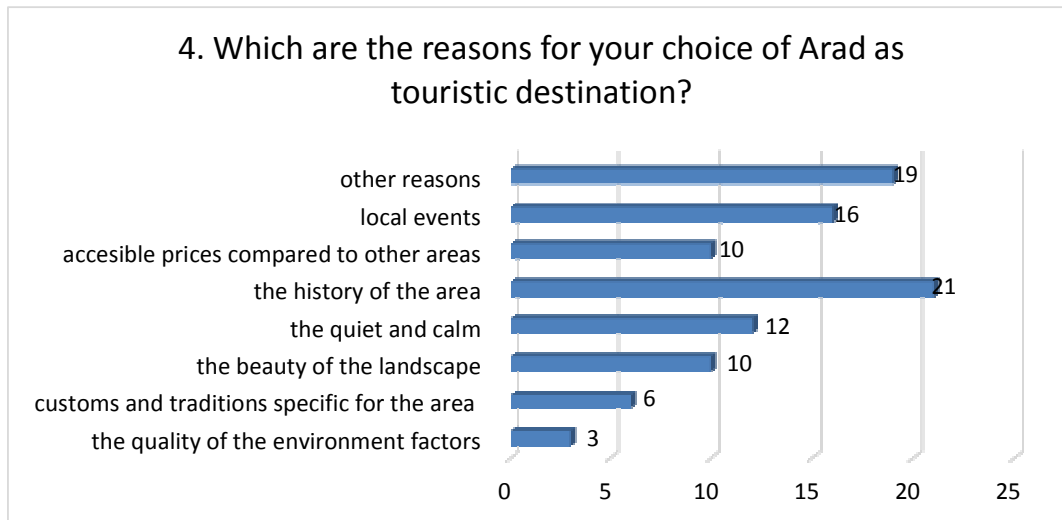
The analysis of the chart below (Figure no. 3) reveals that the main reasons for tourists’ travel to Arad are: the history of the places (21 respondents chose this response), followed by other *reasons such as*: business, job tasks requiring travels to Arad or visiting family and friends – answers chosen by 19 of the individuals interviewed, *cultural and scientific events* – chosen by 16 individuals, and *the quiet and calm of the city* – appreciated by 12 individuals and the *landscape beauty and convenient shopping prices* – perceived by the same number of respondents – 10.



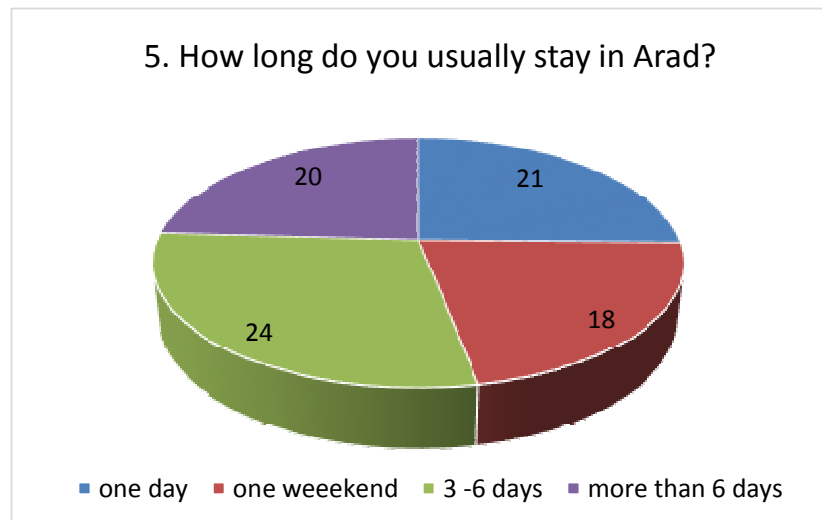
**Figure no. 3 – Touristic reasons of the visitors to Arad**

This analysis reveals that the *main touristic reason of the visitors in Arad is cultural and ancillary reason* – visiting relatives and friends. The most attractive elements are *the city history, the cultural and scientific events, nature and the experiences* generated by the quiet, calm and beauty of the scenery, as well as the *general stores, shopping malls* having accessible prices as compared to other areas of the country (especially compared to the neighbours).

Question no. 5 – *How much do you usually stay in Arad?* Reveals the duration of the tourists’ stay, confirming also the type of tourism. The answers to this item are exposed in the chart below (Figure no.4). We deem the answers to the question valid since we received 82 answers from the 84 individuals interviewed.

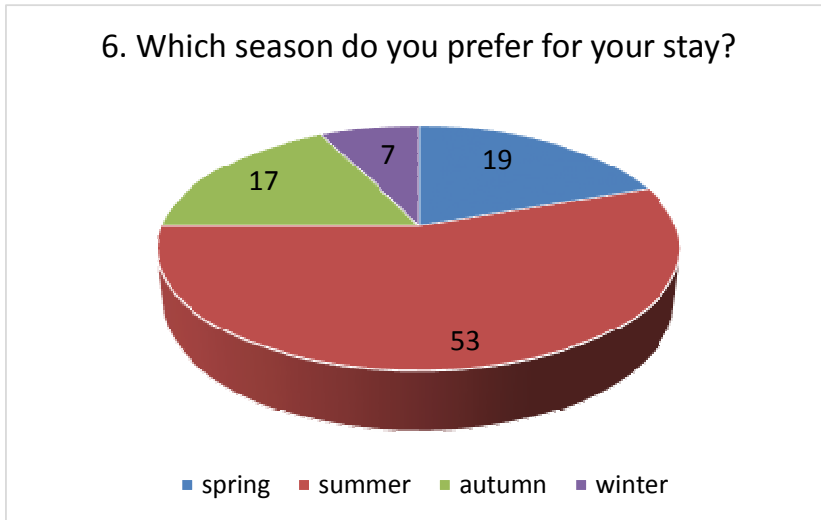


**Figure no. 4 – The duration of the touristic stay in the city of Arad**



The analysis of the item leads us to the conclusion that the *duration of the stay exceeds 3 days*, answer chosen by 44 respondents (53.7%), out of which 20 individuals choose to stay more than 6 days (24.4%), which confirms once more the conclusion of the previous item – *the type of tourism preferred by the interviewed individuals is cultural and visiting friends and relatives*. Such stay will certainly allow attendance to cultural and touristic circuits in the city, as active leisure activity.

Also the responses to question no. 6 complement the aforementioned statement – *in what season do you prefer to schedule your stay?* Most respondents, 55.2 %, indicate the summer months– *June, July and August* – as preferred for a cultural and touristic stay in Arad. Less frequent, yet equally appreciated are the *spring months* – March, April, May –or the *autumn months* – September, October, November. Hence, *cultural tourism in Arad is best practiced in summer time, with possibility of extension in the spring months – April, May and autumn months – September, October*. This tourism seasons aspect should be considered.



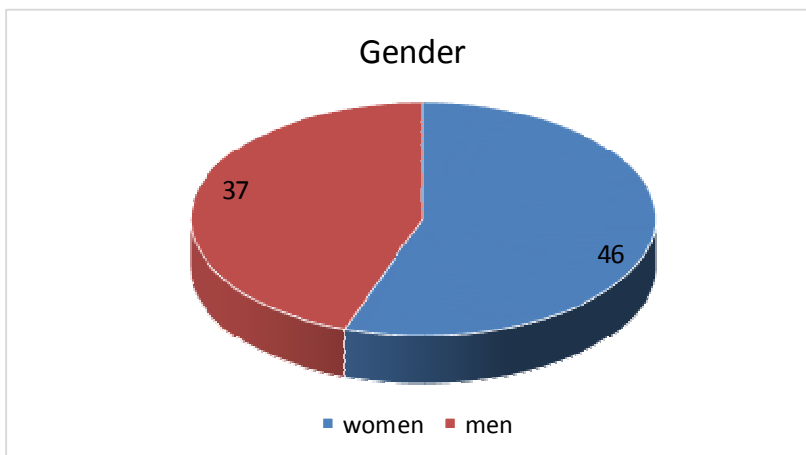
**Figure no. 5 – Seasons of the tourism in the city of Arad**

Question no. 19 – *with how many persons do you usually travel?* Adds to the information related to the peculiarities of cultural tourism that can be done in Arad, and contributes to the creation of the profile of the tourist visiting the city. 67 of the answers to this question were validated, revealing a trust rate on the data in this asupra item of no more than 79,8%.

The analysis of the data reveals that *most visitors travel to Arad alone* – according to 29.9% of the respondents *or in couple* (two adults) – according to 40.3 % of the respondents. *There are less travelling with the family* of 3 or 4 persons, of which one or two children – representing 25.4% of the individuals interviewed.

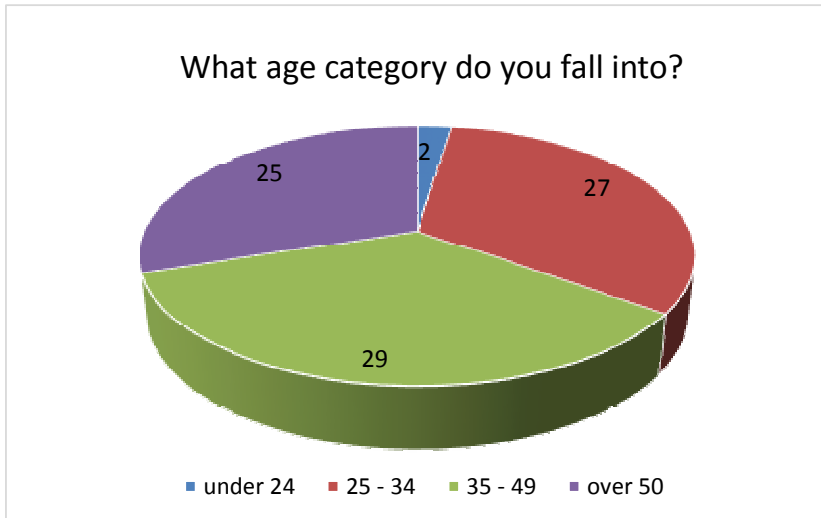
In what regards *the social and biographical data of the respondents*, the information in the charts below reveal the following:

**Figure no. 6 – The respondents’ distribution by genders**



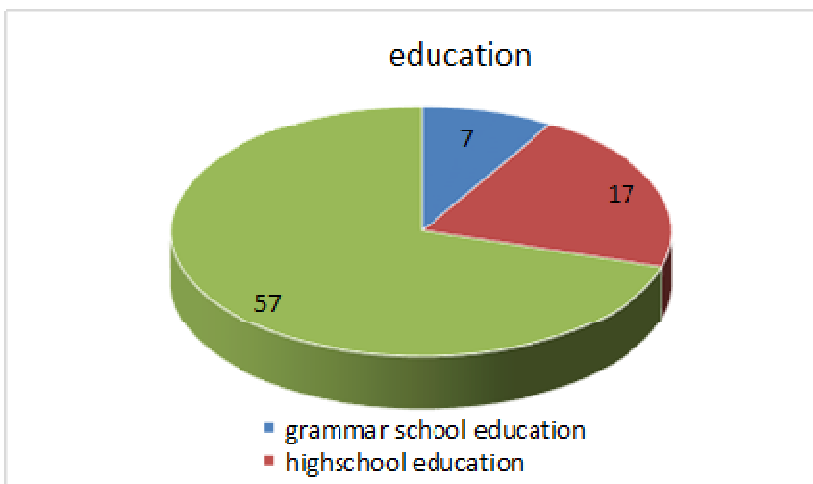
*Most respondents were women* – 46 persons (55.4%) and 37 men (44.6%) – see Figure no. 6

-The respondents structure by age focused on the young and very young *segment* (ages 25 – 34 – 27 individuals; ages 35 – 49 – 29 individuals) – see Figure no. 7



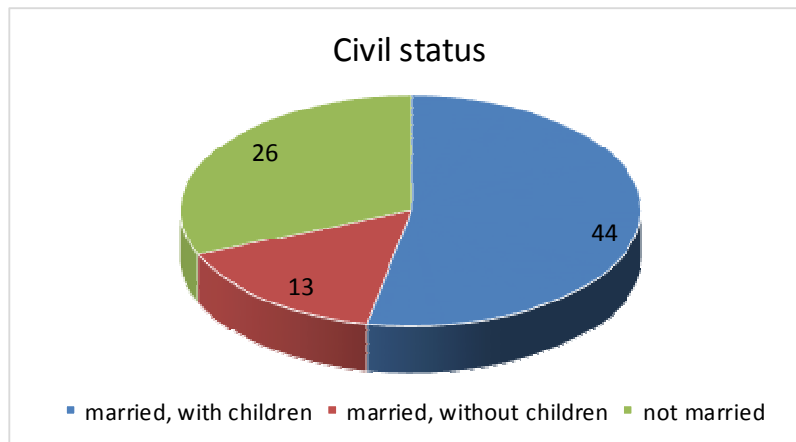
**Figure no. 7 – Respondents’ distribution by age**

- *The large majority of the respondents had higher education (EQF – at least 6) – 70,4 % of the individuals interviewed (57), followed by those with secondary education (EQF – at least 3) – 21% of the respondents (17 individuals) – see Figure no.8.*



**Figure no. 8 – the respondents’ distribution by studies**

- *By civil status most respondents are married, with children – 53 % (44 individuals) of the individuals interviewed and with no children – 15.7% (13 individuals) of the respondents, see figure no. 9.*



**Figure no. 9 – respondents' distribution by civil status**

In conclusion, *the tourists visiting the touristic destination Arad are Romanians from outside the county of Arad and foreigners from Western Europe. They have travel experience and know Arad because they return here often for cultural visits, visits to friends and relatives, but also related to their jobs and business.*

From cultural point of view, what most attracts tourists to Arad are the history of this place, the cultural and scientific events, as well as the landscape beauty, the quiet and calm of the places. Also the visits to shopping malls, hyper- and supermarkets having better prices than the neighbouring locations during the stay between 3 – 6 days are not lacking in interest.

The period preferred by tourists for visits in Arad is between May and September each year. Most tourists travel to Arad alone or as couples (adults). They are generally young, with ages between 25 – 34 and 35 – 49, educated (higher education), most of them married, with children (one or two children under the age of 18), who generally don't travel with them.

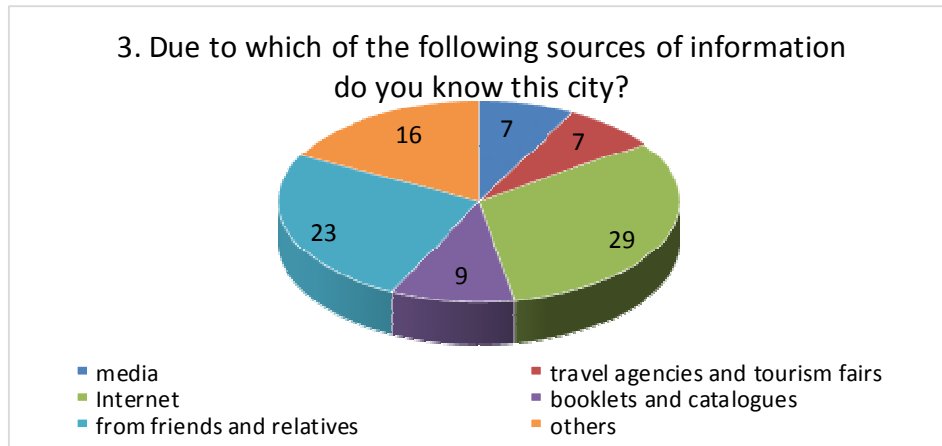
#### ***The consumer behaviour of the tourists arriving in Arad***

Further, we will describe and analyze the behaviour of the tourism consumer – the primary objective of the touristic marketing activity, in a space of cultural diversity, such as the city of Arad.

The consumer's behaviour is generally determined by a range of features, starting from cultural and social ones specific for the environment of origin, to the personal ones. Specialized literature defines it as the *interpretation of the modality in which people choose to involve, negotiate and beneficiate from the experience of a travel outside their place for residence, for the reaching of ideals and particular satisfactions.*

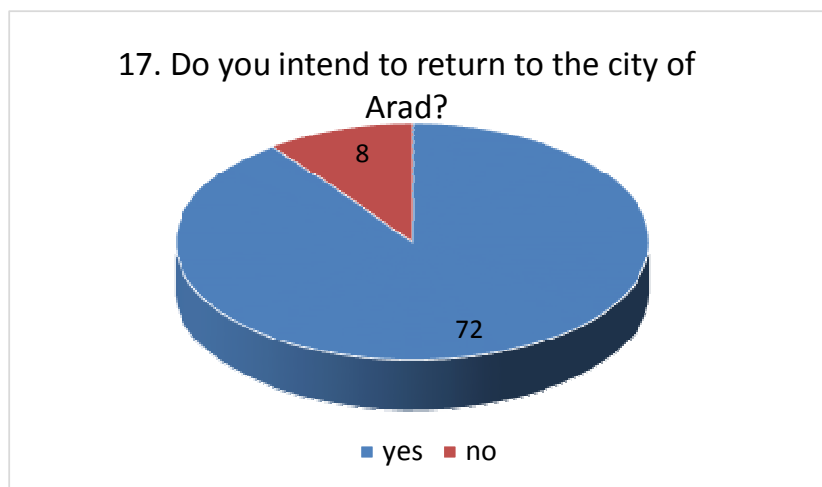
With consideration to the aforementioned aspects, we shall try to present the behaviour of the tourism consumer arriving in Arad by answering several questions, by means of the questionnaire applied to tourists.

Question no. 3 in the questionnaire: *Due to which of the following sources of information you know this city?* presents us the environments and tools used by the tourists arriving in Arad when informing/documenting on the touristic destination. The interpretation of the data in Figure no. 10 leads us to the conclusion that the on-line environment – *the internet is the main touristic information and documentation means* – 29 of the respondents mentioned it, followed by the *tales and suggestions of the friends and relatives about Arad* – 23 individuals mentioned this source. Besides these sources, *visitors coming to Arad are informed about the destination by the employer they come to represent here* – more than 8 individuals interviewed mentioned this aspect.



**Figure no. 10 – Sources of information and documentation used by the tourists coming to Arad**

In what regards the validity of the answers to this question, we mention that only 2 respondents failed to answer of the 84 whose questionnaires that could be validated. Hence, the reliability of the answers to this item is of 97,6%.



**Figure no. 11 – Tourists’ attitude towards the touristic destination Arad**

Question no. 17-*Do you intend to return to Arad?* contributes to the construction of the attitude of the tourists arriving in Arad, towards this cultural and visiting destination. The interpretation of the results presented in the figure above (Figure no.11), confirms the information above – the frequency of the visits in Arad by the tourists interviewed. As conclusion, the tourists arriving in Arad for the first time, will return for the second and third and even more times. *They have a positive attitude towards the touristic destination – the city of Arad* – 72 individuals answered the question (90% of the respondents) confirming their intention to return.

It is more interesting to mention the fact that part of the tourists answering affirmatively to the question, provided also grounds for their answer (n.n – the question was asked in such a way). Among the reasons are: (1) *because they enjoyed it* (29 % of the respondents answered yes) – Arad offered them a chance to relax, remember childhood, youth, visiting beautiful places, attending cultural and scientific events, due to the inhabitants

etc.; (2) because they have business and business partners here (10 % of the respondents answered yes).

Item no. 18 – *what exactly are you looking for when selecting a destination?* Aims at identifying the underlying criteria for choosing a touristic destination. The results (see Figure no. 12) indicates that tourists visiting the city of Arad, pay *particular attention to the following aspects on which the visit decision relies: (1) the unique character and authenticity of the location visited; (2) the touristic destination should offer leisure places and value local customs; (3) the touristic destination should offer leisure and entertainment activities or (4) the visit place should allow the visitor to relax and rest.* Nowadays there is an emphasis also on *local gastronomy* when selecting a touristic location.

Relying on the information provided by the 3 items presented above, the following hypothesis can be created meant for further investigations – *the purchasing decision making process used in selecting a destination such as the city of Arad, called also model of*

*purchasing behaviour is grounded on the following landmarks:*

- *landmark I – tourists information on the touristic destination Arad is usually acquired from non-formal sources (recommendations from tourists who had been here, presented on dedicated websites; recommendations from friends /relatives or recommendations from the tourists’ employers); the most used means of communication – the Internet is a quasi-personal means that can be used to render efficient communication with the visitors;the direct or personal communication should not be overlooked (direct discussions between tourists) that best transmits the trust it should generate to the visitor of a touristic location;*

**Figure no. 12 – the underlying criteria for the selection of a touristic destination appreciated by the visitors of the city of Arad**



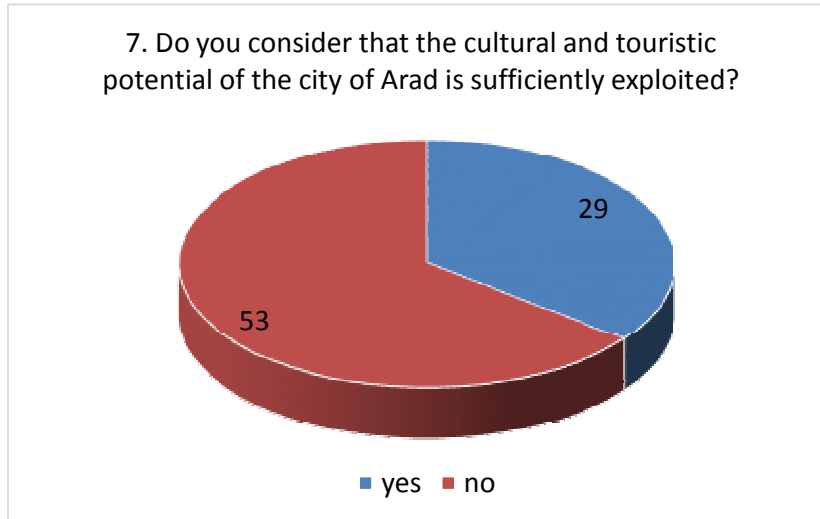
- *landmark II – preparation of a list of potential criteria in selecting a touristic destination such as Arad - (1) the unique character and authenticity; (2) places of leisure and exploitation of local traditions; (3) leisure and entertainment; (4) relaxing and rest (Figure no.12);*
- *landmark III – service assessment – ensuring satisfaction and customer retention is possible by generating a positive attitude towards a certain touristic destination ( a good impression) determining also a favorable purchasing behaviour, especially for experienced tourists.*



### ***The European dimensions of Arad appreciated by the analyzed tourists***

In the search for European elements (dimensions) of a cultural touristic destination, we must first look in the past, search for tourists guides, for touristic and destination specific documents, visit the historical city centers, and then check our findings. These aspects generated the 3 items of the questionnaire used in this analysis and assessment.

Question no. 7 – *Do you consider that the cultural and touristic potential of the city of Arad is sufficiently highlighted?* provides by means of the answers received the grounds for the problem –*the cultural and touristic potential of the city of Arad is not sufficiently exploited and promoted*, according to most respondents, 53 individuals (64.6%) – Figure no. 13. We also mention that the reliability of the results of this item is of 97.6%.



**Figure no. 13 – The degree of highlighting of the cultural and touristic potential of Arad**

Item no. 8, the analysis of the answers to the question: *which do you consider are the most important sights in the city?* Help us identify the main European dimensions, that may be considered from the perspective of tourists arriving in Arad, the main sights and landmarks in the cultural and touristic circuits context that can be built in Arad.

As revealed by the chart below– Figure no. 14 – the interviewed tourists *appreciate most the built patrimony, the architectural style and the historic monuments of Arad*, followed by the inhabitants *of the city* – a multicultural assembly consisting of Romanians, Hungarians, Serbians, Germans, Roma with different customs and traditions, common in the countries of origin of the tourists involved in the survey, only in different contexts, *the history of the city of Arad, as well as the cultural and scientific life of the city of Arad. Religion* is also a European dimension rather appreciated by the visitors valuing churches and religious places well preserved and active, involved in the community life.



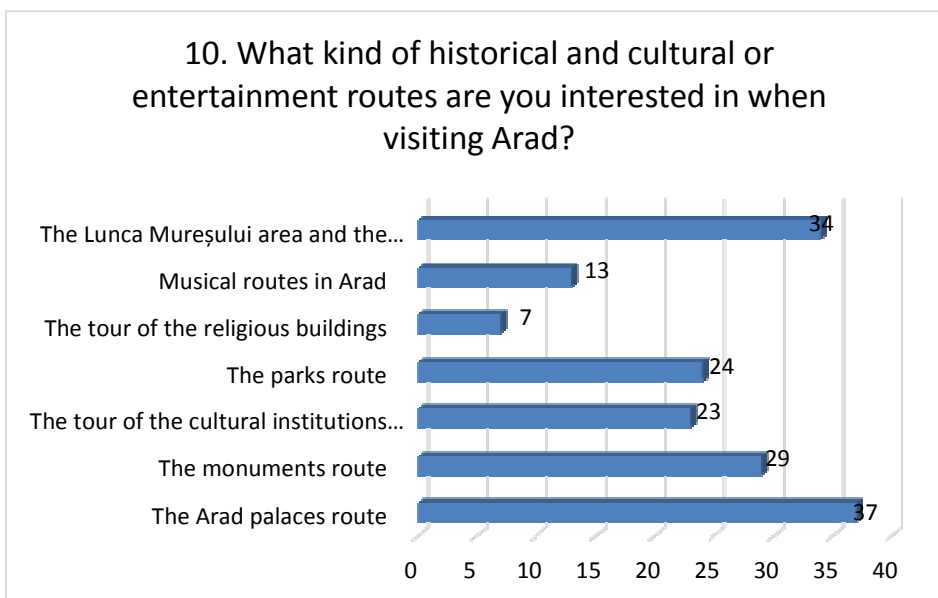
**Figure no. 14 – The touristic and cultural sights of Arad appreciated by tourists**

Question no. 8, was answered by 84 individuals.

In what regards the type of touristic circuits the visitors of Arad might be interested in, item no. 10 – *what type of cultural and historical or leisure routes are you interested in visiting in Arad?*, reveals that the most frequent answers were: (1) the *touristic circuit of the palaces and historical monuments of Arad* –66 individuals, (2) the *natural touristic circuit of the "Lunca Mureşului" Natural Park and the touristic circuit of the parks of Arad* –58 individuals, and (3) *culture insitution touristic circuit* – mentioned as interesting by 23 individuals – Figure no. 15.

In what regards the validity of the answers to this question, we mention that only 4 respondents failed to answer, out of the 84 whose questionnaires could be validated.

Therefore , the reliability of the results of this item is 95.2%.



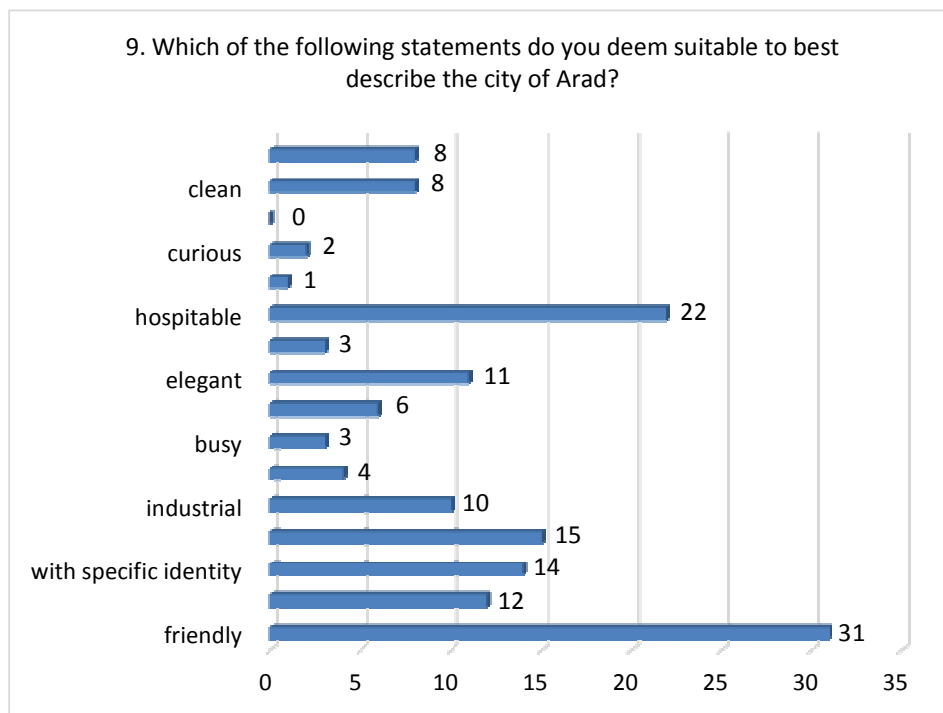
**Figure no. 15 – Cultural and touristic circuits appreciated by tourists in Arad**

In what regards *European dimensions of Arad appreciated by the visitors of Arad* we draw the following conclusions: *Arad has a rather valuable touristic potential focused on the cultural and natural heritage, yet little revalued.*

*The European dimensions most appreciated by the respondents may be divided into the main landmarks for the definition of touristic and cultural circuits in Arad are (1) the architectural style, (2) the city planning, (3) the inhabitants of the city, (4) the history of Arad, (4) cultural and scientific life, respectively (5) religion.*

Following the existing touristic patrimony of Arad and the identified landmarks, the interviewed tourists prefer (if a touristic offer were available) to visit Arad through *themed touristic circuits such as: (1) the touristic circuit of the palaces and historic monuments of Arad, (2) the natural touristic circuit "Lunca Mureşului" Natural Park, (3) the touristic circuit of the parks of Arad or (4) the touristic circuit of culture insitutions and museums.*

***Determination of the identity and authenticity elements that may add touristic value to Arad as touristic destination***



**Figure no. 16 – the expressing modality of the authenticity and identity of the city of Arad, as perceived by the visitors**

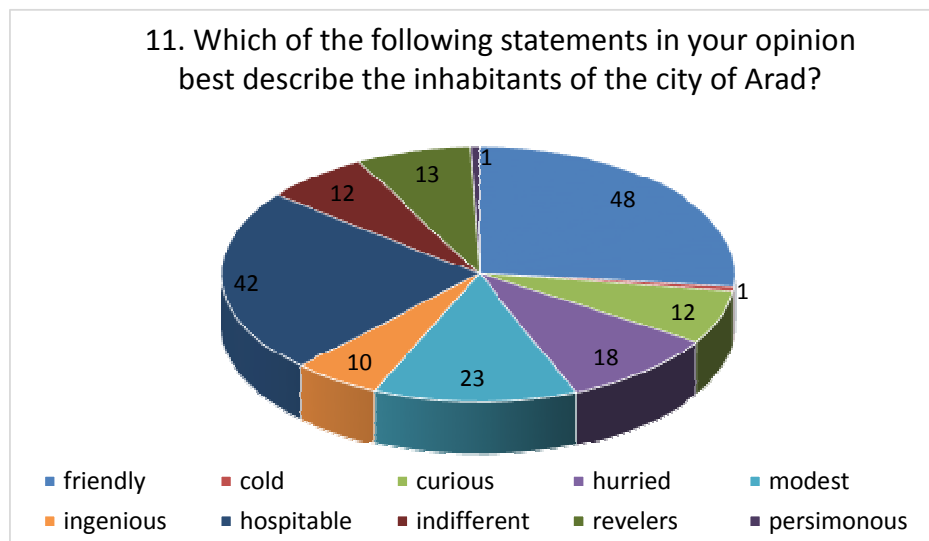
The authenticity and identity of a touristic destination represents the essence of the development of tourism in general especially of cultural tourism, in the context of the evolution of the society from industrial to relational society, is revealed in the survey "Impact of European Cultural Routes on SMEs' innovation and competitiveness" issued by the European Commission by means of the Program Competitiveness and Innovation Framework in 2011. These aspects were identified within a set of items, as follows:

- *item no. 9 – which of the following statements do you deem adequate to best describe the city of Arad?* Indicates that the city of Arad is perceived by visitors as a city that is (1) *friendly* – 31 respondents, (2) *hospitable* – 22 respondents, (3)

*cultural and historical* –15 respondents, (4) *a place with a specific identity* – attribute mentioned also

Mentioned by 14 respondents, (5) *traditional* and also *elegant* – a peculiarity of Arad identified by 12, respectively 11 persons interviewed – see Figure no.16; the number of the answers provided by the touristic population was in this case 83 persons, out of 84 analyzed, showing a reliability of the answers of 98,8%.

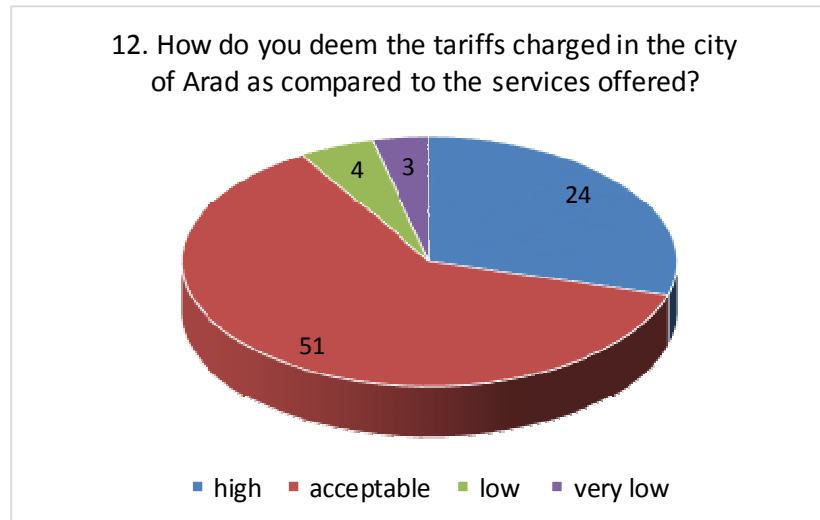
- *Item no. 11 – which of the following statements do you consider adequate to best describe the inhabitants of the city of Arad?* Reveals how the city inhabitants are perceived – element of European dimension – by the interviewed visitors; they deem the citizens (1) *friendly* –48 respondents, (2) *hospitable* - 42 respondents, (3) *modest* –23 respondents, yet also (4) *hurried* –18 respondents as well as *revelers, indifferent or curious* – see Figure no.17; to be mentioned that the outcomes of the interpretation of this item are not relevant enough for the analyzed population, since only 41 respondents filled in an answer to this question; nevertheless correlating the answers at the previous item, with item no. 4 we deem that the first 2 features of the inhabitants of Arad are fully justified.



**Figure no. 17 – The main features of the inhabitants of the city of Arad, as perceived by the interviewed visitors**

- *Item no. 12 – How do you deem the tariffs charged in the city of Arad as compared to the services offered?* Reveals a touristic and cultural destination perceived as having *acceptable tariffs in line with the quality of the services of accomodation, food, social and cultural services offered, entertainment possibilities, city transport network, parking services for visitors* – appreciated by 51 respondents, only 24 of the persons interviewed consider that these services are more expensive in Arad, compared to the other touristic destination nearby in the country and abroad – see Figure no. 18; this question was answered by 81 respondents, conferring this item high validity.

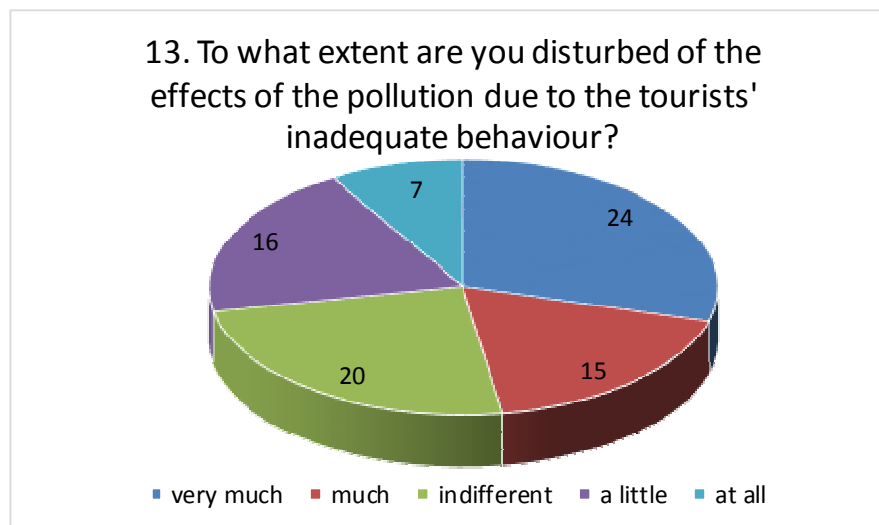
**Figure no. 18 – The visitors’ perception on the tariffs for the services offered**



- *Item no. 13 – to what extent are you disturbed by the effects of pollution due to tourists’ inadequate behaviour?*

Following the processing of the answers provided by the 82 respondents providing valid data for this, we draw the conclusion that – *tourists appreciate the quality of the environment, of the natural heritage and of the public spaces in the city of Arad, being highly disturbed by its degradation –24 respondents and highly disturbed by its pollution –15 respondents, little or at all impacted by its changes - 23 respondents; 20 visitors are indifferent to the quality of the environment of the touristic destination – see Figure no. 19.*

**Figure no. 19 – the appreciation of the quality of the environment of a touristic destination**



Therefore, in what regards the elements of identity and authenticity adding touristic value to Arad, we note the city is perceived as a *destination generating natural life experiences, in a land where Mureş shapes the lives and behaviour of the people perceived as hospitable and friendly.*

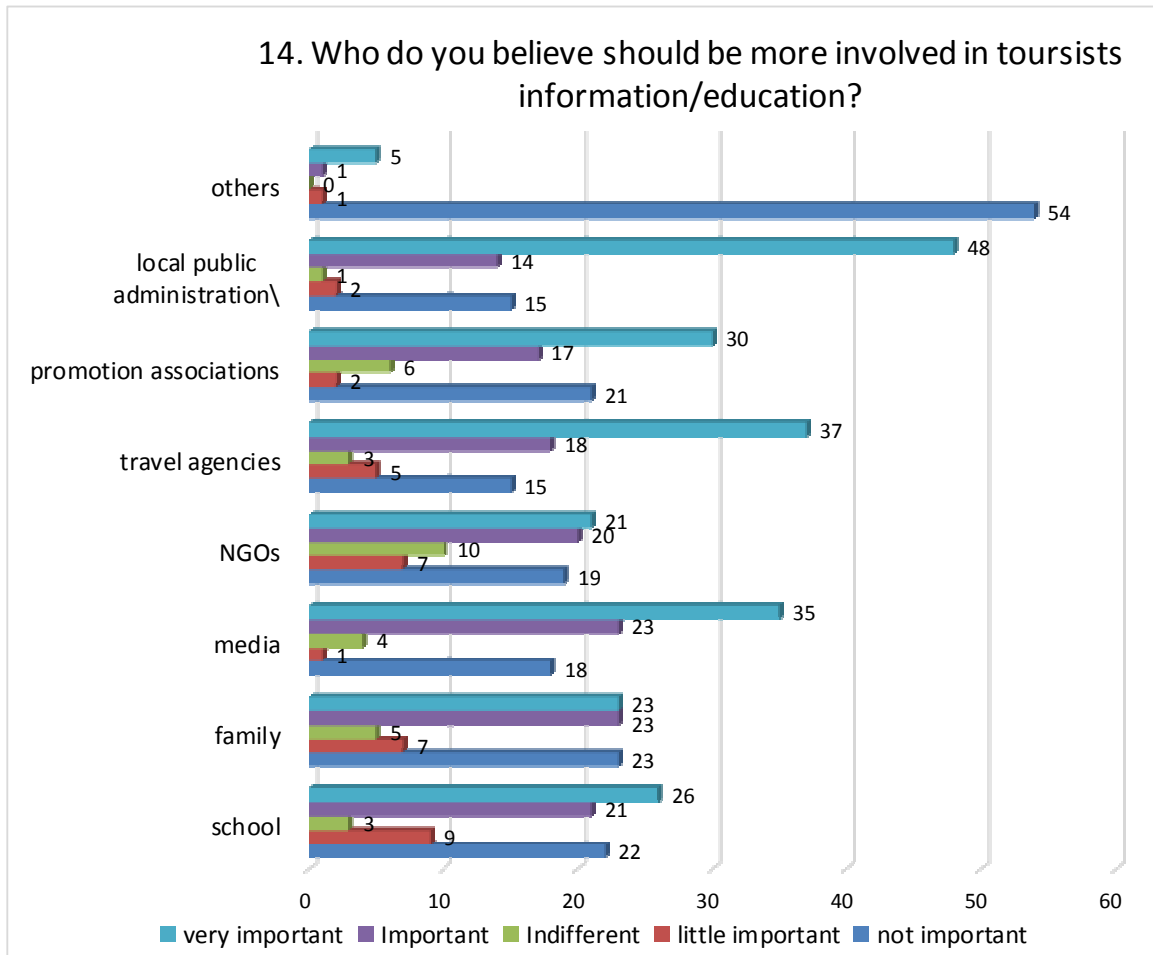
*The city of Arad, as touristic destination is perceived like its inhabitants – friendly, hospitable, as well as a cultural and historical place, with acceptable touristic and ancillary services, developed in a clean environment, appreciated by educated visitors (mostly) in the sense of environment protection.*

## **2.2 Identification of strengths and weaknesses of the geography of the city of Arad**

The diagnosis analysis conducted on the urban geography of Arad starts with the interpretation of 3 items of the questionnaire used on the tourists represented by the 84 respondents whose answers were validated.

Question no. 14 – *Who do you think should be more involved in the tourists' information / education?* Allows us to identify, from the tourists' perspective, who is able to get involved in the development, education and promotion /information of tourism in the city of Arad. The number of the answers provided by the tourists involved in this survey was 76 out of the 84 answers to the analyzed questionnaires, proving a reliability of 90.5% - see Figure no. 20. It should be mentioned that at this item each respondent was allowed to rate on Linkert scale – from very important, to not important – the role of several entities in solving this aspect, proposed by the questionnaire: school, family, media, NGOs, travel agencies, advertising associations, local public administration and others.

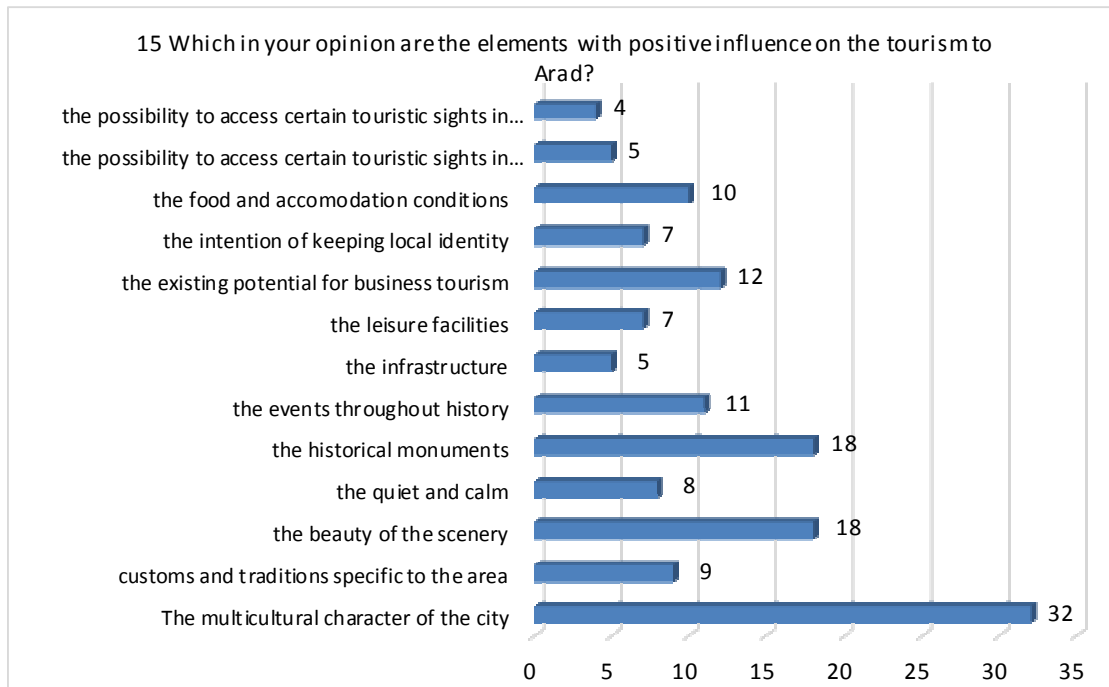
Most respondents deem that *local public administration should be involved*, deeming its *role as very important and important* –62 respondents. *Media* is the second ranking structure from which the tourists sample has expectations in this respect, deeming its *role important and very important* - 58 respondents. *The tourism business environment is the third ranking player that should be involved in the development and promotion of tourism to Arad, as well as in the education of the tourism consumer* –55 respondents. The fourth ranking important pillar in this regard is the *civil society* represented by the non-profit associations operating in the field of tourism and those operating in the promotion of tourism, as well as *family and school*.



**Figure no. 20 – The structure of the entities that should involve in the development and promotion/information of tourism in the city of Arad**

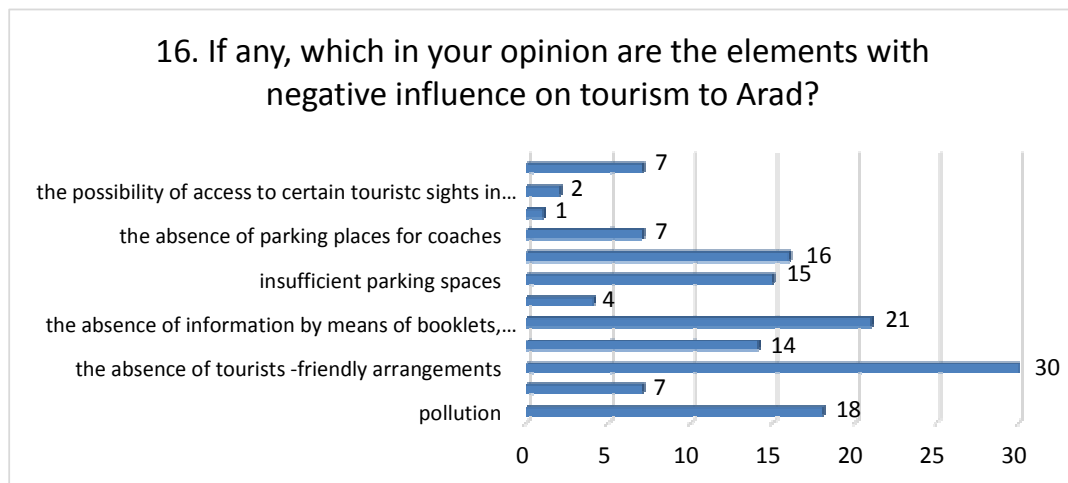
Item no. 15 – *which do you deem to be the elements with positive influence on tourism in Arad?* Provides through its answers information related to the strengths of the urban geography of Arad: (1) *the multicultural nature of the city offered by its inhabitants* - 32 respondents to the question, (2) *the natural and anthropic touristic heritage of Arad, given by its historic monuments and landscape beauty* – 18 respondents to the question, (3) *touristic and general infrastructure offered by business tourism* – 12 interviewed persons, as well as (4) *the history of the places, respectively* (5) *the facilities related especially to food and accommodation services* – see Figure no.21.

We highlight that this item was answered by all 84 respondents.



**Figure no. 21 – The elements with positive influence on Arad tourism**

Item no. 16 – *If any, which do you believe to be the elements with negative impact on the tourism to Arad?* Provides by its answers information related to the weaknesses of the urban geography of Arad: (1) *absence of touristic facilities in the city* - 30 respondents to the question, (2) *the absence of the sources of touristic information (maps, brochures, CDs)* –21 of the respondents to this question, (3) *city pollution* –18 respondents, (4) *absence of the touristic and cultural guides* –16 individuals, as well as (5) *insufficient parking places, including for coaches*, respectively (6) *general infrastructure requires further developing*, see Figure no.22.



**Figure no. 22 – Elements with negative impact on the tourism to Arad**



### 2.3 Conclusions regarding the cultural tourism in the city of Arad

In the light of perceived reality, a touristic destination may develop on two major coordinates:

a) *internal reality* – the actual space, which should be coherent and which by means of its local players can make own decisions independent of third parties;

b) *external reality* – relying on the image and perception from the outside, as for instance seen by the tourist, visitor.

This work was prepared in the light of the external reality coordinate on the touristic destination Arad, being supplemented for the limiting the research flaws, by the outcomes of other surveys indicated at the beginning of the document.

The conclusions of this research, representing the first part of the analysis, provide the beneficiary with useful information on cultural tourism in the city of Arad developed from two perspectives:

- *Touristic demand* – focused on determining the profile and behavior of the tourists visiting the city of Arad, in a certain moment;
- *The touristic offer of Arad* – focused on determining: (1) the European dimensions of the city, representing the cultural and touristic appeal, (2) elements of identity and authenticity that may add touristic value to the destination, (3) the level of tourism development in the city of Arad and its local players that need to be involved in further supporting it.

#### The image and behavior profile of the tourists visiting the city of Arad

The tourists involved in the survey, whose answers to the questionnaire were validated (with outcomes reliability differences ranging between 79.8%, and 100% for each question) is 84 persons. The analysis conducted on the segment provided the following information:

A. *The social and biographical data of the tourists in the survey* are as follows:

- Most respondents were women – 46 individuals and the others were men;
- The respondents' structure by age focused on the young and very young segment (ages 25 – 34 – 27 respondents; ages 35 – 49 – 29 respondents);
- The large majority of the respondents had higher education (57 – respondents), followed by those with secondary education (17 - respondents) and elementary education;
- By civil status, most respondents were married, with children – (44 respondents) and without children – (13 respondents).

B. *The type of tourism practiced mostly in Arad*

The interpretation of the inquiry data reveals that the main touristic reason for the visitors of Arad are *culture and visiting, complementary to the cultural reason – visiting relatives and friends*. Another reason of travel for the respondents resides in the job and business travel, as well as visiting shopping malls, super- and hipermarkets, because here the prices are acceptable as compared to the neighbouring location.

The visitors deem that the most attractive elements of Arad *are* (1) the history of the city, (2) cultural and scientific events, (3) natural elements and the experiences generated by the quiet, calm and beauty of the scenery, as well as (4) general stores, shopping malls with accesible prices compared to other areas of the country.

The touristic value of Arad resides also in the natural life experiences of the visitors in the land where the Mureş shapes the lives and behavior of the people perceived as hospitable and friendly.

The city of Arad, as touristic destination is perceived like its inhabitants – friendly, hospitable, yet also a cultural and historic location, with acceptable touristic and ancillary services developed in a clean environment, mostly appreciated by environmentally educated visitors.

The type of tourism practiced most – cultural and visiting - is correlated to the travel experience, age, education, life style etc. For this purpose, the data acquired on this segment indicate the following:

- The tourists visiting Arad have travel experience and have visited Arad several times in one year;
- Most tourists travel to Arad alone or as couples (adults);
- Visitors are generally young and very young, with ages between 25 and 34 and 35 to 49, with active lifestyle;
- The education level of most visitors to Arad is high education (university graduates);
- Most visitors are married, with children (one or two children with ages under 18), with whom they usually do not travel.

The average duration of the stay for such tourists is of over 3 days, up to 6 days. Such stay will certainly allow them to attend cultural-touristic circuits in the city, as active leisure time modality.

The most period among tourists for visiting Arad is between May and September each year, season specific for cultural and sightseeing tourism.

Tourists visiting Arad appreciate the environment quality, the natural heritage and the public spaces of Arad, being much and very much disturbed by its degradation.

Defining the type of cultural tourism for Arad falls within the context of transit and leisure tourism identified as predominant by past surveys on the types of tourism practiced in the city and county of Arad, mentioned above.

### *C. The tourists' origin*

Most of the tourists visiting Arad are *Romanian*, both from the county and from outside the county.

*The tourism development strategy in the county of Arad - 2012 – 2016*, confirms the outcomes acquired showing that Arad, as cultural or balneary vacation destination attracts mostly tourists from the surrounding counties. As this survey reveals, most tourists are from the county of Arad (42%) and from the surrounding counties: Timiș (12%), Bihor (9%), Hunedoara (4.5%) and Bucharest (4.5%).

Among the *foreign tourists*, most are from *Western Europe*, followed by those from *the neighbouring countries*.

The information provided by the *Strategy for tourism development in the county of Arad - 2012 – 2016* complement the data acquired by the analysis conducted on the profile of the foreign tourists as resulting from the inquiry conducted among the travel agencies: the countries of origin of most foreign tourists are from Italy, Germany, Hungary, Spain, as well as Austria. The mentioned aspects are confirmed also by the trends resulting from official statistics, by the fact that most foreign tourists coming to Arad are from Italy, Hungary, Austria and Germany.

All tourists arriving in Arad, either Romanian or foreign, have travel experience and know the city because they return here frequently for cultural visits, visits to friends and relatives, as well as visits related to their place of work and own business.

### *D. The decision to select the touristic destination Arad*

The behavior pattern of the tourists visiting the city of Arad for cultural and touristic purpose, following the analysis conducted develops relying on the following coordinates:

1. *Information – documentation on Arad touristic destination* is done equally from non-formal sources (recommendations from tourists who have visited the destination, presented on dedicated websites; recommendations by friends/relatives or recommendations from the tourists' employers).

The most commonly used means of communication – the Internet is a quasi-personal means that can be used for the further increase in efficiency of the communication with visitors.

The development of technological tools for information and promotion: multimedia tourist guides for smartphones or tablets offering instant access to the desired information are preferred. Regardless of the profile, the urban – cultural and sightseeing tourist wants to be constantly informed during his/her visit. Before the stay, information is essential. The Internet is the main tool for promotion and booking yet poorly developed on the touristic market of Arad and Romania, according to the survey *Cultural Tourism Concept – the city of Arad by exploitation of the built heritage*, 2012.

One should not overlook the direct or personal communication environment (direct discussions between tourists) transmitting best the trust it should generate to the visitor of a touristic destination. It should be noted that these direct discussions take place also by using social networks and tourists feed-back. If in the past a touristic destination was selected following recommendations by friends and relatives, nowadays it happens on the social networks (Facebook, Twitter) and the access to information is much easier, according to the same survey.

2. *Establishing criteria in the selection of a touristic destination such as Arad:*

- Uniqueness and authenticity;
- Places of leisure and exploitation of local traditions;
- Leisure and entertainment;
- Relaxing and rest.

Moreover, as indicated by the information provided by the *Strategy for the development of tourism in the county of Arad - 2012 – 2016*, the typical tourist to Arad is a person focusing his/her stay around the place of accommodation, focused on visiting natural sights and less focused on accessing ancillary services (practicing sports, entertainment and leisure possibilities).

3. *Services assessment – customer satisfaction and retention can be achieved* by generating a positive attitude towards a certain touristic destination (a good impression) determining also a favorable purchasing behaviour, especially if the tourism consumer has travel experience.

The image of a tourist focusing almost exclusively on accessing accommodation services, in transit, visiting friends or relatives or travels for business reasons to Arad or maybe a businessman who is in Arad on business is thus shaped. This type of tourist may, following his/her positive attitude towards the destination Arad, be focused on developing cultural touristic actions.

For the preparation of touristic promotion policies, it is highly important to understand how tourists make the decision to travel to a certain location. For tourists to Arad, the trend is rather to travel due to past experience in the place, personal experience (58%) or experience of close acquaintances (15%). This indicates rather the lack of promotion of the locations. It is thus necessary to replace the informal promotion channels with formal promotion channels, coordinated by operators, operators associations or public authorities, as indicated in the *Strategy for tourism development in the county of Arad - 2012 – 2016*. The

outcomes of the surveys reveal that all these could advertise cultural tourism with potential in the city of Arad.

### **Arad – potential cultural-touristic destination**

The city of Arad, as indicated also by previous scientific research (including the aforementioned) is the main touristic destination in the county of Arad.

The survey *Cultural Tourism Concept – City of Arad by the exploitation of the built heritage*, the analysis conducted confirms that Arad is a touristic destination with the following strengths (noted also in the work *Strategy for tourism development in the county of Arad - 2012 – 2016*):

- Is a transit touristic destination;
- Touristic destination for entertainment and culture yet interest is limited to several areas/ places in the city (the main street/ Corso, the banks of Mureș, Ștrandul Neptun, Reconcilierii square);
- business destination– feature strongly related to the economic, social and cultural development of the city;
- scientific and/or cultural destination – tourists come for conferences or events

– Arad has high potential in this respect, yet due to various reasons, analyzed as follows, this side of tourism to Arad is almost unknown.

Three years after these surveys have been conducted, tourists perceive *Arad as a destination still having a rather valuable touristic potential focused on cultural and natural heritage, yet little revalued.*

In the light of this context and of the information on the image and behaviour profile of the tourists visiting the city, we further propose the development and support of cultural circuits, which are to be subsequently revalued and advertised by means of European Cultural Routes. To support this initiative, the analysis conducted on the tourists in the survey reveals the following:

#### *A. the European dimensions of the city - the cultural and touristic appeal; the identity and authenticity elements*

The European dimensions most appreciated by the respondents (defined in the project "My European City – Methodology for the creation of European tours in Europe") that may represent the landmarks in the defining of touristic and cultural circuits in the city of Arad are:

- the architectural style;
- urban planning;
- the inhabitants of the city;
- the history of Arad;
- the cultural and scientific life;
- religion.

Due to the touristic heritage existing in Arad and due to these landmarks, the interviewed tourists prefer (if there were touristic offers) to visit Arad by means of *thematic touristic circuits* such as:

- The touristic circuit of the palaces and historical monuments of Arad;
- The natural touristic circuit "Lunca Mureșului" Natural Park;
- The touristic circuit of the artificial parks of Arad;
- The touristic circuit of culture institutions and museums.

Moreover, in the light of the European dimension – *the inhabitants of the touristic destination* (tool that is very important when determining cultural-touristic circuits) – the interviewed visitors deem the inhabitants of Arad (1) *friendly*, (2) *hospitable*, (3) *modest* yet also (4) *hurried*.

*The city of Arad, as touristic destination* is perceived as its inhabitants are– *friendly, hospitable yet also a place of culture and history, with acceptable touristic and ancillary services* in terms of quality/price ratio, developed in a clean environment, highly appreciated by educated visitors.

B. *The level of development of tourism in the city of Arad and the local players that should involve in further supporting it*

The diagnosis analysis of the touristic space of Arad, conducted within the survey *Cultural Tourism Concept – the city of Arad by exploiting the built heritage*, yet also in this material, indicates as main *strengths* of Arad’s urban geography:

- the geographic position;
- accessibility;
- general infrastructure and touristic infrastructure especially for business tourism;
- the natural and anthropic touristic heritage of Arad, given by the historic monuments, the places history and landscape beauty;
- the multiculturalism of the population in Arad;
- cross-border relationships;
- the city of Arad’s membership in the Association of European Cultural Cities (member of AVEC);
- Functioning of the structures favoring business and transit tourism (related facilities especially boarding and accommodation services), and not only (transport, services, NGOs);
- Online advertising for the city.

According to the same documentation sources, the main *weaknesses* of Arad’s urban geography are:

- lack of interest by travel agencies in promoting Arad as cultural touristic destination and the absence of specific touristic facilities in the city;
- the quality of touristic and ancillary services requires improvement;
- poor and inconsistent advertising of the city and of its values;
- the small number of touristic info centers and of the sources of touristic information (maps, flyers, CDs);
- urban and cultural events limited in number, non-permanent and insufficient promotion;
- the absence of qualified guides in the cultural field and of explanatory panels for touristic sights;
- the absence of a regulatory and coherent urban policy;
- predominance of the means for car traffic rather than pedestrians;
- insufficient parking lots, including for buses;
- limited sports activities offer.

In what regards the entities that should be more involved in informing / training tourists, yet also solving some of the flaws identified by the diagnosis of Arad’s urban geography, most respondents deem that:

1. *The local public administration* should be the first to be involved, rating its role as important and very important;
2. *media* is the second ranking structure from which the tourists interviewed have expectations in this respect;

3. *the tourism business environment* is the third ranking player that should be involved in the development and promotion of tourism in Arad, as well as in educating the tourism consumer;
4. *the civil society* represented by the non-profit associations in the field of tourism and tourism promotion, *family and school* as well, represent the fourth major pillar of this initiative.

### **3. FORMULATION OF PROPOSALS REGARDING THE INCLUSION OF THE CITY OF ARAD IN THE EUROPEAN CULTURAL ROUTES**

The outcomes of the analysis and evaluation of cultural tourism in the city of Arad, by internal and foreign tourists confirm us the *research hypothesis* – Arad has European influences and each of us (visitors, inhabitants) can confirm it, yet each in a specific way, therefore touristic and cultural circuits can be created eligible for inclusion in the European Cultural Routes already developed within the European Union.

The advantages for Arad of such circuits / itineraries are presented by the European Council – the initiator of the program – that highlighted the value of cultural itineraries, deeming them essential for the promotion of the European heritage, of contemporary creativity and sustainability in the field of cultural tourism, to acquire new consumers base, as well as to support isolated less known regions.

Hence, our proposal in the final part of this survey is to analyze of the main types of European Cultural Routes, to identify the itineraries of the kind in which the city of Arad can be included and to prepare several proposals for this purpose.

As shown above, the second part of this analysis, the scientific method employed is a qualitative one, of analysis of the specialized documents, case studies and strategic documents. Hence, for the formulation of the final outcome of the survey – proposals of European Cultural Routes in the city of Arad a range of documents, surveys, analyses already indicated have been analyzed.

#### **3.1 Identification and analysis of the main types of European Cultural Routes in which the city of Arad can be included**

The initiation for the identification and analysis started from the study of the two documents for the development of the European Cultural Routes in Romania – phase I – Opportunities for the development of European Cultural itineraries in Romania and phase II – Proposals for sights for the European Cultural itineraries in Romania, made by the National Research Institute – Development in Tourism, 2014.

The analysis of these documents revealed that the participation in a large number of itineraries is rather limited, yet by the development of new European cultural routes/itineraries in Romania it is attempted to promote the joint European cultural inheritance and traditions. From this perspective, there are three opportunities to participate in cultural itineraries, according to the survey on the European Cultural Routes in Romania – phase I – Opportunities for the development of European cultural itineraries in Romania , namely:

- participation in the itineraries officially certified at European level;
- participation in the European cultural itineraries not certified/ in process of certification.
- initiation of new routes relying on European cultural themes.

Following the inventory performed we identified the main itineraries officially approved by the European Commission in which Arad is identified as landmark within the route.

Thus, we have identified:

1. *VAUBAN CULTURAL ITINERARY* – aims at presenting the Vauban system – as element for the determination of the two European dimensions requested by the visitors of Arad that define the Cultural Route: the architectural style and the history of Arad.

The system was inserted in Transylvania in the 18<sup>th</sup> century, in the construction/refurbishment of the citadels of Alba Iulia (the Alba Carolina citadel, the largest and strongest), Timișoara (the largest citadel of the Empire after Budapest and Vienna) and Arad.

At present, only the Alba Carolina citadel was included in this itinerary. Since 2013, there has been an initiative for an "International Festival of medieval citadels of the Vauban type" in Alba Iulia. From the Timișoara citadel only Maria Tereza Bastion and several wall fragments in the Botanical Park and on Calea Al. Ioan Cuza avenue have been preserved. The Oradea citadel is part of the large family of star citadels (like the Vauban-style citadels), yet built in Italian bastion style with feather bastions.

*On the other hand, the Arad citadel preserved very well and could enter in the future in this European itinerary.*

Further analysis of the indicated materials revealed little general information on the route, as follows:

- ✓ The route has been inserted in the Program „ Cultural Itineraries of the European Council” in 1995, and in 2004 it became Cultural Itinerary of the European Council, by involving France and Luxembourg in this initiation;
- ✓ The theme of the Vauban route contains fortresses built in the 17<sup>th</sup>-18<sup>th</sup> century, which offer various cultural, historical, scientific and technical influences;
- ✓ Sébastien Le Prestre de Vauban (1633 - 1707), French military engineer and marshal, famous for his innovations in the field of fortresses construction was the creator of the star shaped bastion-fortress, system used for the fortification of many citadels in Europe;
- ✓ the Vauban route focuses more on the French territory; here, the Vauban- type fortresses consist of 12 groups of fortified buildings and touristic sights along the French border; conceived by Vauban these were added in 2008, on the list of UNESCO World Heritage;
- ✓ the itinerary attracts 70.000 visitors yearly and focuses on activities related to visiting castles, medieval citadels, alongside other local museum, natural landscapes, local gastronomy etc;
- ✓ the Vauban sites network does no longer work at the moment, but its reactivation is being considered.

2. *THE EUROPEAN ITINERARY OF THE JEWISH HERITAGE* was awarded the the Grand Cultural Route diploma by the European Council in 2005.

In what regards the territory of Romania there still are 88 synagogues (39 in Transylvania and Banat; 33 in Moldavia; 14 in Muntenia and Oltenia; 2 in Dobrogea), out of which: 43 operational; 6 former synagogues, desecrated during the communist time; 34 historical monuments, as shown in the survey on the European Cultural Routes of Romania – phase I – Opportunities for the development of European cultural itineraries in Romania.

At present, our country participates in two of the three routes, respectively in the Wooden Synagogues Route in East and Central Europe, with the Wooden Synagogue of Piatra Neamț and in the route Women in Judaism, with Ana Pauker.

*In the future, Romania could also enter the third route Architectural Modernism in European Synagogues, by means of the Orthodox Synagogue of Arad (built in art nouveau style) according to the same survey.*

Several landmarks of this itinerary:

- ✓ The route was integrated in the Program „ Cultural Itineraries of the European Council” in 2004, and in 2005 it became Grand Cultural Itinerary of the European Council;
- ✓ The countries involved in the development of these routes are: Belgium, Bosnia and Herzegovina, Croatia, the Czech Republic, Denmark, Switzerland, France, Greece, Hungary, Italy, Lithuania, the Netherlands, Great Britain, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden and Ukraine;
- ✓ The theme of the route consists of the Jewish heritage representing an integrating component of the European history and culture (in 49 cities); the role of this itinerary is to increase perception on the Jewish contribution to the European cultural values and to enhance tolerance in their regards, to decrease anti-semitic attitudes.
- ✓ The objective of the route aims at keeping, promoting and preserving the Jewish heritage, developing tourism around the Jewish sights and increase the Europeans’ awareness of the Jewish culture and traditions;
- ✓ The itinerary includes as current activities sightseeing such as:
  - archeological sites, old synagogues and cemeteries, baths for rituals, Jewish quarters, historic monuments and memorials;
  - archives and libraries;
  - museums dedicated to the study of the history related to Jewish life, religion and arts.
- ✓ The itinerary focuses on visiting historical places with temples and synagogues, participating in artistic and gastronomic events, bicycle excursions and walks outdoors, guided visits, exhibitions and lectures, watching documentaries, concerts, gastronomic tastings and many other artistic activities;
- ✓ The itinerary consists of three main routes:
  - the architectural modernism in European synagogues route – specific for Arad;
  - the wooden synagogues of East and Central Europe route;
  - the Jewish women route.
- ✓ The routes are managed by the European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ), based in Sant Llorenç – Spain.
- ✓ The network is functional and is open to receive new members, details are available on the website: [www.jewishheritage.org](http://www.jewishheritage.org)

3. *THE CULTURAL ITINERARY RESEAU ART NOUVEAU* – was developed by means of the Réseau Art Nouveau network and has only one Romanian city among its network members– Oradea. The city has a vast architectural heritage built in this style. Also the city of Timișoara has huge potential of entering this itinerary, since its center hosts numerous such buildings.

Moreover, *there are also other cities in Romania having elements of Art Nouveau architectural heritage*, such as: Cluj Napoca, Arad, Miercurea Ciuc, Deva, Târgu Mureș,



Gheorgheni, Satu Mare etc. according to the analyzed document – Survey on the European Architectural Cultural Routes in Romania – phase I – Opportunities for the development of European cultural itineraries in Romania.

In what concerns the itinerary, we selected several information required for the documentation:

- ✓ The network was formed in 1999, at the initiative of a large number of institutions of various European cities with a vast Art Nouveau heritage and the Historical Monuments and Sites Department in Brussels; in 2014 it became Cultural Itinerary of the European Council – approved;
- ✓ Art Nouveau (meaning New Art) is an artistic style fully manifested in visual arts, design and architecture in early 20<sup>th</sup> century, relatively synchronized in most European cultures and countries, as well as in North America; the Art Nouveau trend spread quickly in Europe, by means of international exhibitions, traveling artists, newspapers and newsletters;
- ✓ An Art Nouveau Club was created, where its members may become participants in these itineraries, yet they may attend lectures on this style, visiting exhibitions dedicated to this style, visiting museums with fine furniture items and porcelains created in this style;
- ✓ The countries involved in the development of this route are: Austria, Belgium, Cuba, Switzerland, Finland, France, Germany, Italy, Latvia, Norway, Portugal, Romania, Scotland, Serbia, Slovenia, Spain, Hungary;
- ✓ The theme of the itinerary focuses on the non-linear network of the European cities with vast Art Nouveau heritage;
- ✓ The route aims at favoring communication and exchange between the members of the network, of the experience exchange in monuments restoration, programs for increasing public awareness, strategies for funds collection and development of enduring tourism;
- ✓ At present the network consists of 21 cities and regions of 17 countries; it represents a good documentation source for those interested, professionals, students etc; a significant segment of the network is dedicated to the education of the youth where they can refer to interactive pedagogical brochures adjusted by age categories.

To become an active member of the association Réseau Art Nouveau Network the following stages should be undergone, details available at [www.artnouveau-net.eu](http://www.artnouveau-net.eu):

- the institution interested (city, region, urban planning institute, museum, NGO) should contact the secretariat and provide information on the Art Nouveau heritage;
- if the institution's request is relevant, the coordination office of the association will request compilation of a standard application form, providing detailed information on the Art Nouveau heritage of the destination;
- the Scientific Committee of the Association will analyze this document and will formulate its opinion on the scientific relevance (the number of buildings and objects, the condition of the heritage etc.);
- In case the Scientific Committee will produce a positive standpoint, the candidacy will enter the agenda of the next General Assembly of the association (therefore the application should be submitted at least one month prior to the next General Assembly meeting);
- the applicant institution will prepare a Power Point presentation on the Art Nouveau heritage of the city, and the active members of the General Assembly can vote on whether the institution may become associate in the network (simple majority);

- after the acceptance, the city has the duty to pay a yearly contribution.

4. *THE CULTURAL ITINERARY VIA HABSBURG* – was developed in the context of the fights carried in the 17<sup>th</sup> century and of the Turk's defeat in Vienna (1683) followed by the Austrian expansion towards East. In 1686, Transylvania enters Austrian Protectorate, and subsequently by means of Leopold's diploma (1691) and the Karlowitz Treaty (1699) the setting up of the Habsburgic dominion over the principality is confirmed. In 1718, by means of the Passarowitz treaty, the Habsburgic Empire secured its dominion also over Oltenia (for a 20 years period) and over Banat. There have been multiple consequences of these historical events as shown in the survey on the European Cultural Routes of Romania – phase I – Opportunities for the development of European cultural itineraries in Romania:

- *The introduction, by the Austrians, of the Vauban fortresses system (Alba Iulia, Arad, Timișoara);*

- the building of new cities, such as: Blaj; Gherla and Timișoara;

- *Ample urban actions on the image of the cities, one city that benefited urban actions in early 18<sup>th</sup> century was Arad as center of the border patrol area. Arad would be considered one of the most renowned manufacturing centres of the Habsburgic Empire, prior to the Revolution of 1848.*

- *a colonisation process in Banat, using especially Catholic Germans - Swabians from Württemberg, Schwaben, Nassau.*

The information following the documentation on the itinerary reveals the following:

✓ The Association "Sur les traces des Habsbourg" was created by means of a INTERREG II A project in 1992; initially, the itinerary created by the project focused on an area consisting of 4 countries (France, Switzerland, Austria, Germany), thus being identified around 70 sites and cities; the route became Cultural Itinerary of the European Council in 2014;

✓ The route theme considers the historical, cultural and artistic heritage, remaining after the Habsburg dynasty, currently containing 70 sites and cities from four participating countries: France, Switzerland, Austria, Germany;

✓ The objective of the itinerary aims at: promoting the cultural heritage bearing the mark of the Habsburg dynasty;

✓ The Dynasty is named after its place of origin, the Habsburg castle of the Swiss canton Aargau, but extended its influence in Austria, Germany and Hungary; it is one of the most renowned European royal dynasties, with representatives holding throne of the Roman-German Saint Empire between 1438 and 1740; also, the Habsburgic dynasty that provided kings for countries such as: Bohemia, England, Portugal or Spain;

✓ The itinerary refers to knowing and visiting built sights (castles, palaces, religious buildings) of the golden age of this dynasty, organizing music competitions for amateurs, listening to music by Mozart; plus visiting museums, art galleries, knowing gastronomy elements, exhibitions dedicated to the history of the buildings erected by this dynasty;

✓ The itinerary is divided into four thematic routes:

- Power centers of the Habsburg family;
- Castles and life at the court;
- Churches, monasteries and abbeys;
- Discover the landscapes.

- ✓ The route is managed by the "Sur les traces des Habsbourg" Association Colmar, France, and the main condition for membership in this Cultural Route is for the applicant site to have a cultural link with the Habsburg period and be an operational touristic sight; membership is granted by acceptance by the General Assembly of the network members and implies the payment of a yearly tax – further details available at: [www.haute-alsacetourisme.com](http://www.haute-alsacetourisme.com), [www.habsburg.net](http://www.habsburg.net), <http://via-habsburg.at>

### **3.2 Recommendation of cultural circuits that can be organized in the city of Arad and included in the European Cultural Routes**

Considering the "Concrete measures for the development of cultural itineraries in Romania between 2015 and 2019", proposed by the National Institute for Tourism Research and Development – the initiator of surveys on the European Cultural Routes in Romania and the tourism and culture national authorities, the availability for future development of the four well-known European Cultural Routes in which the city of Arad can be included, and especially the preferences of the tourism consumers in terms of the European dimensions they want to find in Arad, respectively the type of itineraries proposed by them, *the cultural routes recommended for the city of Arad could be* (in the order of their feasibility):

#### **1. THE CULTURAL CIRCUIT OF THE CITY – can be integrated in the EUROPEAN CULTURAL ROUTE RESEAU ART NOUVEAU**

"Arad, the city of the river Mureș, is a multicultural center preserving in its vast heritage a diversity of cultures, events, historical and cultural moments jointly forming its charm and delight." (The Cultural Tourism Guide of the city of Arad, 2012, p.3)

"The urban area of Arad overlaps its center area, and is due mostly to the period of highest development of the city, between 1834 and 1918; the provincial town coziness, with architectural "jewels" around every corner, make Arad a location adequate for promenade, for the discovery by foot of buildings, squares, parks or urban details enchanting for the sight and enriching for the memory." (The Cultural Tourism Guide of the city of Arad, 2012, p.12)

TYPE OF CIRCUIT: architectural styles and historical monuments; the urbanistic arrangement of the city; the inhabitants of the city; the cultural and scientific life specific for early 20<sup>th</sup> century

*The landmarks of such cultural circuit should contain visits of the facades of the buildings combining various architectural styles including Art Nouveau found in many of the countries of origin of the visitors to Arad:*

**Route a)** THE ADMINISTRATION BUILDING 75 Revoluției Blvd. – THE CULTURAL PALACE ARAD 1 George Enescu square - CENAD PALACE 73 Revoluției Blvd.– THE NATIONAL BANK 72 Revoluției Blvd. – THE NEUMANN PALACE 78 Revoluției Blvd. – THE SZANTAY PALACE 3 Horia st. – THE VILLA OF THE PREFECT URBAN ISTVAN 4 Cloșca st. – JAKABFFYI WIDOW'S HOUSE 14 Cloșca st. – TREASURY BUILDING 77 Revoluției Blvd. - THE FORMER PREFECTURE 81 Revoluției Blvd. - REINHARDT PALACE 90 Revoluției Blvd. - HERMANN PALACE 96 Revoluției Blvd.– ANDRENYI PALACE 69 Revoluției Blvd. – THE LUTHERAN EVANGELICAL CHURCH 61 Revoluției Blvd. – THE PALACE OF JUSTICE 2 Vasile Milea Blvd.– KOVACS PALACE 18 V. Milea Blvd. –"VICTORIA" BANK 2 Horia St. – THE ENT HOSPITAL 1 T.Vladimirescu St. – LIPCOVICI PALACE 17-19 T. Vladimirescu St. - RONAI PALACE 9 Gh Popa de Teiuș St.

**Route b)** SERBIAN PALACE 7-8 the Serbian square – THE THEOLOGICAL ACADEMY 9 Ac. Teologică st. - NADASDY PALACE 2 Meșianu St.– THE WATER TOWER 9A Ceaikovski St. – THE STATUE OF LIBERTY AND THE ARCH OF

TRIUMPH The Romanian Hungarian Reconciliation Park - ROZSNYAI PALACE 1 N.Bălcescu St. – FENYVES PALACE 3 O. Goga St. – THE ȘT.CICIO-POP HOUSE 3 Șt. Cicio-Pop street –FOLDES PALACE 16 Șt. Cicio-Pop st.–KOHN IOZSEF HOUSE 9 Episcopiei st. –KINTZIG JANOS PALACE 11 L. Blaga street – THE CATHOLIC PARISH 7 L.Blaga st. – THE “ST. ANTHONY” ROMAN CATHOLIC CATHEDRAL 96A Revoluției blvd. - NACHTNEBEL VILLA 18 E.G.Birta St. – DOMANY HOUSE 14Unirii St. –ANDRENYI WAREHOUSE 5 and 7 Unirii St. – THE DIOCESAN 18 M. Eminescu St. –“ROMÂNUL” PALACE 18 Vasile Goldiș St.

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**Route c)** THE TRAIAN BRIDGE Calea Timișorii avenue – THE MUNCITORUL HOUSE 2 Paris st. (the Pay Polyclinic) – THE MASONIC TEMPLE 30 Dragalina Blvd. (the Festivities Hall of the “Aurel Vlaicu” Industrial School Group) - THE “MOISE NICOARĂ” NATIONAL COLLEGE 1 Moise Nicoară square – THE OLD CASINO 27 Dragalina Blvd. – ARAD TRAIN STATION 8-9 Piața Gării square.

VISITS: The Arad Arts Museum and the ”A.D.Xenopol” County Library, 2-4 Gh. Popa de Teiuș St., hosting temporary arts exhibitions/galleries and the Art Nouveau theme, ceramics and design of the same type.

## **2. THE CIRCUIT „POWER CENTERS OF THE HABSBERG FAMILY’ AND THE CIRCUIT „DISCOVER THE LANDSCAPE” – can be integrated in the EUROPEAN CULTURAL ROUTE ”VIA HABSBERG”**

In 1718, by means of the Passarowitz treaty, the Habsburgic Empire ensured its dominion also over Oltenia (for a 20 years period) and Banat. The consequences of these historical events are seen also in Arad’s architecture benefiting urban actions in early 18<sup>th</sup> century, being the center of the board patrol area. Arad would be considered at the time also one of the most renowned manufacturing centers of the Habsburgic Empire, prior to the Revolution of 1848.

The two cultural routes proposed below are thematic variants of the cultural itinerary ”Via Habsburg”, identified by the "Sur les traces des Habsbourg" Association and approved by the European Institute of Cultural Routes – European Commission.

Alongside these two thematic routes, the ”Via Habsburg” itinerary contains also: the thematic route – Castles and life at the court and the thematic route – Churches, monasteries and abbeys.

TYPE OF CIRCUIT: architectural styles and historical monuments; the urbanistic arrangement of the city; the inhabitants of the city; the history of Arad in the 18<sup>th</sup> and the 19<sup>th</sup> century.

### ***A. The Thematic Circuit ”Power Centers of the Habsburg Family”***

*The landmarks of such cultural thematic circuit will consist of visits to the facades of the buildings combining various architectural styles and public monuments specific for the 18<sup>th</sup>-19<sup>th</sup> century, as well as religious sites or headquarters of enterprises developed in that period:*

**Route a) – the Aradul Nou district:** THE STATUE OF ST. FLORIAN 135 Adam Guttenbrunn St. – THE HOLY TRINITY (PLAGUE) COLUMN C-lea Timișorii avenue – THE BEER FACTORY 30/32 Calea Timișorii avenue - BELLER HOUSE (the Cannonballs House) 18 Calea Timișorii – NOPCSA PALACE 31 Calea Timișorii avenue. – THE CATHOLIC CHURCH AND THE PARISH HOUSE 33 Calea Timișorii avenue – THE OLD CUSTOMS Traian bridge/C. Timișorii avenue – THE ARAD CITADEL the Subcetate area (visit from the outside) – THE FRANCISCAN CHURCH in the Arad Citadel (no visits

allowed at present) –BOUL ROSU INN 22 T. Dobra st. –ABC- ul DE AUR INN 2 Sinagogii st. – THE DAMAJANICH HOUSE 20 Tribunalul Axente st.

**Route b) – the old city center of Arad:** PREPARANDIA ARĂDEANA 13 Preparandiei street – THE SERBIAN CHURCH “SF. PETRU ȘI PAVEL” 1 Piața Sârbească square –SAVA TECHELIA HOUSE 4 Sava Techelia st. – THE HOUSE WITH THE PADLOCK 7 Tribunal Dobra st. (there is an “iron” block at the outside corner of the building a reminder of medieval guilds) – THE NEOLOGUE SYNAGOGUE 10 T. Dobra st. – THE ORTHODOX CATHEDRAL “SF. IOAN BOTEZATORUL” Piața Catedralei square – THE STATUE OF THE HOLY TRINITY in front of the “Ioan Slavci” Theatre – THE STATUE OF LIBERTY AND THE ARCH OF TRIUMPH in the Romanian and Hungarian Reconciliation park – THE REFORMED CHURCH 33 Mihail Eminescu st. – THE STATUE OF ST. IOAN NEPOMUK at the corner of Episcopiei st. and Desseanu st. – “CRUCEA ALBĂ “ HOTEL 98 Revoluției blvd –SZABO PALACE 92 Revoluției blvd. – COMITAT BUILDING 79 Revoluției blvd – THE OLD THEATRE (HIRSCHL) 3 Lazăr Gheorghe st. and the IACOB HIRSCHL HOUSE 1 Gh. Lazăr st. - THE “IOAN SLAVICI” CLASSICAL THEATRE 103 Revoluției blvd.

**Route c) – the Calea A. Vlaicu quarter:** THE ALCOHOL FACTORY 274/276 Cl. A.Vlaicu avenue

**VISITS:** the Museum Assembly, 1 G. Enescu square – the history department that can provide various information on the Habsburgic period or may host temporary exhibitions dedicated to the history of the premises built by this dynasty.

**EVENTS:** in the non-conventional space provided by the Hirschl House and the Hirschl Theatre musical competitions can be organized for amateurs, Mozart concerts etc.

**B. The thematic circuit „Discover the Landscapes”** – recommends going on the route by bicycle *The landmarks of such cultural thematic circuit contain visits to buildings – historical monuments , religious places, monasteries combining various architectural styles of the 18<sup>th</sup>-19<sup>th</sup> century located on the banks of Mureș, as well as particular natural sights located in Lunca Mureșului:*

**Route – Mureș:** THE OLD CUSTOMS Traian Bridge/C. Timișorii avenue - THE ARAD CITADEL Subcetate area (visit on the outside) – THE FRANCISCAN CHURCH in the citadel of Arad (at present visitors are not allowed) – THE ASSEMBLY OF THE MONASTERY “SF. SIMEON STĂLPNICUL” (Gai Monastery) 170 Dunării street - the Natural Park ”Lunca Mureșului” – the administration building located in the ”Ceala” woods (near Arad) – THE ASSEMBLY OF THE BEZDIN MONASTERY ”ADORMIREA MAICII DOMNULUI” at Munar – certified in the 16<sup>th</sup> century (commune of Secusigiu) –"Lacul cu nuferi Bezdin" RESERVATION and the MIXED RESERVATION "Prundul Mare" (commune of Secusigiu).

**EVENTS:** the administration premises of the Natural Park ”Lunca Muresului” (the Ceala forest) can host theme competitions, and the visitors can take part in a range of educational programmes dedicated to the natural and anthropic heritage.

### **3. THE CIRCUIT „ARCHITECTURAL MODERNISM IN THE SYNAGOGUES OF ARAD “ – can be integrated in the EUROPEAN CULTURAL ROUTE OF JEWISH HERITAGE**

The Jewish heritage represents an integrating art of European culture and history (it is found in 49 cities) as well as of the culture and history of Arad. This circuit has the role of increasing awareness on the Jewish contribution to the European cultural values and of enhancing tolerance towards them, to reduce anti-semitic attitudes.

The Jewish communities of contemporary Romania are characterized by their small dimensions: 50 - 100 members and their efforts to preserve the Jewish spirit „by marking all the major religious holidays – Rosh Hashanah, Yom Kippur, Succoth, Simchat Torah, Hanukah, Purim, Pesach, Shavuot.”, even without a rabbi and by the efforts of officials or initiated persons. Where possible, holidays are celebrated in synagogues, many of them being in precarious conditions or even neglected, and neither the federation, nor the communities have sufficient funds to repair them, and the requests for sponsorships were not answered.

The communities organize Holocaust Day, Minorities Day and manifestations on the occasion of the European Jewish Culture Day, with Open Gates Day, shows, film displays, exhibitions, books launching, festivals.

The proposed thematic circuit focuses on visiting historical locations with temples and synagogues, attendance to artistic events, exhibitions and lectures, watching documentaries, concerts and many other specific artistic activities organized by the Jewish community of Arad. Alongside the thematic route hereby proposed, the ”Jewish heritage” itinerary consists of two other circuits: the route of the wooden synagogues of Eastern and Central Europe and the Jewish women route.

TYPE OF CIRCUIT: religion; architectural styles; urban arrangement of the city; the inhabitants of the city; cultural life

**Route Arad – old city center of Arad:** THE ORTHODOX SYNAGOGUE 12 Cozia st. – THE NEOLOGUE SYNAGOGUE 10 T. Dobra st. – THE OLD THEATRE (HIRSCHL) 3 Lazăr Gheorghe ST. - the IACOB HIRSCHL HOUSE 1 Gh. Lazăr street

VISITS: the Museum Complex 1 G. Enescu square – the history department and the Arad Arts Museum & ”A.D.Xenopol” County Library 2-4 Gh. Popa de Teiuș St. – can organize temporary exhibitions dedicated to the Jewish heritage.

EVENTS: the nonconventional space provided by the Hirschl House and the Hirschl theatre, as well as the Jewish Center of the Western University ”Vasile Goldiș” of Arad can host symposiums and lectures on the occasion of events such as: Holocaust Day, Minorities Day, events for the Jewish Culture European Day, Open Gates Day, shows, films, exhibitions and books launchings.

In what regards the **VAUBAN CULTURAL ITINERARY**, aiming at presenting the *Vauban system* – as an element for the determination of two of the most requested (by the visitors to Arad) European dimensions of a European Cultural Circuit in Arad: the architectural style and history of Arad, our proposal limits to merely mentioning it. This is due to the fact that although this circuit has the highest touristic potential among all the touristic and cultural circuits presented in the work – offered by the citadel of Arad, as rather well preserved sight, it will not be revalued in the next years due to the fact that the citadel is under the administration of the Ministry of National Defense.

The importance of the sight of Arad – the citadel, determined ICOMOS Germany, via ICOMOS Romania and ICOFORT to propose and create in April 2012 ”Great Fortress-Tour to Romania”. The program started on the 20<sup>th</sup> of April 2012 in Budapest and had the following landmarks: the Vauban CITADEL of Oradea – the Vauban CITADEL of Arad – the Vauban CITADEL of Timișoara – the Vauban CITADEL of Alba Iulia – the medieval citadels of Sighișoara and Mediaș – the walled church of Biertan – city of Sibiu (city included in the European Cultural Routes) – the city of Brașov – the internationally acknowledged touristic resort of Sinaia. The touristic program ended in Bucharest on the 30<sup>th</sup> of April 2012.

In this context, the public administration of Arad, started in 2010 a vast initiative for the transfer of the barracks 1187 Arad citadel from the public property of the state and from under the management by the National Defence Ministry to the public property of the municipality of Arad and under the management of the Arad Municipality Local Council for

restoring and bringing it in the civil use and exploiting the cultural and historical potential of the Citadel of Arad.

The process is complex and is expected to be completed in 2018, because the municipality has the obligation that in exchange for this available military unit – following the continuation of the army reorganization and restructuring process – which is not the object of the claim or return requests, or of litigations, being free of encumbrances, to restoring from the local budget, of the building 718 Arad Gai (the future barracks), make it available to the ministry, along with a plot of land near the barracks 718 Arad Gai, with a surface of 10 ha necessary for practicing.

All these aspects are regulated in the Arad Municipality Local Council Resolution no. 139 dated 4.06.2010, and Government Resolution no. 1.100 of 3.11.2010 – regulating the legal status of premises owned by the state under the administration of the Ministry of National Defense, published in the Official Gazette issue 751 dated 10.11.2010, being in process of execution.

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