

HIGHLIGHTS OF THE TOURIST POTENTIAL IN MONEASA

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Abstract: *The environment of the Moneasa resort is complemented by harmonious hot springs and ionized air. The thermal baths were known and appreciated by the Ottomans. Discovering the beneficent qualities, the Turks have used them for recovering health. Over the time, there have been numerous assessments on Moneasa picturesque places. Historians of the modern times have mentioned it as being "the only spa in Arad County, located in the north-eastern". Moneasa resort spa town is known since the 16th century, especially due to its mesothermal springs. It was documented for the first time in 1597. Harnessing of hot springs widely began after the 1866 and the most important buildings, such as the bath Pavilion were built after 1881. Thermal waters have a temperature of 25-28° C and the waters are bicarbonate-calcic, sodic, magnezice, hypotonic, all benefactor effect on fatigue and nerve disease of locomotor and peripheral nervous system.*

Key words: *Hot Springs; resort spa town; bicarbonate waters.*

INTRODUCTION

Located in a very scenic area, at an altitude of 280-290 m, in the valley of the same name, Moneasa offers the opportunity to go hiking, being the starting point to the heart of the Woods Moma. Currently Moneasa belongs as administrative territorial unit to Arad County. Access by road is done on Arad-Sebis-Moneasa and rail, the nearest is Sebis (20 km). Its population is 1245 inhabitants, with a total area of 6823 ha. Moneasa became known only at the end of the last century, although its mineral waters have been used centuries ago.

Moneasa, dubbed the "Pearl of the Western", is a resort that does not have the reputation of Felix or Herculane, but it does not mean that there, under the shelter of Codru Moma, the beauties and pleasures offered to tourists are less beneficial. Conversely, relative isolation also offers the privacy for meditation after the tumult of the city.

In the spa resort Moneasa, natural cure factors are climate and oligothermal mineral waters, slightly radioactive. It should be noted that the resort enjoys a pleasant climate without those unfavorable sudden changes for the body. It is a climate where the adjustment of the body is effortless. In addition to the favorable natural and climatic factors beneficial to the body, Moneasa resort, for its affirmation among spas would require some restructuring in the economy.

MATERIALS AND METHODS

It has been defined the issue and formulation of the main hypotheses in order to constitute an explanatory and convincing model, inducing the importance and activity of the researched subject. Then, it has been drawn up and completed by the collected information. The drafting of this paper was made in laboratory, based on the notes from the ground, the existing material and consulted bibliography.

RESULTS AND DISCUSSIONS

The relief. Moneasa Valley presents an obviously asymmetric relief left with a steep slope, given by the height Zelea Black along which is part of and the watershed to the Rănușei basin. On the other side, on the right valley "descends" in steps a series of peaks, parallel and separated by narrow valleys with steep slopes, in the lower third, but which presents a rounded interfluvium. They are drawn from the main summit of Codru Moma Mountains, whose altitude varies between 780 and 997 m in the administrative territory belonging to the Moneasa village. Karst relief, favored by the presence of extensive surface carbonate rocks is typical for Moneasa. Surface karst forms are represented by: limestones, sinkholes, blind valleys, karst lakes and ditches, slopes and the wharf in adjacent valleys of the river Moneasa. The depth is represented by caves and potholes.

The climate is mild, sheltered from strong winds and frost and is due to geographical location, which gives a hint of sub-mediterranean microclimate influences, so a moderate continental climate.

The vegetation. Moneasa is predominantly covered by forest vegetation, which occupies most of the territory of the commune's administrative Moneasa, 83% respectively. Among the species protected by law we mention thorn, which is of Mediterranean origin, but who, despite its statute, is harvested and commercialized by some locals. No less important is water lily, which grows on stream Băilor, due to the thermal waters that spring from it.

The fauna found in the area around Moneasa is common to other mountain areas with low and medium altitudes. The animal world in the forest is diverse, due to the favorable development of habitats.

Sightseeing. Among the tourist attractions we mention Dezna ruins dating from the XIII century, waterfall Boroaia, Dezna inn. In addition, the area offers opportunities for hunting boar and trout fishing. Sports can be practiced on marked hiking trails, over 10 in number, giving to the lovers of climbing locations for exercises or kind competitions with a low up to medium difficulty. The resort is designed with a ski length of 250 m, equipped with baby-ski.

With the more than 100 caves in the surroundings, the resort has a high potential for exploration, attracting many cavers. Here we mention Bear Cave, Bat Cave, White Cave, Crystals Cave, all easily accessible.

A special point is the karst plateau Vașcău and Hodos-Bodrog Monastery, built in 1177 which is one of the oldest ecclesiastical monuments in the country, containing a valuable collection of paintings, manuscripts, religious museum pieces. It organizes various folk celebrations, from weddings of Bichiș, Nedeia from Tacasele, Sânzienele from Bârzava until the Hălmagiu Village Fair. We also have four craft known locations in the area: Bârsa for folk costumes and ceramics, Bârzava - famous pottery center, Bichis-Capalnas - red ceramics and bolero, Buteni - popular costumes, costumes of predominantly red and black, but also with coats or sheepskins.

Accommodation services. Volume, structure and quality of accommodation depend on a suitable technical infrastructure: hotels, motels, inns, rest houses, lodges, tourist stops. Moneasa resort has a total capacity of about 995 seats, in the following types of structures:

Treatment Base of Moneasa, having a communication passage with Moneasa hotel, is located in a wing of the building with two levels, where there are medical offices and spas that can provide over 400 major procedures per day.

Table 1

Total accommodation capacity	
Type of accommodation	Number of seats
Hotels	635
Villas	179
Cottages	34
Maisonette units	20
Camps for students	107
Guesthouses	20

Source: Moneasa City Hall

Food service. Essential component in the structure of modern travel packages, food service, is recommended, as time goes on, as a set of multiple benefits and new opportunities in terms of raising the quality of the tourism product in terms of high efficiency.

In the Moneasa resort catering services are the hotel restaurants, as follows: - the hotel restaurant Moneasa; - the Parc hotel restaurant; - the Codru Moma hotel restaurant; - Restaurants and dining rooms of the villas and guesthouses in the resort; - Moneasa resort Pizzeria; - Moneasa resort Confectionary

Leisure services. Moneasa is not an exclusive resort treatment, there are also opportunities for leisure facilities provided through theater and cinema halls, mineral pools, boating on the recreational lake near the hotel Moneasa, or lands sport.

Cultural sights

- Bust of the plastic artist, painter and sculptor George Groza (1899 - 1930), conducted by Michael Ferenc in 1986. It is intended to achieve a museum with exhibits of the regretted artist.

- Parish of Roman - Catholic Church, built in 1760 by Bohus Emerich, in the churchyard is a monument of Gr Wenckhein Frigyes and Crystina dating from 1893, renovated in 1903.

- Monument of Moneasa stonecutter, built by sculptor Alexander Andrițoiu in 1956 in honor of all the stone carvers of Moneasa. On one side of the monument are past the 54 carvers who have contributed to this work.

- City Dezna - City Dezna is first documented in 1261, but it is understood that it existed long before. However, it appears first as the Desna, along with other cities for defense in the region, such as Șiria, Lipova - Șoimuș, Ineu Pancota and Deva, all the key cities in the defense of this part of the country.

Hiking trails through the resort

- The mineral springs
- after - noon easy and fun rides for knowledge and other sights of the resort, with minimal effort.

- pedalos and boating on the recreational lake.
- By the lake, driveway or path, traveling in the neighborhood of the iron furnace, reminiscent of the old primitive Moneasa industry.

- An easy walk to the resort conservatory of flowers and camping. Conservatory "supplies" resort to compile its carpets of flowers that beautify the alleys and the park.

- up the valley of Moneasa until the "Laptelui Rock"

Marked hiking trails; - Moneasa - Peak Osoi - City Dezna; - Moneasa - Bat Cave; - Moneasa - Hill Feredeu - Top Izoi; - Moneasa - Valley Pietrosu - Dry Valley; - Hill

Feredeu - Poiana Tinoasa - main ridge; - Moneasa - Valley Boroaia - main ridge; - Baita - Vașcău - Field - Field Moti – Moneasa

Events: - Moneasa resort Days - in May; - Festival of songs and folk costumes from Țara Zarandului - in June; - Pancake Festival - in July; - National Youth Festival folk music - in August.

CONCLUSIONS

Through the resort development projects, both those already undertaken and the new proposed, the resort could attract new customers and diversified and quality services for customers categories already exist in this area, and for tourists to come.

Short term proposals: - Defining the concept of leisure resort and its products, the introduction of arrival-departure records of tourists; - Introduction and keeping of the correct primary record of customers for the exact definition of the segments of tourists arriving in the resort; - Changing the atmosphere and ambience, setting policy and market prices; imposition of an active sales, aggressive, with a focus on indirect sales through travel agencies, setting up a marketing office - PR, through which specific activities, meet the following function: ensuring optimal occupancy at an average real high rate , and ensuring the sale of other services; - Establish a budget for setting up this office; - Introduction of appropriate staff attire strictly for accommodation, restaurant and bar; additional diversification; - Diversifying the list menu and drinks list; - Works of parks (cutting, planting), of the lake, restocking the brook attached to the villa with trout and water lilies.

Long-term proposals: - Modernization works of baths; - Restoration of furniture and replacement of linen room; - Raising the classification and hence the quality; - Identification and exploitation of local Romanian specific; - Modernization of villas and their reintroduction in the accommodation circuit, or their conversion into specialized places like, pub, pizzeria, club, cafeteria, restaurant serving Romanian; - Development of recreational activities - from base to base recreational therapy; - Arranging the cave and a slope; - reinstatement of bowling alleys, setting up of a equine center; - Construction or establishment of a disco and a nightclub.

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