

PROTECTION AND SUSTAINABLE VALORISATION OF THE IMMOVABLE CULTURAL HERITAGE IN THE DISTRICT OF CICEU

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Abstract: Valorisation of the immovable cultural heritage of the District „Ținut”¹ of Ciceu for sustainable development. The object of the study is the analysis under various aspects of cultural heritage assets classified in the List of Historical Monuments, for plotting directions for their protection and conservation, namely the proposal of various strategic directions for the capitalization of the immovable cultural heritage for the sustainable development of the District of Ciceu. The analysis assumed the inventory, namely the classification of historical monuments, according to various criteria, such as typology, cultural value, age, representation, preservation status or depending on the rarity of its characteristics. The current preservation status of historical monuments indicates that over 50% of the total number, are in an advanced stage of decay-poor conservation- that is why in this study we proposed some ways to protect and preserve them. The proposal of certain preservation directions is closely related to another objective pursued in this study, namely good capitalization of historical monuments. The cultural heritage of the District of Ciceu constitutes an important local resource, and if it is capitalized – by respecting the preservation conditions, it may play an important role in achieving the sustainable development of this area. In this regard, we considered that the proposal of strategic directions such as rehabilitation through regeneration, namely the touristic capitalization of the immovable cultural heritage, would outline the importance and true value of this resource in the sustainable development of the District of Ciceu.

Keywords: heritage, preservation, protection, rehabilitation, regeneration

INTRODUCTION

A review of the aspects related to the genesis of *the District of Ciceu*, indicate that its beginnings are close related to the emergence of Ciceu Fortress, on Culmea Ciceului (en. Ciceului Atop) (Ciceul Mic 683 m). Therefore, starting from this premise, we find that the approach of the District of Ciceu, through its cultural resource is by far an interesting one, given that the core that formed the basis of its consolidation is one a historical and cultural one - Ciceu Fortress - now, its

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1 “Ținut”, in romanian, is equivalent of a regional taxon - microregion.

ruins being a good cultural heritage, listed on the List of Historical Monuments. On the other hand, the fact that this territory has been occupied since ancient times - traces of habitation dating back to the Neolithic - the role that this territory had in history - Northern Frontier (limes) of the Roman Empire crossed that area, Culmea Ciceului (en. Ciceului Atop) -, the importance of Ciceu Fortress in shaping the collective identity, helped to create a cultural dowry of particular importance, today many cultural objects, dating from that period, are listed on the List of Historical Monuments.

The cultural heritage of the District of Ciceu, may represent one of the core resources of its sustainable development, but it is found that the failure to capitalize this resource, the destruction of material assets, which will lead to the loss of the identity of the Ciceoan community, the lack of interest in that regard of the authorities, amid attempts of global cultural smoothing, lead to the decrease of the chances to revive this „district”. Therefore, in this case, there must be instated certain protection measures and to design some strategic measures to capitalize the cultural assets as a development factor of the District of Ciceu, these representing the main objectives aimed in this study.

Geographically, the District of Ciceu is located in the Northern, North-Western Romania, at the interference area of Bistrita-Nasaud and Cluj County, but the biggest part of its territory overlaps in Bistrita-Nasaud County (figure 1).

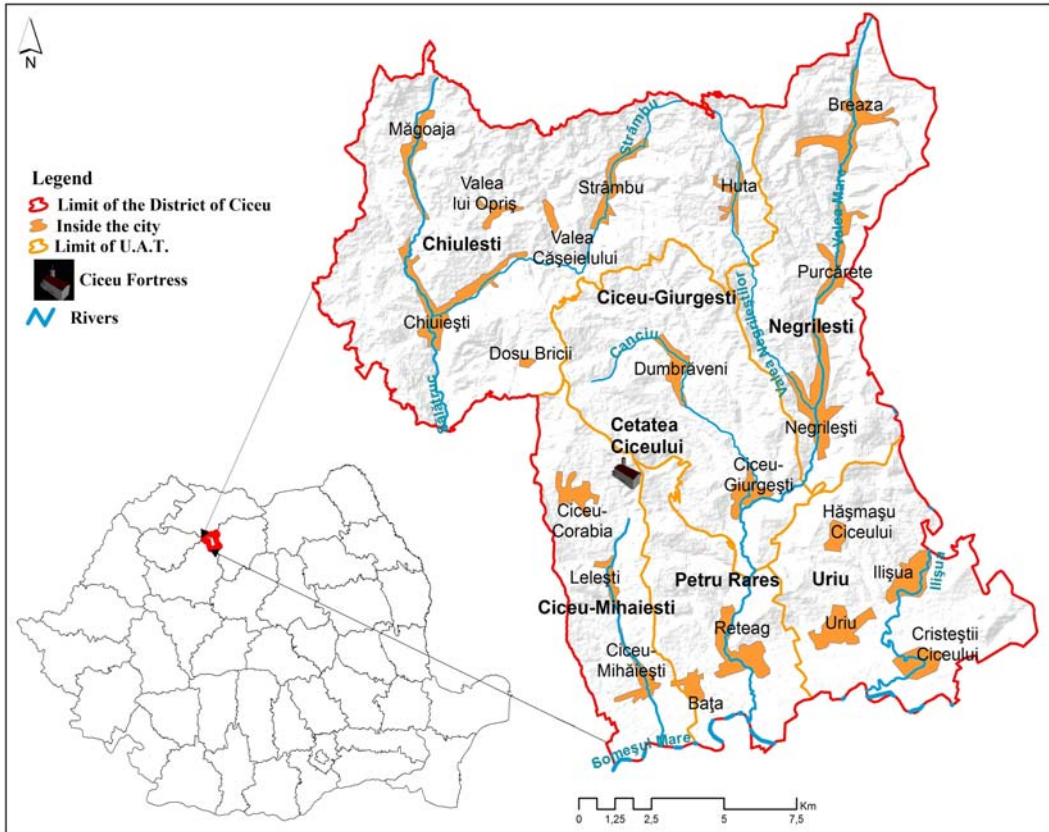


Figure 1. Regional and national localization of the District of Ciceu

THEORETICAL NOTIONS. LEGISLATION

The cultural heritage comprises two categories, *tangible heritage* (movable cultural property and cultural assets- monuments, archaeological sites, ensembles, cultural landscape), and *intangible heritage* (beliefs, traditions, customs, music, dances etc.) (National Heritage Institute,

2001). It is imperative to specify that this study will be analysed only assets of the District of Ciceu, forming part of the immovable cultural heritage, listed on the List of Historical Monuments.

According to the UNESCO Convention of 16 November 1972 on the Protection of the World Cultural and Natural Heritage, held in Paris, the following assets are immovable cultural heritage: monuments, groups of buildings and sites, which present an outstanding value in terms of history, architecture, religion, technique, social, artistic or scientific (UNESCO, 1972). Also, in addition to this Convention, Romania has ratified a number of conventions and laws, all *aimed at the protection and preservation of the cultural heritage*, of which we remind: Hague Convention (1954), UNIDROIT Convention (Rome, 24 June 1995), the European Convention for the Protection of the Archaeological Heritage (Valletta, 16 January 1992), the Convention for the Protection of the Architectural Heritage of Europe (Granada, 3 October 1985) and a series of laws - Law 182/2000, Law 442/2001, Government Ordinance no. 43/2000, approved by Law 378/2001, republished in 2006. The immovable cultural heritage of the District of Ciceu is represented by the assets classified on the List of Historical Monuments published by the Order no. 2361 / 2010, on the amendment of the Annex no. 1 to the Order no. 2314/2004 of the Minister of Culture and Cults, given based on the Law no. 422/2001. The classified monuments in the District of Ciceu may be included, given the typology speculated on the List of Historical Monuments in two large categories, monuments and sites. The protection and capitalization of the immovable cultural heritage are two operations which are closely related, their performance shifts from looking at cultural property as a legacy of sentimental value, to the use thereof as core resources (but sustainably capitalized) in the sustainable development of a territorial unit.

METHODS AND DATA USED

To achieve this study, we used a range of methods such as: observation (direct observation, on the field, of cultural assets, to describe and transpose them into the GIS database), bibliographic documentation, analysis method, statistical and mathematical methods (interpreting data), mapping method (transposition of the information gathered into cartographic format), synthesis and prioritization of results. The data and information on cultural assets classified as historic monuments were taken from the website of the Ministry of Culture, the List of Historical Monuments (2010) and the National Archaeological Registry.²

INVENTORY AND TRACKING THE ASSETS OF THE IMMOVABLE CULTURAL HERITAGE

This process implied the brief description of the monuments included on the List of Historical Monuments, the integration there of into various categories: depending on their *typology*, by *age*, *dating by historical ages*, *cultural value*, *representativeness*, *rarity of their characteristics*. With a surface of only 340 km², the District of Ciceu makes itself noticed through the exceptional immovable cultural heritage, since there are no less than 29 immovable cultural assets listed on the List of Historical Monuments, most of them dating back to Roman times, and, as a result of a tumultuous historical past, most of them are acknowledged for their archaeological value. According to their typology, we found that we have 10 sites and 19 historical monuments, of which 4 sites and 5 monuments of national and universal importance (A category), namely 6 sites and 14 monuments of local importance (B category).

According to the List of Historical Monuments, the immovable cultural heritage of the „*district*” under analysis has the following *typology* (*depending on the representative cultural values*):

a) Monuments

- *with architectural value*: *Hye Castle* (today TB Preventorium), XVIII century, Ilișua village, *Torma Castle* (today building with craft activities), XIX century, Cristeștii Ciceului village, Uriu commune;

² ***2010, List of Historical Monuments, <http://www.cultura.ro/page/17>

- with architectural and religious value: Reformed Church, XIII –XV centuries, restored between 1807-1812, namely at the beginning of the XX century, Reteag village, Petru-Rareș commune; Reformed Church, XV century, restored in the XVII century, Uriu village, Roman-Catholic Church, XIV century, restored in 1717, 1784, 1801-1806, Cristeștii Ciceului village, Uriu commune; The Wooden Church „Sfânta Cruce”, at Strâmbu monastery, year 1765, Valea Cășielului village; The Church „Sf. Arhangheli Mihail și Gavril din Deal”, XVIII century, Strâmbu village, Chiuiești commune;
- public forum: The bust of Ion Pop Reteganul, year 1958, Reteag village, Petru Rareș commune;
- funerals or memorials: „Ion Pop Reteganul” Memorial Museum, year 1866, restored in 1970, The Grave of Ion Pop Reteganul, at the beginning of XX century, Reteag village, Petru Rareș commune;
- with archaeological value: Th Ruins of Ciceu Fortress, year 1294, dismantled in 1544, The Roman tower, „Ponița” point and The Roman tower, „Muncelu” point, II-III centuries p. Chr., Ciceu-Corabia village, Ciceu-Mihăiești commune; The auxiliary fort from Ilișua (Arcobadara), The Termae Camp, Military Vicus, Village, II-III centuries p. Chr, Ilișua village, Uriu commune; Village, Bronze Age, Village, Hallstatt, Uriu village, Uriu commune;

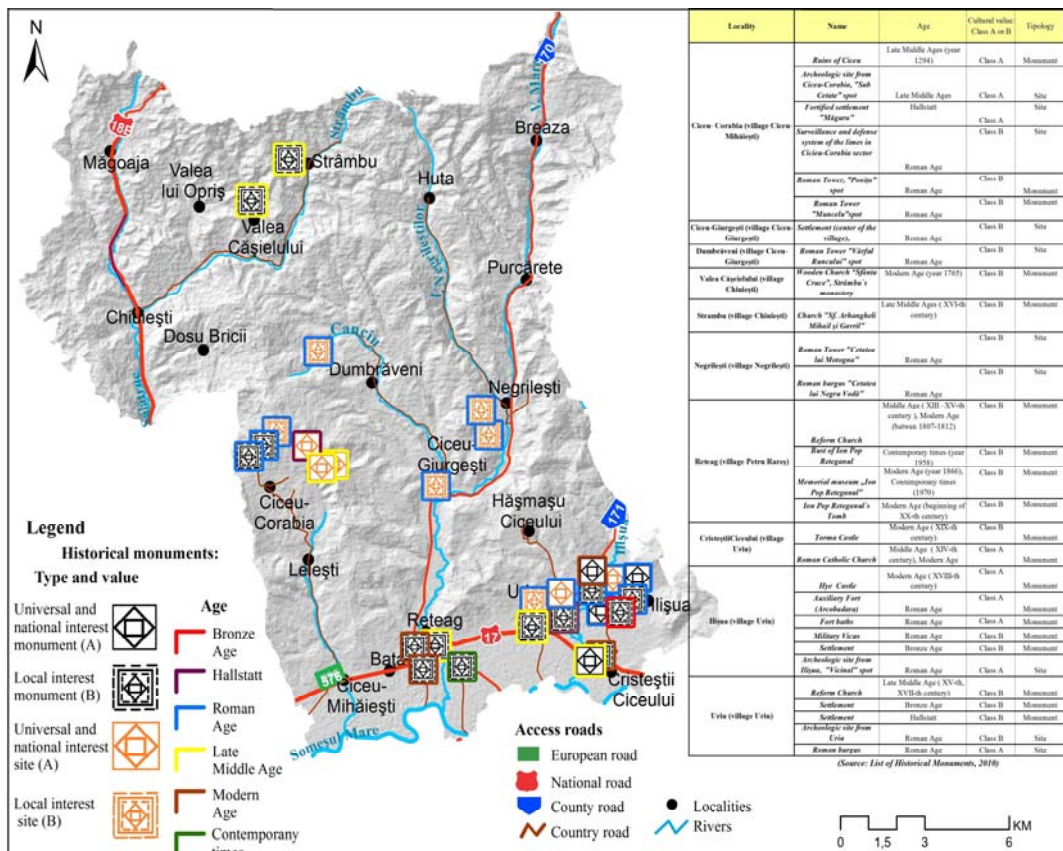


Figure 2. The inventory of historical monuments by age, type and cultural value (Data source: List of Historical Monuments, 2010)

b. Archaeological sites

The archaeological site at Ciceu-Corabia, „Sub Cetate” point, Medieval Age, Roman Age, Bronze Age, „Surveillance and defence system of the limes within the sector Ciceu-Corabia, II - III centuries p. Chr., Reinforced village, „Măgura” point, Hallstatt, Ciceu-Corabia village, Ciceu-

Mihăiești commune; *The archaeological site at Ilișua, „Vicinal” point*, II - III centuries p. Chr., Ilișua village, Uriu commune; *The archaeological site at Uriu, „Terasa din dreptul Văii Ilișua” point*, Roman Burgus, II - III centuries p. Chr., Uriu village, Uriu commune; *Village (center of the village)*, II - III centuries p. Chr., Ciceu-Giurgești village, Ciceu-Giurgești commune; *The Roman Tower, „Vârful Runcului” point*, II - III centuries p. Chr., Dumbrăveni village, Ciceu-Giurgești commune; *The Roman Tower „Cetea lui Motogna” and the Roman Burgus „Cetea lui Negru Vodă”*, II - III centuries p. Chr, Negriștei village, Negriștei commune;

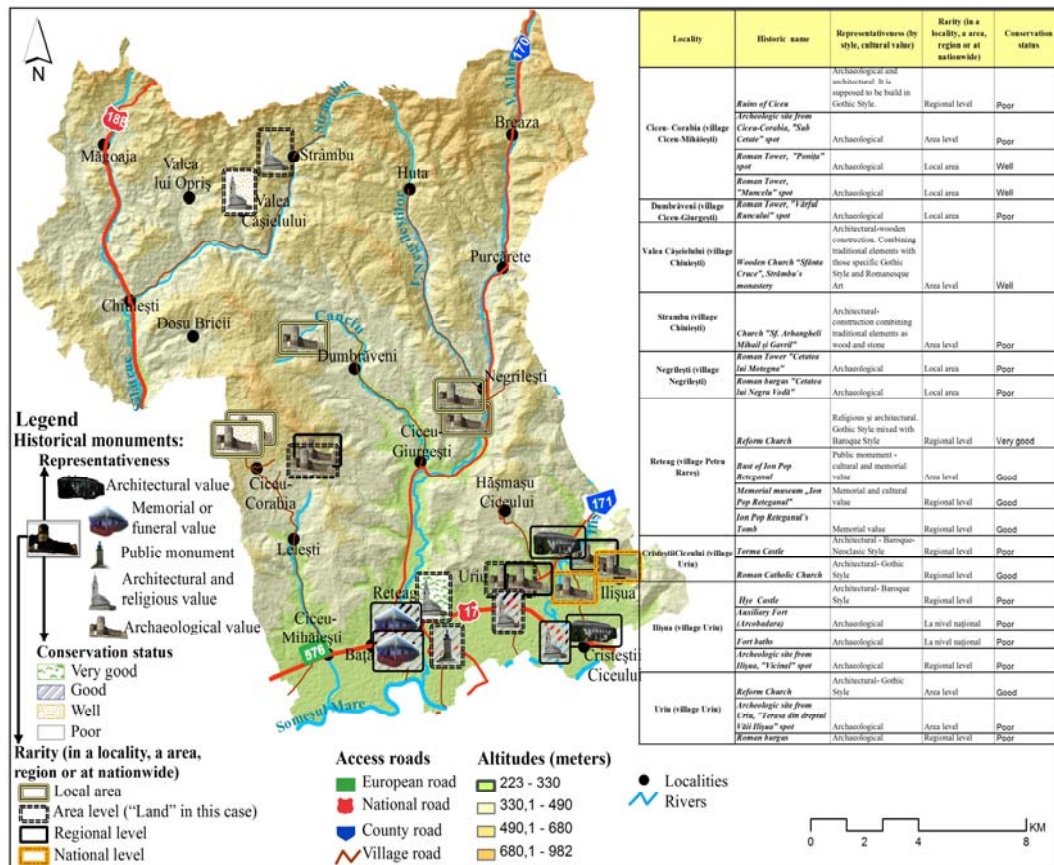


Figure 3. The historical monuments of the District of Ciceu by representative values, conservation status and rarity (Data source: List of Historical Monuments, 2010)

The inventory of historical monuments *by age* (figure 2), is revealed through dating by historical eras. Thus, in the District of Ciceu, the oldest cultural immovable assets classed (three in number) come from Late Bronze Age (XVII-XII centuries b. Chr.), the two monuments date back to the first iron age (Hallstatt, XII-V centuries b. Chr.). Most historical monuments, a number of thirteen, were inherited from the early Roman Age (II-III Centuries), five from the Classic Medieval Age (XII-XVII Centuries), five of the Modern Age (XVIII-XX Centuries) and four from the Contemporary period (1918-present).

Depending *on the cultural value* (figure 2) of historical monuments, by reference to the territorial scale, we have nine historical monuments of national and universal importance (category A), seven of which are also known from the archaeological point of view, and two from the architectural point of view, namely twenty historical monuments of local importance (category B),

twelve are known for their archaeological value, one is a public forum monument, two have a memorial value and five are outstanding from the architectural and religious point of view.

Also, besides above mentioned criteria, using maps restore the classification of the historic monuments according to their representativeness, in this sense taking into consideration the representative cultural values of historical monuments in the District of Ciceu, which allowed us to integrate into two categories, the outstanding monuments in terms of architectural style respectively the archaeological valence of the recognized monuments. Another cluster involved the integration of each historical monument, *depending on the rarity* of its characteristics (age, cultural, architectural style, archaeological, typology) in relation to those of other historical monuments on the territory of the District of Ciceu or those of historical monuments that are found throughout the country, in one of the three levels considered - local, micro regional (The District of Ciceu), regional (region of Northern Transylvania) or national level (figure 3).

Along with the monuments currently listed on the List of Historical Monuments, we consider that, due to their cultural values, age and architectural value, the following cultural assets may also be listed, following to certain thorough studies: the historical garden of Hye Castle, namely that of Torma Castle, as well as the Mansion of the noble family Csiktusnadi Betegh, from Uriu locality.

VALORISATION OF THE IMMOVABLE CULTURAL HERITAGE FOR SUSTAINABLE DEVELOPMENT

An asset of the immovable cultural heritage may be capitalized for sustainable development, only if its preservation status allows it to be used as a viable resource. Starting from this premise, we believe that in this part of the study, before proposing certain strategic directions for the development of the District of Ciceu, by the capitalization of the immovable cultural heritage, we must analyse their current preservation status, as well as, where appropriate, tracing some preservation and protection directions of the historical monuments.

Protection and preservation of historical monuments

This activity implied the completion of two stages, namely: determination of risk factors that have the effect of degradation on historical monuments in the District of Ciceu and proposal of directions for protecting and preserving them.

Also, debates on several *factors with a devastating impact* on the historical monuments of the District of Ciceu, may represent a special topic of research. Therefore, in this study we propose only a cursory analysis of the most representative phenomena that have resulted in gradual degradation of historical monuments, today, some of them having an emphasized look of breakdown. Factors that have led to the loss of physical-chemical-mechanical and aesthetic structure of the material in the structure of historical monuments in the District of Ciceu, leading to permanent damage or destruction thereof, are mainly the physical and chemical ones of the environment (factors of response and activation), biological factors, human factors, socio-economic factors and the time factor. In the District of Ciceu, it appears that economic and social changes of recent decades, which have led to changes in the ownership of the buildings, as well as the abandonment of certain historical monuments, amid disinterest to protect the cultural heritage, of not taking decisions regarding the revitalization of historical monuments or the decrease of the ability of law enforcement, determined, over time (time factor) the damaging of immovable cultural assets. The lack of education and public information in the District of Ciceu is another cause which led to the destruction of historical monuments. Vandalism and the use of abandoned historical monuments as a source of building materials is a very much present situation in the District of Ciceu.

Analysing historical monuments in the District of Ciceu, depending on their state of preservation, we can say that most of them fall into the category of poorly preserved. Based on the results obtained from bibliographic documentation and the raid on the field, we tried to

integrate historical monuments in the following table, depending on their state of preservation, in four groups:

Table 1. Preservation status of historical monuments

Very good preservation status	Good preservation status	Satisfying preservation status	Poor preservation status
Reteag Reformed Church	The Bust and Tomb of Ion Pop Reteganul; „Ion Pop Reteganul” Memorial Musuem; Romano-Catholic Church of Cristeștii Ciceului; Reformed Church of Uriu	The Roman Tower, „Ponița” point; „Muncelu” point; „Sf. Arhangheli Mihail și Gavril” Church	The Ruins of Ciceu Fortress; The archaeological site at Ciceu-Corabia, „Sub Cetate” point; Surveillance and defense system of the limes within the sector Ciceu-Corabia; The Roman Tower, „Vârful Runcului” point; „Sfânta Cruce” Wooden church of Strâmbu monastery; The Roman Tower „Cetatea lui Motogna”; The Roman Burgus „Cetatea lui Negru Vodă”; Torma Castle; Hye Castle; Auxiliary fort (Arcobadara); The Thermae of the camp; Military Vicus; The archaeological site at Ilișua, „Vicinal” point; The archaeological site at Uriu, „Terasa din dreptul Văii Ilișua” point; The Roman Burgus of Uriu.

The Reformed Church of Reteag, due to restoration works that were carried out between 2012-2013, the funds allocated by the National Heritage Institute, is the only monument of the District of Ciceu, which is in a very good state of preservation.

But, the rest of the historical monuments, remarkable from the architectural point of view, are visibly affected. Such a monument, which is found in an advanced state of decay, is Ciceu Fortress Ruins. Currently, from the old medieval fortress heritage (built at the end of XIII century) it is kept only a portion of the wall, which probably represents the facade of a tower of the fortress. Destroyed in 1544, by order of Queen Izabela, the ruins were heavily exploited by the local population as a source for making millstones; therefore, the advanced state of decay of Ciceu Fortress Ruins is mainly due to the human factor. However, although for a long time, this historical monument was deprived of any measure taking into account its preservation, currently, the Local Council of Ciceu-Mihăiești commune, in whose property it is found, has started a project to obtain funding from the *Financial Mechanism of EEA 2009-2014, Program PA16 / RO12* (Norway Grants), entitled *Preservation and revitalization of cultural and natural heritage*, the stated purpose of the project is the restoration, revitalization and promotion of cultural identity of Ciceu Fortress. If, for the restoration of this historic monument preservation measures have began to be taken, we cannot say the same thing about the safeguarding of other monuments, which are in a deplorable state. Examples of this type are historical monuments such as Hye Castle, Torma Castle, “Sf. Arhangheli Mihail și Gavril” Church. Because of the owner’s disinterest regarding the revitalization of these historical monuments, two of which are left to fall apart - Torma Castle and „Sf. Arhangheli Mihail și Gavril” Church - their preservation status is precarious, exterior walls are visibly affected by erosion and corrosion, as a result of climatic phenomena. Of the four historical monuments, just Hye Castle is supervised, and the latter situation is because inside it works a TBC Preventorium for children, a positive aspect which constitutes a barrier to vandalism.

The interest for safeguarding the historical monuments with certain archaeological facets it is also low or non-existent in specific situations. A good example is the Roman camp from Ilișua, which currently, from the old structure, appears to have only a certain portion of the wall, although, initially, its surface was estimated at approx. 3.3 ha. The poor state of preservation of this monument is the fact that since the Middle Ages, the ruins of the fort have been transformed into sources of building materials - the destruction was a voluntary one.

At present, the measures taken to preserve the archeologically recognized historical monuments are covering only the Roman Tower, „*Ponița*” point, Ciceu-Corabia village, Ciceu-Mihăiești commune. According to historian and archaeologist R. Zagreanu (in his speech at the Ciceu Fortress Celebration of August 2014), excavations have been carried out around this Tower in order to reconstruct it and sketches have been drawn, depicting what is probably the ancient structure of the tower, that will serve in the restoration of this historic monument.

Currently, about half of the total number of historical monuments existent on Ciceu territory are in a poor state of preservation, some of them being even in an advanced state of degradation. That is why, measures should be taken and ***courses of actions should be set to protect and preserve*** these cultural assets, which are bearing the seal of the past and of the cultural identity of the Ciceoan community.

In line with the considerations above, we propose the ***following steps to safeguard the historic monuments in the District of Ciceu:***

- *start projects designed to attract structural funds to restore and revitalize the historic monuments* whose current state of preservation indicates that urgent actions are needed to prevent the imminent risk of their total destruction;
- *urgent restoration of historical monuments that are in an advanced state of decay:* the Ciceu Fortress, the Roman Tower, „*Ponița*” point and „*Muncelu*” point, respectively, the Torma Castle, the wooden church „*Holly Cross*” of Strâmbu monastery, the Hye Castle, the Roman Fort and the Ilișua archaeological site, as well as the Roman towers of Uriu, Dumbrăveni and Negriștei. The restoration works should be carried out in such a way that the authenticity elements of the historical monuments are not jeopardized;
- *preservation of historical monuments by including them in the district development plans.* Conservation and protection of historical monuments through district development activities is allowed under Law 5/2000 approving the National Land Development Plan, Section III, Protected Areas, through the establishment of protection zones around them. According to the National Heritage Institute, the size of the protection zones to be established around historical monuments in the District of Ciceu should be at least 200 meters inside the rural areas and 500 meters outside the built area (see the map of proposals, figure 5);
- *Signalling historical monuments by means of specific signs* - in particular of the monuments of an outstanding archaeological importance, as we have noticed, during our site visits, that some of them are not signalled in any way whatsoever (e.g. the archaeological site at Ciceu-Corabia, „*Sub Cetate*”; the „*Roman Tower*”, „*Vârful Runcului*” point; the Roman Tower „*Cetea lui Motogna*”; the Roman borough „*Cetea lui Negru Vodă*”; the archaeological site at Uriu, „*Terasa din dreptul Văii Iliușa*” point; the Roman borough in Uriu);
- *installation of surveillance systems near historical monuments.* This measure could deter vandalism. Currently, a surveillance system is installed only at historical monuments of an outstanding religious importance („*Sfânta Cruce*” Wooden Church at Strâmbu monastery is not monitored) and at the Memorial Museum „*Ion Pop Reteganul*”;
- *organization of public information sessions,* to build awareness on the importance of protecting and preserving historical monuments. The population should understand that cultural heritage assets are a proof of its existence and identity, while standing also as a resource that could ensure sustainable development by harnessing their full potential;
- *sanctioning under the criminal* any damage caused to or theft of historic monument items;
- *marking the historical monuments on digital maps, under the eGISPAT program.*

Strategic courses of actions to harness the historical monuments in the District of Ciceu for sustainable development purposes

The cultural heritage of the District of Ciceu, the expression of the past and of the identity of the Ciceoan population, represents an important local resource that can drive sustainable development, which is why it should become the central object of any development strategy

targeting this area. The best recovery options, which take into account the protection and conservation requirements applicable to immovable cultural heritage, can be a solution for the economic revival of the District of Ciceu, all the more that the resources in the area are less diverse in other regions of the country. We believe that the immovable cultural heritage of the District of Ciceu, a rural area par excellence, is *of a particular importance for asserting the need for sustainable development*, owing to the fact that it: mobilizes and capitalizes its own resources; diversifies the rural economic base, currently represented by subsistence farming; is an untapped resource, capable to decrease the current pressure exercised on heavily exploited resources (e.g. forests, exploited mainly in the northern part of the district -, „*finut*”); has a twofold value, owing both to its being the expression of the Ciceoan population’s identity and to the economic function it is expected to acquire following its integration into the economic circuit, as, for example, in the network of cultural tourist attractions; enhances the tourist industry through the capitalization of the cultural heritage, thus triggering the development of other branches of tourism such as rural tourism, thereby proposing alternative solutions for the use of rural household resources in order to gain individual and collective economic benefits; the cultural heritage of the District of Ciceu is an important resource for social development, providing education services, ensuring the development of creativity and innovation in all age groups - while helping to eliminate social disparities, thanks to the collective identity it confers the local community; cultural heritage is an important resource for the regeneration of the District of Ciceu, as it represents a landmark of the past and the local lifestyle: the Ciceu Fortress, the core around which the District of Ciceu crystallized over the time, is the identity landmark of the District of Ciceu (according to the results the survey conducted in June 2014), of each local inhabitant and of the Ciceoan community as a whole. Immovable cultural heritage becomes a source of sustainable development, if harnessed to its full and real potential, thus increasing the community welfare indefinitely. Old historic buildings are often ignored, seen most often by the authorities as mere consumers of public money, due to their need for constant maintenance. Therefore, it is necessary to propose some strategic directions for the proper use of the immovable cultural heritage as a resource for sustainable development. Under these circumstances, we believe that ***regeneration through cultural heritage rehabilitation***, closely linked to the second activity proposed herein, namely the capitalization ***of the cultural heritage as tourist attractions***, can warrant the sustainability of this resource in the process of sustainable development of the District of Ciceu.

Cultural heritage capitalization by both its regeneration through rehabilitation and its inclusion in the network of tourist attractions in order to drive social and economic revival of the District of Ciceu involve a complex mechanism (figure 4) such as attracting financial resources for the rehabilitation of historical monuments, the proper use of the attracted financial resources for this particular purpose, by involving qualified human resources. The expected result is the generation of financial sources that will establish long-term welfare, coupled with the education of human resources adequately qualified in the field of cultural heritage capitalization and their employment as specialized staff.

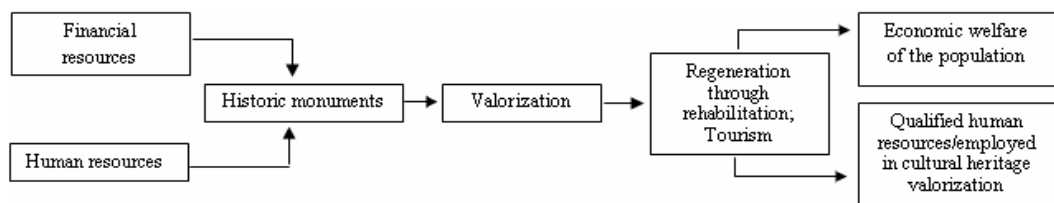


Figure 4. Immovable cultural heritage capitalization (processing after Hegedüs Csilla)

Socio-economic regeneration through rehabilitation of the immovable cultural heritage is a process known in many European countries, but less familiar in our country. David Baxter and

Hegedus Csilla say (according to English Heritage) that regeneration through rehabilitation of the cultural heritage „*heritage dividend*” is possible by multiplying investments in rehabilitation. It is a known fact that rehabilitation of any historic monument encourages investment in the rehabilitation of the neighbouring buildings, thus integrating a whole set of buildings in the economic circuit by harnessing them for various purposes, mainly as tourist attractions, thereby generating important financial resources. As such, we believe that *the rehabilitation of the historic monuments in the District of Ciceu (see Courses of actions for cultural heritage protection and preservation)* and their subsequent integration into an economic circuit will attract investment in the area, such as investments in tourist boarding houses, which are currently inexistent, i.e. agrotourism farms, thus capitalizing on various other resources of this district „*finut*”.

The sustainable development of the District of Ciceu by rehabilitating its historic monuments is possible for the following reasons:

- ensures sustainability (conservation) of the historic monuments;
- creates specific jobs for the people working in the field of heritage conservation and restoration, for artists using elements of cultural heritage as a source of inspiration (art, cultural industry); jobs in tourism industry, created by the capitalization of the cultural heritage as tourist attractions;
- revitalization of historic monuments and their sustainable use through the development of cultural tourism will generate profit, thus supporting the economic development of the district;
- revival of historic monuments helps define the uniqueness and the identity of the district;
- creates an attractive environment capable of attracting new investments that will diversify the range of public services;
- rehabilitation and preservation of historic monuments play an important role in the promotion of local cultural activities (festivals, performances);

Another strategic direction that is closely linked to the previously proposed action designed to drive the sustainable development of the District of Ciceu ***is aimed at developing cultural tourism based on cultural attractions***- i.e. *the historic monuments* in this region.

Restoration of historic monuments should precede the development of cultural tourism in the District of Ciceu, because, once completed, the rehabilitated historical monuments could be included into the national and international network of tourist and cultural attractions or may become the subject to other tourist activities. The increase in the population welfare through the enhancement of the cultural tourism will be possible if this activity is able to generate profit, create new jobs, increase employment rate by, inter alia, development of related activities (catering, retail) and strengthen the collective identity of the Ciceoan community.

The capitalization for tourism purposes of the immovable cultural heritage of the District of Ciceu could be achieved by promoting tourist activities such as:

- thematic tours: the historical monuments of the District of Ciceu have an exceptional cultural and historical value, being recognized from the archaeological, architectural, historic and religious view points; as such, they could be included as attractions in various thematic tours, addressing different segments of the population (customized by education level, age, occupation);
- thematic camps, such as history, archaeology, environmental protection tourist camps;
- recreation and leisure tourism, with the possibility of visiting historical monuments in the District of Ciceu;
- leisure tourism. This form of tourism aims at capitalization of the cultural heritage assets and the promotion of the local customs and crafts - one of our proposals is precisely about the creation of some crafts workshops, with the restoration of The Ciceu Fortress and of the Ilișua Fort, and the participation to local festivals such as the Celebration of the Ciceu Fortress;
- organization of exhibitions displaying artefacts manufactured in the craftsman workshops (millstones, Roman coins).

To harness the immovable cultural heritage as tourist attractions, *we propose* the following theme tourist trails: „*Archaeological Relics in the District of Ciceu*” - tourists will have the

chance to discover cultural heritage assets of an outstanding archaeological value; „*The Ciceu Fortress as the Landmark of the the District of Ciceu*” - tourists will have access to the historical past of the Ciceu Fortress and to other landmarks in the region, whose names are closely linked with the name of the City of Ciceu, such as the Cave in the City of Ciceu and the Lady’s Fountain; „*The Middle Age in the District of Ciceu*” - tourists will have the opportunity to discover historical monuments dating back from the Middle Ages, as well as to the legends that have grown around this district since those times; „*Religious Belief and Religious Landmarks in the District of Ciceu*” - tourists will be provided with extensive information about the old churches in the District of Ciceu and about the religious rituals of the people of Ciceu; „*The Wealth of the Ciceoan Population - Crafts, Customs and Traditions*” - tourists will interact with the people in the District of Ciceu and will get accustomed with their ancient trades, customs and traditions (figure 5).

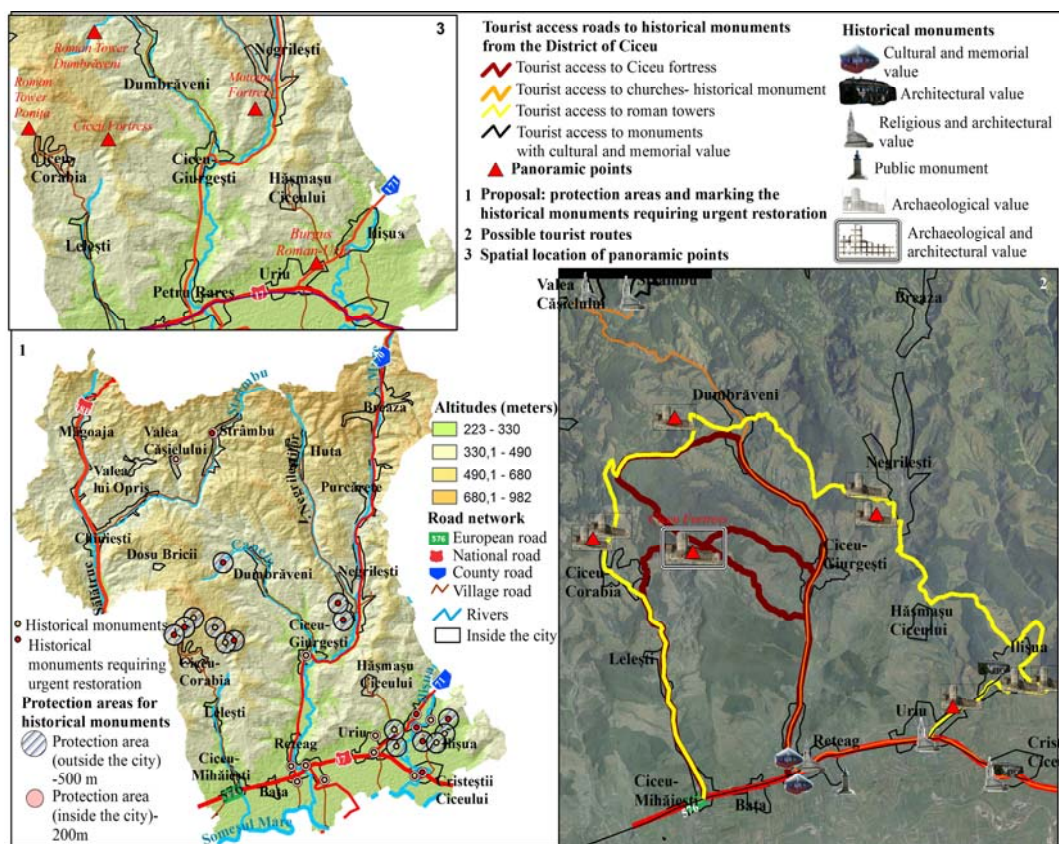


Figure 5. A few proposals of valorisation of the historical monuments in the District of Ciceu

Also, the development of the cultural tourism will represent a milestone in the development of other types of tourism, such as agro-tourism, which will value the resources of the households within the District of Ciceu. In parallel with the development of the cultural tourism, and implicitly of the rural tourism, accommodation services will be requested, which is a favourable aspect for the development of the District of Ciceu, due to the fact that the request for new hostels to be constructed, and also the request for supply services will increase, thus generating both profits and working places. We consider that Ciceu Fortress could be the main pole for tourism gravitation, on which any strategy of touristic development of the District of Ciceu could be built. Ciceu Fortress represents the main identity landmark of the population of Ciceu, due to the fact that the numerous events which take place around the fortress could be themes for the performance of different

touristic activities, but, under no circumstance, the valuation of the other monuments should not be excluded, and they have to be managed as a complex, by means of which the development of the District of Ciceu is possible.

Another proposal, by means of which the immovable cultural heritage could be valued from a touristic view point (figure 5), is the one which implies the accommodation of some pinnacle points in the spots with increased visibility; these places will contribute in the same time to the increase of the valuation of the District of Ciceu. One such pinnacle point could be accommodated on the Ciceu Fortress, when this fortress will be restored, due to the fact that this fortress has a strategic geographic position, on the Ciceu Mic Hill, in the central part of the District of Ciceu, so that its integration into numerous touristic circuits will be possible. The Roman towers of the District of Ciceu, which were part of the defence system of the Northern border of the Romanian Empire, could also be accommodated as pinnacle points, this being a role that they also had during the Roman Epoch. Also for the purpose of touristic valuating of the cultural heritage of the District of Ciceu, a camping area could also be developed, in the Cetății Clearing, at the bottom of the Ciceu Mic Hill, with the necessary accommodations: bake stones for fire, ecological toilettes, informational and warning.

Together with the rehabilitation of the historic monuments and their touristic valuation, in the District of Ciceu the development of ancillary public services will be possible. These ancillary public services include:

- *services which are specific for the cultural infrastructure*, which could be developed in the interior part of the buildings which were declared as historic monuments (after the restoration works): *museums* – which would comprise goods of the immovable cultural heritage of the District of Ciceu, as the ones discovered during the archaeological works, the ones specific to popular art, traditional handcrafts, or the ones with religious value – the development of some *traditional handcraft workshops*, *workshops for the manufacturing of millstone* – the millstone could represent the element of uniqueness, of brand of this district, due to the fact that the manufacturing of the millstones represented the main activity of the population around the Ciceu Fortress – *manufacturing of Roman coins* – in the opinion of the archaeologist Cristian Găzdac (2011), the Castrum from Ilișua (Arcobadara), represents a landmark for the entire Roman world due to the big quantity of Roman coins discovered within this Castrum, so that, if this Castrum was to be restored, such a workshop could operate in this area -, respectively *showrooms* for the products obtained in these workshops. Within the Ciceu Fortress also a conference room could operate, in which seminars, conferences, communications on themes related to the history of the district, to the archaeological discoveries, to the life of the population of Ciceu could be organised, etc..
- *annex services, specific for modern infrastructure*: Internet Cafes, internet halls, a possible fuel pumping station, a supermarket, services which are specific for the field of public foodstuff field, transport, food industry (resources from the local households can be valued);
- *services which are specific for the informational infrastructure*: Touristic Informational Centres, kiosk for newspapers delivery, libraries, Xerox centres;
- *improvement of the local cultural infrastructure*: refurbishment of the cultural institutions, development of a big capacity hall for the development of performances, festivals during the winter season

Also, the rehabilitation of the historic monuments and the inclusion of these monuments within an economic circuit, will also lead to the development of the road infrastructure, of the access infrastructure for these cultural and touristic objectives. In this respect, we noticed that the restauration of the Ciceu Fortress could lead to the rehabilitation of the DC 34 Ciceu-Mihăiești - Lelești – Ciceu-Corabia – Poiana Cetății communal road; currently the asphaltting works are made until the exist point of the Lelești locality, in the direction of the Ciceu-Corabia locality. In the same time, by taking some decisions with respect to the restauration of the „Sf. Arhangheli Mihail și Gavril” Church, respectively the „Sfânta Cruce” wooden church, from the Chiuiești commune,

could lead to the re-development of the asphaltting works of the DJ 182/E Chiuiești-Valea Cășielului county road on a distance of 6 km and of the DC 7 communal road.

A special importance both for the start of the restoration works as well as for the touristic valuation of the immovable cultural heritage is represented by the absorption of financing resources, public and private, such as: subventions assigned from the state budget, structural and cohesion funds, credits and credit facilities, community grants and local/regional funds and non-refundable funds. The immovable cultural heritage of the District of Ciceu in order to be valued, must be **promoted**, and as means of information and popularisation, we propose the following: the development of some maps with the access roads and the localisation of the historic monuments; the development of some brochures, flyers, which would contain information related to the historic monuments; the marking of the access routes towards the historic monuments; the signalling of the monuments and of the protection areas, and subsequently, the cartographic transposition of these monuments; organisation of cultural events. Also, for the promotion and valuation of the immovable cultural heritage, it is necessary that local centres for touristic information and promotion would be constituted.

ACKNOWLEDGMENTS

This paper is a result of a doctoral research made possible by the financial support of the Sectoral Operational Programme for Human Resources Development 2007-2013, co-financed by the European Social Fund, under the project POSDRU/159/1.5/S/133391 - „*Doctoral and postdoctoral excellence programs for training highly qualified human resources for research in the fields of Life Sciences, Environment and Earth*”.

CONCLUSIONS

The District of Ciceu has a large number of historical monuments listed on the List of Historical Monuments, of an exceptional cultural-historical value, remarkable from archaeological, architectural, historical and religious point of view.

The current preservation state of historical monuments is poor one, in excess of 50% requiring urgent restoration works, to eliminate the risk of irreversible destruction of these cultural assets. Therefore, through this study, in addition to the inventory of monuments under various criteria, we tried to outline some protection and preservation directions for the historical monuments. Moreover, there were proposed some strategic directions to capitalize the cultural heritage for the sustainable development of the District of Ciceu, namely regeneration by rehabilitating historic monuments: the touristic capitalization cultural heritage. These two activities must be conducted in a way that does not endanger the authenticity of historical monuments.

The cultural heritage, through the two strategic directions, becomes an important resource for the socio-economic revival of the District of Ciceu, by creating jobs, by creating an attractive environment capable of attracting, due to the access to culture which it renders possible, namely the collective identity that it gives to Ciceoan people.

The capitalization of the cultural heritage, through its integration into the economic circuit, creates favorable conditions for local infrastructure development (roads, water, gas, sewerage), thus making it possible to adapt the District of Ciceu to European standards.

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Submitted:
December 07, 2014

Revised:
January 14, 2015

Accepted and published online
March 21, 2015