

FORMS OF TOURISM ALONG THE BEGA CANAL FROM THE IOSEFIN DISTRICT FROM TIMIȘOARA

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***Abstract.** Urban tourism is a form of cultural tourism, in which services are provided in urban settlements for both residents and tourists. The advantage of implementing new modern forms of tourism in the urban area is the one of the contribution to economic regeneration and job creation. This form of cultural tourism with its subtypes refers to spending free time, vacations, business in the city and visiting these items and to carry out activities in a very diverse nature such as: watching shows, visiting neighborhoods, participating in sports and leisure activities, health maintenance. Urban tourism, through the multitude of natural and anthropic resources existing in the city benefits by the action of favorable factors, including increasing interest for historical and cultural objectives, enhancing domestic and international social contacts, developing weekend and business tourism. As a result of these factors, we can speak today of an increase in the importance of urban cultural tourism with its subtypes, in the structure of tourist options, simultaneously with its diversification and in the Iosefin district from Timisoara along the banks of the Bega Canal, the city's green boulevard and resource for nautical agreement tourism or for the public transport of passengers and goods.*

Key words: tourism, forms, Bega, Iosefin, Timisoara

INTRODUCTION

After the liberation of Timișoara from the Ottoman occupation in 1716, a period of profound transformations began in Banat, the first being the provision of drinking water and the rehabilitation of swamps to restore the land to agricultural activities. The Bega canal, which flowed through the exterior channel of the fortifications, was regularized because it was essential that the surplus of production given by nature and crafts to reach easily to the Danube, in order to be transported to Vienna, the capital of the Habsburg Empire [1,4,6,9]. In addition to the commercial function, the construction of the Bega Canal also had a strategic function of ensuring the supply of Austrian troops in conflict with agricultural products [1,15]. Today it seems hard to believe that in 1756 the Bega canal flowed through the city of Timisoara, through the place where the Continental hotel, Telbisz street, Huniade square and Republicii boulevard are located, the river being moved on the route known today [5,10,14]:

- by digging the current channel with rudimentary means;
- becoming for a long time the best means of transport by rail;
- major benefit for the municipality of Timișoara from an economic and social point of view.

Although initially Bega was used only for rafting, respectively the transport of logs in the Faget area, it has become in time, a navigable canal suitable for moving barges with a load capacity of up to 700 tons. The city developed with the industrialization and development of new activities, the increasing number of inhabitants required the establishment of new neighborhoods for booming industries. Thus was established in the western part of the current municipality of Timisoara, a compact neighborhood with many anthropogenic resources, which can, by diversifying forms of tourism, become a tourist destination along the waterway Bega, for which manual digging from 1728. In 1732, the

Habsburg administration spent 3.0 million working days to become for a time the most important transport route for Timisoara and the whole of Banat [4,6].

On the Bega navigable canal, the first ship have circulated to Pancevo, but due to the sand leaks from the shores, new solutions were sought in the period 1735-1754, finding a new route Timisoara-Klek. The first port was built in the area of the Continental Hotel, where today only for unloading logs, being moved after the regularization of the canal in the Iosefin district in 1752. On this canal were transported in 1857 the first steam locomotives in Austria used in towing the first trains on the Timisoara-Stamora-Jasenova-Bazias railway route or to the west on the Kikinda-Budapest-Vienna route [1,10,13].

The Bega Canal represented a trade route for Timisoara and today an urban and leisure transport route. At the beginning of the 19th century, on this canal circulated:

- 500 merchant ships for 300 days on a year;
- the port of Timișoara was connected to Europe by the Tisza-Danube to Regensburg, then by transshipment on the Rhine to the North Sea;
- approximately 250,000 tons of goods were transported on the canal;
- the first passenger routes were made in 1869 and were transported on the canal 50,000 passengers and in 1944 over 500,000 passengers;
- among the passenger ships were counted over time: Fortuna, Maria, Ana, Suzana, Rindunica, Ilie;
- today there are 7 boats for urban transport in 2019 in the channel, with more than 200,000 passengers traveling with such means of transport;
- Recreational vessels will travel to Zrenjanin in Serbia in the future.

Industrial, administrative and residential buildings were built on the banks of the canal, so in 1930 the neighborhood reached around 18.0 thousand inhabitants. The use of these resources with tourist vocation, in addition to those from Cetate district, can contribute to the redirection of tourist flows, by decongesting the central area and practicing new forms of historical, educational-entertaining and leisure cultural tourism, along the canal, a real column green vertebrate of the municipality of Timișoara [1,18].

MATERIAL AND METHOD

Travel and tourism with its modern forms involve an important financial movement, materialized by the expenses made by tourists at the destination but also the revenues of tourism operators and economic agents that provide accommodation, meals, leisure facilities and passenger transport. In this scientific approach carried out in the Iosefin district of Timisoara, in order to propose the implementation of new modern forms of tourism, we investigated the existing natural and anthropic resources on the two banks along the Bega Canal, to promote routes as local tourism product, which to attract as many tourists eager to be unique. We believe that by implementing different forms of tourism along the Bega Canal will obtain a series of benefits on this destination, establishing a productive climate through the variety of forms of tourism proposed for implementation, ensuring the sustainability of tourism in this neighborhood from Timisoara, spreading the benefits offered by tourism, improving tourism production along the canal, promoting the Bega Canal as a resource for water and leisure sports using vaporetto as a means of public transport and for tourist purposes, invigorating transport on canals nationally and internationally. The forms of tourism proposed for implementation along the Bega canal in the Iosefin district of Timisoara took into account the specifics of the anthropic and natural values of the existing heritage, materializing in, visiting historical objectives, places related to city history, science, technology, participation in events related to the Bega canal and specific technical and economic objectives, ports, hydrotechnical nodes, bridges, architectural ensembles.

RESULTS AND DISCUSSIONS

The Iosefin district, rich in resources with a tourist vocation, along the Bega navigable canal, was originally designed, like the German villages from Banat as a prototype of them, the approval of establishment being given in 1744 being called Maierale Noi or Deutsche Vorstadt and since 1773 after the second visit to the capital of Banat, Timisoara, of Emperor Joseph II of Habsburg received its current name and has the following appearance along the canal:

- rectangular streets on either side of the canal;
- rare houses at first surrounded by gardens;
- terraces with rich vegetation and clean air;
- destination for spending free time in summer;

With the second half of the 19th century, with the construction of the TimisoaraVienna railway in 1857, commercial activities intensified through railway and naval transport and industries developed, so that the appearance of the Iosefin district changed into an important industrial center:

- steam mills near the Great Station: Elisabeta, Prochaska, Moara Mare;
- cigarette factory (1846);
- illuminating gas plant (1857);
- match factory (1878);
- Kandia candy factory (1890);
- felt factory (1891)

The Bega Canal, along which in the Iosefin district we want to implement new modern forms of tourism, is one of the few artificially arranged waterways on Romania territory and is considered by most specialists, one of the defining points of the city, future European capital of culture in 2021. The port of Timisoara from Iosefin was a strong commercial point, the canal having a length of 115 km until it empties into the Tisza. In order to ensure the necessary flow in time, have been executed a series of architectural works which, for the practice of a new form of tourism, nautical tourism [11] in the navigable area, can constitute important tourist attractions:

- Costei hydrotechnical node, located on Timis, is one of the most important architectural works for water management from Banat, with double interconnection Timis-Bega, executed to maintain water levels upstream on Bega and the main source of water supply of the Timisoara municipality;
- the Topolovat hydrotechnical node, located on Bega, for the regularization of the Bega and Timis rivers before the municipality of Timisoara, built in 1758;
- the Timisoara hydrotechnical node, has as main purpose the production of electricity, maintaining the water level upstream on Bega, for the gravitational supply of domestic and industrial consumers with water;
- the six locks on the Bega canal:
 - ✓ two locks on the Romanian territory:
 - the hydrotechnical node from Sanmihaiu Roman that aims to maintain the constant level of the canal between Timisoara and this node to facilitate navigation on the canal;
 - the Sanmartinu Maghiar hydrotechnical node (Uivar), has as main purpose the maintenance of the canal level between the two nodes located on the Romanian territory.
 - ✓ four locks in Serbia:

- the Itebej hydrotechnical node, built in 1914 is right next to the state border, has double gates, the ships that enter in the lock can have a capacity of up to 500 tdw;
- the Klek hydrotechnical node has three pairs of gates being built in the same period as the one at Itebej and allows the passage through the lock of ships with the same transport capacity as through the first hydrotechnical node on the territory of Serbia;
- the Stajecevo (Ecka) hydrotechnical node was built with two sliding gates in 1971 and allows the passage of vessels with a load capacity of less than 100 tdw.
- the Titel hydrotechnical node (Novi Becej) was built in 1972 with sliding gates and with the transfer capacity identical to the previous hydrotechnical node.

- the port of Zrenjanin and the shipyard, located on the territory of Serbia can become by diversifying the activity also a tourist port on the waterway route Timisoara-Zrenjanin.

The Bega Canal in general and in the Iosefin district from Timisoara in particular, has a major importance due to the existing resources on the two banks and also as a transport utility:

- from a cultural and historical point of view - the backbone of the fortress, the nautical boulevard that connects the three historic districts Fabric, Cetate and Iosefin
- from an urban point of view - for urban transport and the development of anthropic industrial and administrative resources and palaces, today houses;
- from an aesthetic point of view through the architectural works of the banks, bridges and the beauty of nature/vegetation on the two banks, clean air, the green boulevard that runs through the parks of Poporului, Rozelor, Justitiei, Catedralei, Alpinet, Central;
- from the leisure, multicultural point of view, a factor of life through the terraces and restaurants on the shores, the sports fields, the possibilities for physical exercises;

The Bega Canal from Iosefin District of Timisoara is crossed by the following bridges that connect the two shores, true works of art, which can be used for the practice of architectural and historical cultural tourism. These bridges are as follows:

the Traian bridge or the bridge from Maria Square, the former Huniade bridge, which was built in 1917 and replaced the old metal bridge, which was transferred below the canal near Ady Endre and Andrei Muresanu streets. This bridge was supposed to have towers, the equestrian statue of Iancu de Hunedoara, decorations, but due to the lack of capital during the construction, these decorative elements were removed from the project and look like the figure below:

- the Iron Bridge, from the chain factory, built instead of the old ferry that connects the two banks of the canal, is the old Huniade bridge, due to its elevation for crossing barges it was used only as a pedestrian bridge, but has historical importance due to its antiquity and the system of construction and joining of metal elements by riveting, after the model of the Eiffel Tower;
- the Ștefan cel Mare bridge, named from the Train Station, from The Anchor or Franz Josef, was built instead of a wooden bridge, rebuilt several times to withstand road and rail transport for the electric tram;
- the Heroes or Elba bridge is several times rebuilt from reinforced concrete and returned to road traffic to Iosefin Square;

- the Labour bridge, or from the Bus Station or the Cigarette Factory, is built of prestressed reinforced concrete and has a length of 72.50 meters;
- Gelu footbridge, made of reinforced concrete, connects the streets with chrysanthemums and Gelu being designed by the engineer I. Polen
- Modos bridge, has utility for railway transport and serves the Timișoara-Reșița route.

The implementation of new forms of tourism [12] along the backbone of Banat or the green boulevard of the city of Timisoara, as it can be characterized Bega will:

- diversify the tourist offer;
- had a major economic impact on tourism.

The total economic impact of tourism is given by the sum of the primary and secondary effects measurable by the volume of sales, revenues, jobs created or in a word the added value. The effects, meaning changes in economic activity produced in the first cycle of expenditures, with an impact on tourism companies [7]. Side effects are changes in economic activity produced during other spending cycles:

- indirect effects, meaning changes in sales, jobs and revenues, produced in the region, in industries that provide goods and services to the tourism industry;
- induced effects, changes in the sales of products, in the municipality as a result of current expenses, made by staff working in the field of tourism.

The multiplier effect refers to the economic interdependencies between different sectors of the regional economy, in other words the spending or reimbursement of the amount initially paid by a tourist for a tourist product or service. It is a major indicator because the greater the multiplication effect is, the greater the economic impact of the tourist activity will be. Studying the economic impact in tourism involves four fundamental stages:

1. defining the problem by identifying seven factors:

- defining the tourist activity to be evaluated
- identification of quantitative and typological changes of the tourist activities generated by the evaluated tourist activity;
- identifying the types of expenses to be included;
- identification of the area of study;
- identification of key economic sectors (accommodation, food, transport, leisure) and desired sectoral details;
- identification of the most important measures of economic activity;
- identification of tolerable error levels in the results.

2. estimating the change of the final demand/tourist expenses;

3. estimating the economic effects of the change in final demand;

4. interpretation, application and communication of the results of the impact of the implementation of new tourist activities in the region, municipality, city.

In the tourist activity there is a very wide range of tourist activities, determined by satisfying the need for tourism, by the conditions of achieving the demand-supply balance, by the particularities of the trip in a certain area.

The new forms of tourism that are proposed to be implemented in the Iosefin district of Timisoara, having as green boulevard the Bega canal, can be defined by the concrete aspect of the association and combination of services offered, which make up tourist products and ways to practice and marketing them. The motivations that generated the proposal for the implementation of new modern forms of tourism in the Iosefin district with multiple natural and anthropic resources, along the banks of the Bega canal started from the identification of several main groups of tourist activities:

- education through culture and history;

- recreation, leisure, entertainment;
- business, fairs, meetings, visits to parks, reservations (scientific tourism);
- sports, outdoor walks using road and naval means of transport;
- professional reasons, knowledge of industries and their seniority in the city of premieres;
- health through exposure to the action of sunlight;
- Banat local patriotism, identifications of historical monument buildings, architectural styles.

On the right bank of the Bega Canal, we propose for implementation the following modern forms of tourism practicable in the Iosefin district:

1. industrial cultural tourism:

- visiting the bridges starting with the Traian bridge, the iron bridge designed according to the research carried out by Eiffel and cast at the Resita factories.

- admiration of current industrial units or former factories:

- a) Ice factory;
- b) The hat factory once the leading unit of industry in the city on Bega, whose products were intended for export to many countries on world;
- c) Chain factory near the pedestrian iron bridge;
- d) Prochaska mill that provides flour transported on the capital canal the Habsburg Empire, Vienna, along with other existing mills near the Bega canal and the main train station in the Iosefin district;
- e) Cigarette factory, the first of its kind in Romania;
- f) Elba Factory;
- g) The water tower from Iosefin is 49 meters high and has a capacity of 500 cubic meters;
- h) Wastewater treatment plant built in 1914;
- j) Grain silo

2. cultural and architectural tourism (secession):

a) at the building from the number 15 on Nicolae Titulescu Street on the pediment of which several symbols are distinguished: mascars, dolphins, the horn of plenty [3];

b). the Imperial hotel building that abounds in secession elements, geometric figures, Masonic symbols, balcony overlooking through the Stefan the Great bridge, the Bega canal and the House with the Anchor on the opposite bank;

3. bicycle touring on the bike path next to Central Park and up to the Heroes bridge then on the left bank on the bike path arranged for the purpose:

- a) maintaining the physical shape of practitioners/tourists;
- b) for fun by using city bikes;
- c) for outdoor tourism;
- d) for easier access to historical monuments avoiding congestion.

To practice this form of tourism we recommend the following bike tours also valid on the left bank of the Bega canal from the Heroes' Bridge to Zrenjanin in Serbia:

- a). credit card touring or light tour that requires a minimum of equipment and money, food being procured on the route and accommodation possible makes at agritourism farms or rural boarding houses;
- b). ultra light tour on the bank of the canal where the cyclist only transports the minimum required;

c). self-supported touring with maximum load of food, clothes exchange to the port of Zrenjanin;

d). expeditionary tour with diversion in the localities on the canal bank sightseeing: fortresses, mansions, castles, places of worship, museums, hydrotechnical nodes, memorial houses;

1. event tourism, involves the participation of fellow citizens and tourists in events organized in the Iosefin district with the theme of community celebration [17], water saving, environmental protection, pollution avoidance, all related to the Bega canal:

a). Bega canal day June 5 environmental day;

b). water concert organized by the Banat Philharmonic;

c). national/international water sports competitions on the canal.

5. ecotourism is a form of sustainable tourism as a necessity for the protection through tourism of natural, social and cultural wealth [16,19], which is the heritage of the neighborhood and the municipality and the satisfaction of the needs of tourists and local people to spend free time in nature at clean air and contemplate the arboreal and floristic vegetation on the promenade alleys arranged in parks along the canal. For this form of tourism we propose for the right bank for the Iosefin district:

a) the alley arranged on the bank of the canal from the Traian bridge to the Modos bridge to identify rare species of trees *Taxus bacata* L., Tisa at the Hat Factory and *Quercus robor* L. Oak, common species lime and acacia but also willow water lovers weeping, poplar, alder [2].

c). Central park, the edge to the canal with many arboreal species some monuments of nature, but also shrubs of different species.

On the left bank of the Bega canal, we propose for implementation the following forms of tourism:

1. scientific and cultural tourism, on the left bank on Tudor Vladimirescu Street you can contemplate the decorative architecture, specific to the beginning of the 20th century:

- the building at number 6, plasters that imitate the monolithic stone, like tulip flowers stylized and sunflower, peacock tail, lines finished in coup de fouet;

- Flavia Palace built in 1903, with its special towers from number 8.

- the pediment of the building at number 11, which is decorated with chestnut leaves;

- the building at number 12 corner with 16 Decembrie Boulevard has the rub decorated with the tree of life, coat of arms, flowers and lilies, butterflies;

2. historical nautical cultural tourism, involves educational activities to know the concerns of those who dug, managed the canal, administration headquarters and possibly museums with types of boats, barges or places of leisure related to these activities, the restaurant at Anchor, the old swimming pools on mal:

a). The former headquarters of the Timis-Bega Union, the Water Palace built between 1900-1903, a monumental building due to its silhouette, with two side wings joined by a corner facade that continues with a lofty tower. We notice fish heads, dolphins in the niche, seashells, neo-baroque geometric decorations, Ionic colonnades. The staircase is special, the wrought iron stair railings, and the balcony on the first floor from where you can see the stained glass windows with geometric motifs.

b) .The house with anchor. The first regulation regarding the navigation on the Bega canal dates from 1756, in 1775 the Navigation Office from Timisoara was established, this period being considered as officialization of the port of Timisoara which from the 20th century had its headquarters in Tudor Vladimirescu at the

intersection with Dragalina street. The modest-sized building housed has sheltered specific documents on the movement of vessels and had a four-armed iron anchor above the entrance gate. After the demolition of the building in 1902, the anchor came into the custody of the Banat Museum and in that place was built the house with the coat of arms called the house with anchor that has a coat of arms on the corner tower, to remember the location of the old port of the city [8].

c). The port of Timisoara. The old captaincy of the port of Timisoara after the demolition of the building, where the house with anchor was built, in 1870 moved to the current building also on the standing bank of the Bega canal where it is still located today.

3. recreational-fun and leisure tourism, maintaining health by practicing team or individual games at the existing handball or tennis courts on Tudor Vladimirescu Street or hiking, walks on the banks of the Bega canal.

4. performance sports tourism, for participation as a spectator in the practice of team sports handball and field tennis, sports event tourism;

5. aquatic, nautical or water tourism which involves the facilitation for the purpose of recreation, sports training, of the following activities on the Bega canal:

a). canal-bike, planned trips with vaporetto in holidays on the canal, to contemplate the nature, urban and industrial architecture of the city;

b). nautical recreation, pleasure rides authorized by own motor boat for pleasure;

c). performance water sports, practiced by the athletes of the water clubs on the banks of the Bega canal, using the specific boats to each sport: kayak, canoe.

6. culinary tourism, practiced on the terraces or restaurants located on the banks of the Bega canal for tourists to know the culinary heritage of Banat, which can be identified taking into account the following criteria:

a) identification with the Timisoara community as - emblematic food;

b) nominalization of the products within a suggestive classification for community lifestyle and for other social elements such as food marked by class;

c) the transmission of significant information at the same time as consumption of the product as - food communication sign;

d) presentation of certain important products with symbolic prestige as - symbol element.



Figure 1. Modern forms of tourism practicable on the left bank along the Bega Canal

All these proposed modern forms of tourism, represent in our opinion modern forms of vacation for these reasons we treated them separately on each side of the canal, they can be combined because the distances between the bridges are small and depending on the wishes. participants in the tourist phenomenon, tourists who once lived in the neighborhood and returned, young people looking for their roots, cultural tourists, can choose the forms and depending on the cultural profile of visitors. The power of these new forms of tourism along Bega canal, proposed for implementation lies in the ability to satisfy the desires of those who visit the Iosefin district, once with a majority German population, to know places, recognize and remember a certain place, with significance, related to training as people, feelings, a certain way that makes sense to them.

CONCLUSIONS

In Timisoara, after the liberation of the fortress from the Ottomans in 1716, a period of profound transformations took place, regarding the desiccation of the swamps and the provision of drinking water by regulating some rivers but also the sanitation of the swamps and the regularization of the Bega canal supplying the army and transporting goods from the newly conquered province in the Habsburg empire. The construction of the Bega canal had, in addition to the commercial function, of transporting logs from the Faget area, also strategic function becoming a navigable canal for barges with a load capacity of up to 700 tons.

In the Iosefin district of Timisoara, located in the west of the Cetate district, buildings with different administrative, industrial and housing utilities have been designed along the Bega canal, which today have become resources for practicing various modern forms of tourism.

In order for any form of tourism, proposed by us to be implemented in the Iosefin district and to be included in the sphere of tourism, it must meet three essential conditions: to be determined by a cognitive desire, to take place the consumption of a form of tourism with cultural significance, educational, recreational, sports and agreement to involve the intervention of a mediator to make the product, the tourist guide, the leaflet.

On the right bank of the Bega canal the main modern forms of tourism that we propose for implementation depending on the suitability of resources are: industrial technical cultural tourism, architectural cultural tourism, bicycle touring, event tourism, ecotourism as a form of sustainable tourism and on the left bank can practice six modern forms of niche tourism: scientific cultural tourism, historical nautical tourism, recreational-leisure and leisure tourism, sports tourism, water tourism (canal-bike, nautical recreation, water sports), culinary tourism. The power of the forms of tourism proposed along the Bega canal, for implementation lies in their ability to satisfy the wishes, needs and desires of those who visit the Iosefin district, to know places, to have experiences, in a certain way that has meaning for They.

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