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DOBRODRUŽNÝ CESTOVNÝ RUCH V KANTÓNE SARAJEVO

ADVENTURE TOURISM IN CANTON SARAJEVO

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Abstract: *Outdoor tourism includes: eco-tourism, sports-recreational, adventure and similar forms of tourism. Canton Sarajevo offers an active vacation. It offers various activities such as horseback riding, adrenaline park, hiking, cycling, quads, and, as a novelty, it also offers a gyrocopter (a combination of airplane and helicopter) and much more. The advantages of the development of outdoor tourism in Canton Sarajevo are: it being one of the fastest growing branches; employment (in accommodation, transport, tour operators); millennials; local community support and protection of natural resources. There are several safety challenges and threats to the development of this sector: these are problems of unmarked and poorly maintained trails, lack of certified guides, inadequate accommodation in mountainous areas, mined areas, lack of legal framework, etc. These problems greatly limit the significant potential for eco and adventure tourism of Canton Sarajevo has. Organized by the Association of Adventure Tourism in Bosnia and Herzegovina (ATA-BiH) and the International Adventure Travel Trade Association, Adventure EDU training is being held for travel agencies from the region. There is great potential for development of destinations of Canton Sarajevo with an emphasis on active holidays.*

Keywords: *tourism, outdoor tourism, adventure tourism, trends in tourism, Canton Sarajevo*

Introduction

Tourism is one of the fastest growing sectors. Regardless of the economic development of a country or region, countries prioritize outdoor or adventure tourism, to recognize the growth of the market, i.e the ecological, cultural and economic value of this form. Outdoor tourism includes: eco-tourism, sports-recreational, adventure and similar forms of tourism. Sarajevo Canton is a popular tourist

destination and many tourists visit it (Čaušević, Drešković, Mirić, & Banda, 2020; Čaušević, Mirić, Drešković & Hrelja, 2019; Čaušević, Mirić, Drešković & Hrelja, 2020; Čizmić & Čaušević, 2017). Canton Sarajevo offers an active vacation. It offers various activities such as horseback riding, adrenaline park, hiking, cycling, quads, and, as a novelty, it also offers a gyrocopter (a combination of airplane and helicopter) and much more.

Adventure tourism is defined as a trip that includes at least 2 of the following 3 elements: physical activity, natural environment and contact with the culture of the locality. It is a form of nature tourism that includes an element of risk, a higher level of physical exhaustion, and the need for specialized skill. Of course, adventure tourism can be domestic or international, and the same basic rule of having to include at least one night and must not manifest itself for more than a year, applies in this case. Depending on the severity and degree to which adventure tourism manifests, there are different variants (Gross & Sand, 2020).

Thanks to its natural wealth, especially the mountains, Canton Sarajevo has ideal conditions for the development of outdoor tourism. Adventure tourism offers a combination of mountain biking, hiking, paragliding, parachuting and off-road riding with possibilities of rest, relaxation and sightseeing. Outdoor tourism, both in Bosnia and Herzegovina and in the Canton Sarajevo, is becoming increasingly popular, and the fact that the Association of Adventure Tourism in Bosnia and Herzegovina (ATABiH) has been established, supports the efforts for its development. In addition, the diversity and beauty of Bosnia and Herzegovina's natural resources represent great potential for the development of this attractive kind of sports and tourism industry.

The advantages of the development of outdoor tourism in Canton Sarajevo are: it being one of the fastest growing branches; employment (in accommodation, transport, tour operators); millennials; local community support and protection of natural resources. There are several safety challenges and threats to the development of this sector: these are problems of unmarked and poorly maintained trails, lack of certified guides, inadequate accommodation in mountainous areas, mined areas, lack of legal framework, etc. These problems greatly limit the significant potential for eco and adventure tourism of Canton Sarajevo has. Organized by the Association of Adventure Tourism in Bosnia and Herzegovina (ATABiH) and the International Adventure Travel Trade Association, Adventure EDU training is being held for travel agencies from the region.

There is great potential for deve-lopment of destinations of Canton Sarajevo with an emphasis on active holidays (Čaušević, 2019).

Literature review

Adventures used to be associated with the exploration of distant, new and promising lands and often with scientific progress. The adventure itself was often seen as a necessary evil in the wild and hostile nature. Scientific expeditions can be traced back to the Middle Ages. The names of Marco Polo or James Cook are associated with travel, adventure and heroism. Not until alpinism, i.e. mountaineering to the summits of the Alps (Beedie, 2014) became popu-lar, adventurous trips started to at-tract a special breed of tourists. Ori-ginally mountains were climbed out of scientific motivation, soon after they were climbed out of sporting ambition. Mountain tourism saw a rapid growth and attracted many adventurers. In 1865 all Alpine pe-aks had been climbed for the first time (Standeven & de Knop, 1999).

At the start of the 21st century it turned into one of the major niches in tourism (Cater, 2006) and can now be considered as a tourism segment. Adventure tourism has established itself within the last two decades and was said to be the fastest growing outdoor tourism market sector (Buc-kley, 2007; Williams & Soutar, 2009).

The size of the adventure tourism market is difficult to accurately esti-mate, as it depends on what is con-sidered "adventure". Definitions of adventure tourism have traditionally centered on adventure recreation (Hall & Weiler, 1992; Sung, Morri-son & O'Leary, 1997). Such expe-riences are characterized by the interplay of competence and risk (Martin & Priest, 1986).

Adventure tourism can be applied to adventure sports as well as travel, and ranges from extreme sports such as base jumping, to more gentle pur-suits such as hiking and cycling (McKelvie, 2005). Johnston (1992) considered adventure travel to be "Travel for the specific purpose of pursuing adventurous recreation". Sung et al. (1997) developed a de-finition of adventure travel as a tool for measuring and segmenting the market, incorporating components of a number of previous definitions of the term. Sung's proposal was: "A trip or travel with the specific purpo-se of activity participation to explore a new experience, often involving perceived risk or controlled danger associated with personal challenges, in a natural environment or exotic outdoor setting".

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Methodology

The research methodology is defined according to the title of the paper. The paper used literature review as a research methodology. The subject of the research is adventure tourism in the Canton Sarajevo. The paper analyzes previous papers on the topic of adventure tourism, lists trends in tourism and trends in adventure tourism. Special attention is paid to the current state as well as the possibilities for the development of adventure tourism in the Sarajevo Canton. Possibility analysis for the development of adventure tourism in Sarajevo Canton took place through collection and insight in the relevant literature related to the field of research - opportunities for development of adventure tourism following previously conducted research whose literature is available.

Trends in tourism

Trends in tourism affect every segment of this activity, as well as the business of all smaller or larger tourism and hospitality companies (Guliyev & Nuriyeva, 2017). To survive in a strong competitive (global) market, any such company should be 'involved in the game', i.e. keep track of what is currently most popular. Below are some of the trends (Buckley, 2006):

Millennials - the target group that should be paid attention to at the moment are the so-called millennials, guests aged 20 to 40, and traveling and gaining new experiences is among their top priorities. Millennials do not invest their money in buying a lot of things, but rather prefer adventures that will bring them different experiences. Thus, a combination of adventure and gastronomic experiences for tourism businesses can be a win-win.

Adventure tourism - Today, there is an increasing number of guests who want to spend their vacation differently, i.e. instead of enjoying the beach or sightseeing the attractions of a destination, they opt for tourist packages oriented to adventure experiences. If they have to choose between a classic mountain climb with a guide and a bike ride down the slope of the same mountain, they will prefer the latter. Adventures within tourist packages are thus a trend that inevitably brings the company a competitive advantage.

Popularity of gastronomic trips - Gastronomically oriented tourist packages are another key competitive advantage. To achieve this competitive advantage, tourism businesses need to understand the importance of working with local restaurants and other catering facilities. Also, there are plenty of guests interested in dishes that are prepared and served

daily rather than expensive specialties, so that too can be taken into account.

Photography as a way of life - One of the habits of today's guests is to take photos and post them on their profiles on various social networks. If tourism arrangements do not adapt to this, companies lose a very strong competitive advantage. Planning stations where you can take photos and helping guests in taking photos are some of the ways this can be done. Photography is very important because in the hands of guests it can become a very powerful marketing tool, especially considering that social networks and the internet are the primary source of information for millennial guests.

Socially responsible tourism - Millennials are a generation aware of global change to a much greater extent. An increasing number of potential guests are thinking about how their trip will affect the environment, so they decide to travel in the least harmful ways. This means not only the way you travel, but also trust in a particular travel company. They investigate whether and how detrimental their environmental, economic and social impact is to the environment in which they operate.

According to the World Tourism Organization, in parallel with tourism in general, adventure tourism is recording constant growth (Mykletun,

2018). A 2010 study conducted by The George Washington University in collaboration found that the global value of the said form was $ 89 billion. Another study conducted in 2013 also found that as much as 42% of total global departures were primarily for adventure travel, generating a staggering amount of as much as $ 263 billion. The stated data is mostly related to: increase in international travel, increase of travelers and tourists in the sector of adventure tourism and with the motive of discovery and increase in average daily consumption (Dumitras, Mihai, Jitea, Donici & Muresan, 2021).

Trends in adventure tourism

According to the World Tourism Organization, in relation to the global report on adventure tourism from 2014, the next trend that is manifested especially in the adventure tourism is disintermediation. Disintermediation is the realization of travel without intermediaries such as travel agencies, tour operators or individuals. Thanks to advances in technology, travelers are now able to virtually "peek" into the destination, or the activity with which they are motivated. Therefore, it is crucial that bidders optimize their online sites and provide the possibility of direct booking. Then, it is important that

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companies take care of their online reputation - tourists and travelers can and want to find everything. The tourism sector has experienced the strongest impact of technology. The Internet in general and online portals have drastically changed the picture of mass tourism, although in adventure tourism the impact is greater on demand than on supply. Consumers and passengers are "empowered" by the ability to access a wide range of information and tools, including the ever-growing, massive number of reviews created by travelers. According to Stride Travel, 9 out of 10 travelers consider the reviews extremely important. When it comes to touring and various activities, the most important reviews are written on independent third-party sites that as many as 95% of travelers believe in (Joy & Antony, 2021).

Also, the Trip Advisor platform in 2014 reached an incredible number of as many as 150 million reviews with more than two billion visitors a year. Why reviews have such a positive effect, they announced from Trip Advisor research conducted by the Oxford Economics group. During the research, 4 key factors that the platform performs are revealed: transparency - consumers are clear about the advantages and disadvantages of the hotels, activities or attractions they are considering; belief - the content on the platform is credible and realistic; breadth of information - travelers have access to an enormous amount of information and data on various tourist entities; search and booking - ease of finding and comparing prices, booking options. According to TripAdvisor, the internet is the second most important source of inspiration for holiday travel after recommendations from friends and family (Winter, Selin, Cerveny & Bricker, 2019).

According to the Global Report on Adventure Tourism (2014), in addition to these trends, there is a trend of incorporating "adventure" into the brand identity. Destinations recognize how the tourist persona has been changed over the last few decades and how they are looking for the most authentic experiences possible. Worldwide, destinations create their own brands to appeal to their values and attract visitors. For example:

- Norway - focuses on fjords and glaciers with the slogan "Powered by Nature";
- New Zealand - advertises its culture, mountains, wildlife and hiking with "100% Pure New Zealand";
- Slovenia - invites people through the "I Feel Slovenia" tagline, reffering to mountains and hiking.

General data of Sarajevo Canton

Sarajevo Canton is named after the city of the same name, which is its

administrative seat, and also the capital and largest city of Bosnia and Herzegovina. The parish of Vrhbosna existed in the area of today's Sarajevo in the Middle Ages, and today's name originates from the early Ottoman period, when this city was founded by Isa-beg Ishako-vić. The root of today's name indisputably comes from the Turkish word saraj, which means castle (Drešković, Mirić, Pobrić, Đug, Gekić, Bidžan, Banda, Hrelja, Avdić i Sivac, 2015).

Sarajevo Canton is located in the Sarajevo valley, which stretches from east to west, in the fertile Sarajevo field. The central parts of the city are located mainly in the lowlands of Sarajevo field. The most important urban suburbs are located on the slopes of the surrounding hills. From the aspect of administrative-political position, Sarajevo Canton is an organizational administrative unit within the Federation of Bosnia and Herzegovina.

The area of Sarajevo Canton is 1,277 km2, and it is one of the smaller cantons of the Federation of Bosnia and Herzegovina. Sarajevo Canton is characterized by exceptional complexity in terms of natural geography, with a large number of natural phenomena and spatial units. The length of the Sarajevo Canton, determined according to the length of the median, according to the longer semi-axis, has a value of

about 63.5 km. Its average width is about 20.5 km, while the maximum width is set in the southern part with a value of about 55.6 km.

From the aspect of longitude, it is important to point out that the entire area of the Canton is between 18° and 19° E (east longitude), with the 18th meridian passing very close to the westernmost point of Sarajevo Canton. Based on this information, it can be determined that this area, as well as the whole of Bosnia and Herzegovina, belongs to the time or hour zone UTC + 1, which is better known as Central European Time.

Politically and territorially, Sarajevo Canton is located in the eastern part of the Federation of Bosnia and Herzegovina. The Dayton Agreement divided the territory of ten municipalities from the pre-war period by an inter-entity line of separation. Municipalities and parts of municipalities located on the west side of that line became part of the Sarajevo Canton, while the part that remained on the east side became the City of East Sarajevo, which is an integral part of the Republika Srpska entity (Drešković, Mirić, Pobrić, Đug, Gekić, Bidžan, Banda, Hrelja, Avdić i Sivac, 2015).

The spatial scope of the Canton is defined by its administrative structure. It is formed by a total of nine municipalities, of which Stari Grad, Centar, Novo Sarajevo and Novi Grad have the status of city munici-

palities, while Ilidža, Hadžići, Ilijaš, Vogošća and Trnovo are out-of-town municipalities. Its total area is 1,277.3 km2, with the city municipali-

ties occupying an area of only 145.1 km2 or only 11.1% (Đug, Drešković, Hamzić i Švrakić, 2008).

Figure 1: Geographical position of the City and Canton of Sarajevo
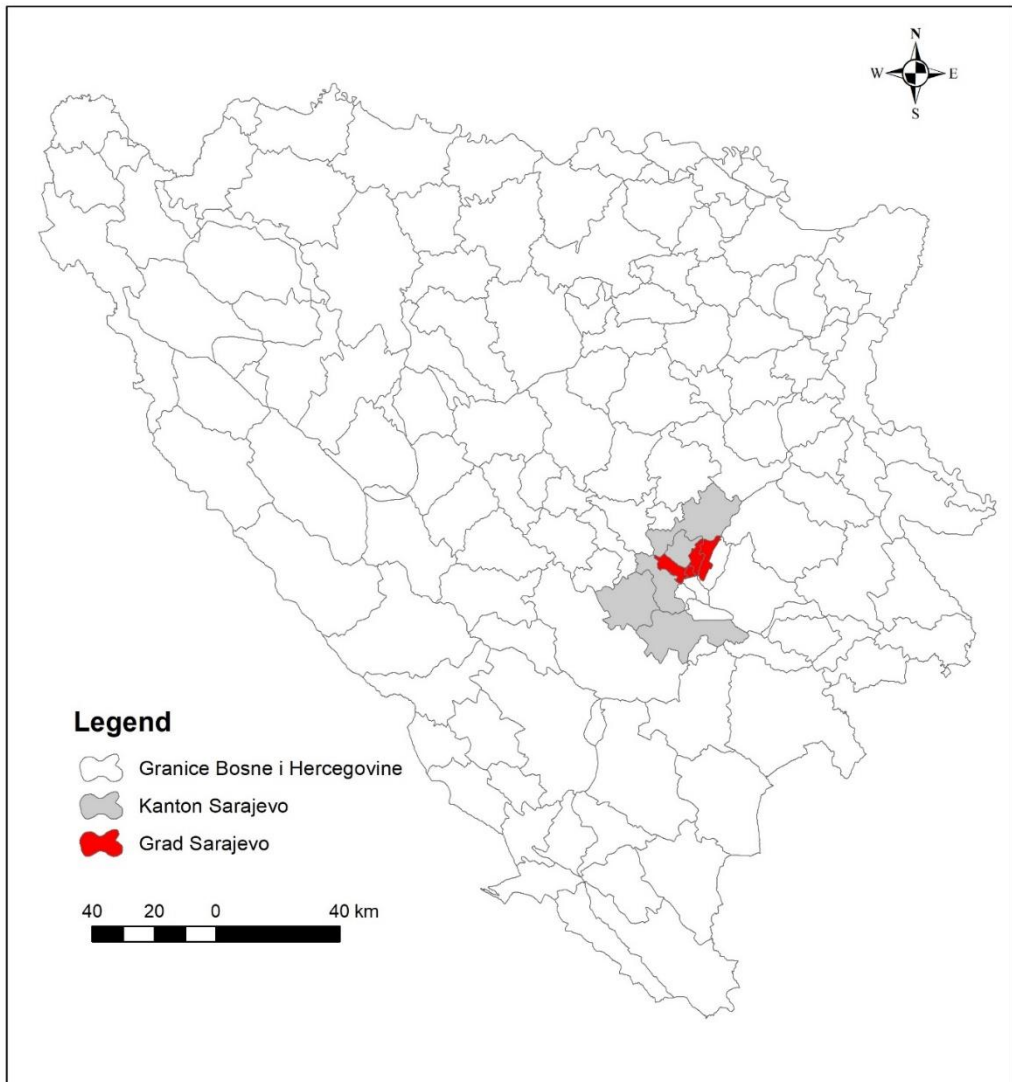
Source: Author

The category of large municipali-ties includes Ilijaš in the north, Trnovo

(FBiH) in the south and Hadžići in the west. They account for approximate-

ly 3/4 of the territory of the Canton. The suburban municipalities of Ilidža and Vogošća are medium-sized, while the smallest municipalities in the Canton - Stari Grad, Centar, Novo Sarajevo and Novi Grad administratively make up the territory of the City of Sarajevo (Drešković, Mirić, Pobrić, Đug, Gekić, Bidžan, Banda, Hrelja, Avdić i Sivac, 2015).

Adventure tourism in Canton Sarajevo

Thanks to its natural wealth, especially the mountains, Canton Sarajevo has ideal conditions for the development of outdoor tourism (Čaušević, 2019). Adventure tourism offers a combination of mountain biking, paragliding, parachuting and off-road riding with rest, relaxation and sightseeing (Hrelja, Drešković, Mirić & Čaušević, 2020). The European Union has supported the development of the tourism sector in Bosnia and Herzegovina in the amount of 7 million euros, allocated for competitive niches, such as adventure tourism, eco-zones, cultural and natural trails.

The mountains Bjelašnica, Igman, Trebević, Jahorina and Treskavica have all the conditions for the development of outdoor and adventure tourism. Numerous activities can be done such as: camping, hiking, rock climbing, mountain biking, paragliding and skydiving. Trebević is also a home of Bijela stijena (1,280 m above sea level), where a "ferrata" was built, a hiking trail in the rocks, which serves to make it easier to overcome more extreme ascents. Based on the analysis of adventure tourism in Sarajevo Canton, criteria and analysis of the terrain of the area, a great opportunity for development are cycling, hiking and paragliding. On the mountain Trebević, the development of cycling, hiking and paragliding is possible. Most of the area includes a moderately suitable area for the development of cycling, and these trails are recreational and medium demanding trails. This area is located along the regional road Sarajevo-Jahorina,

it stretches from the mountain lodges "Napredak" and "Trebević" in the east all the way to Brus in the west. It also follows the course of the Mali Studenac stream, which flows from the Tabačka plain down the slope of Trebević. A moderately suitable area for the development of cycling is the area of Vidikovac towards the Bob trail, cable cars and finally towards the Čolina Kapa Observatory, this cycle path connects all anthropogenic resources of this area, and is one of the most common paths used. Extremely suitable area for the development of hiking includes parts of Čolin kapa, then Kosmatica, Draguljac, the area of Merdžan's gorge as well as parts of Vidikovac. These

hiking trails are characterized by flat terrain and easy trails. These trails are suitable for promenades, as well as for summer and winter hiking. A very suitable area for the development of hiking includes the area of Berkuša, the trails are medium difficult. In the area of the Trebević mountain, there are hiking trails and bicycle paths, which are marked in some areas, but it is necessary to additionally arrange and mark them together with information boards.

Sarajevo is ideal for paragliding, due to the favorable climate, there are no strong winds, there are temperature differences at night and during the day, and the relief is perfect. In Bosnia and Herzegovina, there are over 200 pilots who are actively flying, and paragliding has fantastic conditions for the development of tourism and thus popularizing the country and sports.

If we observe the period since the first recorded tourist visitor in a cave in Bosnia and Herzegovina, speleotourism in Bosnia and Herzegovina has a relatively long tradition. However, if we analyze the number of caves put into the function of tourist exploitation, the Bosnian Herzegovinian experience with speleotourism is very modest. As for the Canton Sarajevo, it is important to mention the Bijambare Cave. The area of Bijambare, which has been declared a protected landscape, is located about 40 km north of Sarajevo. The average altitude is 950 m. The Middle Bijambara Cave is one of the main attractions of this area and works on its arrangement for tourist visits began in the middle of the 20th century. There are eight speleological objects in the area of Bijambara, and only three are interesting for tourist use. Others can be part of a wider tourist offer (educational contents of the protected landscape).

Conclusion

Outdoor tourism, both in Bosnia and Herzegovina and in the Canton Sarajevo, is becoming increasingly popular, and the fact that the Association of Adventure Tourism in Bosnia and Herzegovina (ATABiH) has been established supports the efforts for its development. In addition, the diversity and beauty of Bosnia and Herzegovina's natural resources represent great potential for the development of this attractive sports and tourism industry.

The advantages of the development of outdoor tourism in Canton Sarajevo are: it being one of the fastest growing branches; employment (in accommodation, transport, tour operators); millennials; local community support and protection of natural resources.

There are several safety challenges and hinderances for the deve-

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lopment of this sector: there are problems of unmarked and poorly maintained trails, lack of certified guides, inadequate accommodation in mountainous areas, mined areas, insufficient legal framework, etc. These problems greatly limit the significant potential for eco and adventure tourism that of Canton Sarajevo. Organized by the Association of Adventure Tourism in Bosnia and Herzegovina (ATA BiH) and the International Adventure Travel Trade Association, Adventure EDU training is being held for travel agencies from the region.

Tourism in Bosnia and Herzegovina contributes some 7 to 10% of GDP, but is still an underdeveloped branch compared to neighboring countries. Also, Bosnia and Herzegovina is still a country that lives off industry, but it is undeniable that tourism is the fastest growing sector. The potential for the development of outdoor tourism, which is growing in recent times, is indisputable. Canton Sarajevo must be involved in global trends to be as competitive as possible as a destination. Therefore, the aim of this presentation was to present the trends of this type of tourism in the world in the simplest way, then highlight the position of Canton Sarajevo (which is indisputably competitive in terms of potentials and natural resources but still insufficient in terms of economic effects). All this repre-

sents an exceptional chance for development, to which we, through adequate, educated and trained staff, can directly contribute.

The proposal for Canton Sarajevo is to mark the existing bicycle and hiking trails with clear and unique signals, that the trails pass places and lead tourists to historical and cultural attractions, natural beauty, accommodation facilities, restaurants and everything that can be interesting to tourists and encourage consumption.

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VESMÍR AKO NOVÁ DESTINÁCIA CESTOVNÉHO RUCHU

SPACE AS A NEW TOURISM DESTINATION

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Abstract: *In 1998 UN WTO (World Tourism Organization) defined megatrends for development of international tourism until 2020. The beginning of space travel was one of the megatrends. Currently, space is considered to be a new tourism destination. The goal of the paper is to characterize space tourism, identify various possibilities for development of tourism in near space from the point of view of supply and demand. Research of the space tourism supply was carried out through studying professional literature. Questionnaire survey was done to examine potential demand for space tourism. The survey was done in the Czech Republic, selection of respondents was random. 681 people participated in the questionnaire survey. The largest group of respondents were young people aged 18 to 34 (63%). We formulated following research questions:*

Q1: Space travel is more interesting for those who are looking for adrenaline in the form of participation in risky sports activities.

Q2: Safety of space travel is the substantial factor influencing the demand for space tourism.

Q3: View of the Earth from space is the most significant factor for participating in the suborbital flight.

Q4: Optimal length of space vacation at orbit is 1 week.

Key words: *space tourism, space tourism supply, space tourism demand, suborbital flight, orbital flight*

Introduction

At the turn of the millennium, human society entered a phase of intensive technological development.

We are witnessing how modern technologies affect all spheres of social life and affect the lives of every single person. Of course, modern

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technologies also affect tourism, not only on the supply side but also on the demand side. When the World Tourism Organization (UN WTO) defined megatrends in 1998 that will affect international tourism until 2020, some of its visions seemed quite distant, such as the beginnings of the development of tourism in the near space. Today, however, we can say with certainty that the ideas about the development of tourism in the near space are gradually beginning to be fulfilled. It is more or less clear that, along with the development of near-space tourism, travel to the nearest space bodies will evolve over time. We are listening more and more often as representatives of various states talk about the return of human crews to the Moon, the journey to Mars and the construction of space bases in orbit, respectively on the ground of the nearest cosmic bodies. However, the travel of human crews to the nearest space bodies will not be a matter of tourism for the foreseeable future. Tourism will most likely continue to take place in the Earth's orbit in the next 10 to 20 years, and tourism stays will only take place on space stations similar to the current ISS (International Space Station).

Methodology

The goal of this article is to characterize and define space tourism, identify various possibilities for the development of tourism in the near space from the point of view of supply, present and compare results of research in the field of demand for this form of tourism which were conducted in the past and at the present.

The material we work with is information on the development of space flights, space technologies related to this phenomenon, the possibilities of space tourism, as well as the potential demand for space tourism. In processing this issue, firstly we characterize and define space tourism and its beginning and formulate the real possibilities of space tourism supply. Next, based on the study of reports from researches on the demand for space travel which was conducted by American companies in the United States and around the world in the first decade of the 2nd millennium, we formulate four research questions and compare results of the former researches with the results of our research conducted in 2021 in the Czech Republic. The four research questions are as follows:

Q1: The idea of space travel is more interesting for those who are looking for adrenaline in the form of participation in risky sports activities.

Q2: The safety of space travel is an essential factor influencing the demand for space tourism.

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Q3: The most important factor for completing a suborbital flight is the view of the Earth from space.

Q4: The optimal length of space vacation in orbit is 1 week.

Results

1. Characteristics of space travel

Space tourism is a new form of tourism. The motivation for participating in it is adventure, adrenaline, sports but also learning, prestige, etc. Space tourism is organized space travel, which is provided for a fee by a highly specialized organization that has the latest topic technology to carry out such activity. It can take various forms, such as space tourism in the near space (space trips, space stays), 'pre-space' tourism (high-altitude and high-speed flights with weightless experience) and land-based space tourism (visit to various space museums, discussions with astronauts, entertainment training centers, training camps, etc.). (Kotíková, 2013, p. 143)

Space trips include suborbital or orbital flights. Space stays in orbit can currently only take place on the International Space Station (ISS), although in the early 2nd millennium there were assumptions that space stations would serve as hotels in 20 years (Dwyer, Edwards, Mistilis et al., 2008, p. 42), respectively that space hotels so-called "Skotels" (note

Sky Hotels) will be built in the future. (Bhatia, 2001, p. 407)

In space training centers, tourists preparing for a trip to space or even visitors without a desire to travel into space can spend several months training on simulators of the space environment (weightless state), of flight from Earth to space (congestion), etc. Preparing for space flight is physically and mentally extremely hard, not everyone can handle it. After graduating, however, the individual becomes physically and mentally more fit. It should be noted that the flight, respectively a stay in space or space training centers is intended exclusively for healthy people. These are usually people who represent a very narrow segment of the market, which is characterized by an interest in space and astronomy. As space tourism is a very expensive affair, only extremely rich people can afford to take part in it. Trip, respectively a short stay in space costs from several millions to tens of millions of USD.

Just as travel in antiquity and the Middle Ages is generally considered a stage in the development of tourism, so we can consider the beginnings of space flights as a proto-stage of space tourism. The first flight into space was made by the Russian Yuri Gagarin on April 12, 1961. Gagarin flew at an altitude of 327 km, his flight lasted 90

minutes and he completed it in a small space cabin Vostok 1. At the end of the flight, he was launched and landed on the ground with parachute. (McMahon, 2011, p. 6) A very important stage in space travel was the landing of a man on the Moon. The first man, the American Neil A. Armstrong, landed on the Moon on July 20, 1969. It was the Apollo 11 mission. The period of space shuttle flights performed by the USA from 1981 to 2011 can be considered an important stage in the conquest of space. The first space shuttle Columbia was launched on April 12, 1981, when it was the 20th anniversary of Yuri Gagarin's flight into space. (https://www.space.com/18008-space-shuttle-columbia.html) The last Atlantis space shuttle ended its flight on July 21, 2011, it was the 135th US space shuttle mission. (https://www.nasa.gov/multimedia/imagegal-lery/image_feature_2017.html)

None of the astronauts' space flights until 2001 are generally considered to be space tourism, although they have not always been just flights of professional astronauts. For instance in 1985 US Senator Jake Garn flew into space, in 1986 American teacher Sharon Christa McAuliffe flew into space and shortly after takeoff, she died in the Challenger explosion (Carlisle, 2005, p. 85), in 1990 Japanese journalist Toyohiro Akiyama flew into space by Soviet rocket; he spent about a week on the Mir 18 space station and his space stay was funded by the Japanese television company Japanese Television Systems (Drucker, Cathcart, 1994, p. 49). As the first space tourist in the right sense of the word, we can consider the American Dennis Tito, who paid 20 mil. USD for a "travel ticket" in the Russian Soyuz space cabin 19 and a 7-day stay on the ISS space station. (Gúčik, 2010, p. 65) In the following years, other space tourists were launched into Earth's orbit. The first woman who can be considered as a space tourist was the American businesswoman Anousheh Ansari, who flew into space in 2006. (https://www.britannica.com/biography/Anousheh-Ansari) Hungarian-born American Charles Simonyi, a software engineer, is the only space tourist who traveled to space twice for 25 days. His first flight took place in 2007 and his second flight in 2009. For these two stays in Earth's orbit, Charles Simonyi paid 60 million. USD (the first flight cost USD 35 million, the second USD 25 million) (https://www.theguardian.com/travel/2009/mar/24/charles-simonyi-space-tourist-microsoft). The British soprano singer and actress Sarah Brightman was considered to be another space tourist. She was planning a vacation in space in

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2015. After several weeks of training stay in the Star City near Moscow, however, she announced that she was postponing her journey into space for family reasons. Other world-famous celebrities also have expressed their interest in space flights. They are Leonardo DiCaprio, Kate Winslet, Angelina Jolie, Brad Pitt and others. For example, Tom Hanks has already booked a ticket for a 15-minute space flight for £ 150,000.
(http://www.telegraph.co.uk/culture/culturenews/11604547/ Sarah-Brightman-cancels-space-trip.html) Space stays on the ISS are currently organized by the American "space travel agency" Space Adventures, Ltd., which cooperates with the Russian space agency Roskosmos. (United Nations, 2007, p. 36)

2. Space tourism supply

At the present, the supply of space tourism is represented by the flights (parabolic flight, vertical sub-orbital flight and orbital flight) and stays on the International Space Station ISS. The present supply also includes various devices that can simulate space experiences (space training centers – the Star City near Moscow, space amusement parks, centers for virtual reality, etc.).

In parabolic flight, a weightless state is created. This occurs in a situation where the participants of the flight move by inertia along the same trajectory as the aircraft, i.e. they are floating inside the aircraft. If the aircraft moves along a curve that is different from the parabola, there will be no weightless experience but reduced gravity, which can simulate the situation on the Moon, Mars, etc. For such flights, specially adapted transport aircraft are used, such as Airbus A300 B2, Falcon 20, Boeing KC 135. The flights last 2 - 3 hours, while the weightless state itself lasts about 20 seconds and can be repeated. Originally, parabolic flights were used only for the training of cosmonauts, from the 80s of the 20th century they began to be used in scientific research. The European Space Agency (ESA) began the parabolic flight program in 1984 and since 1994 has been offering the Parabolic Flight Campaign for Students. Within this student program, students can verify the hypotheses of their scientific projects, respectively they can perform various experiments in the weightless state.
(https://www.esa.int/esapub/bulletin/bullet82/ocke82.htm) At the present, parabolic flights are also used commercially, mainly in the field of moviemaking to shoot special visual effects, such as in the movie Apollo 13 or as a part of space tourism. (https://www.tyden.cz/rubriky/veda

/esa-umozni-turistum-zazit-stav-beztize_90295.html)

Vertical suborbital flight is a fast ballistic flight on the edge of space, in which a weightless state occurs within a few minutes and in which the Earth's orbit is not reached. (Goehlich, 2015, p. 34-35) The flight takes place along a part of the elliptical orbit around the Earth, with the ellipse intersecting the Earth's surface. State without weight, respectively micro weight occurs at the apex phase of the elliptical pathway. These flights were originally used for tests of spacecrafts, launchers, ballistic missiles etc. (http://www.psychologia.sk/portal/?pojem=Suborbit%C3% A1lny_let) Today they can offer an experience without weight, respectively micro weight to space tourists.

An orbital flight is considered to be a flight above the so-called Karman line, which is located at an altitude of 100 km above sea level. It is the boundary between the Earth's atmosphere and outer space. At this altitude, no planes can no longer fly, but space rockets, respectively space shuttles. All flights of astronauts and space tourists to the ISS were orbital flights. (Kotíková, 2013, p. 143)

The first private facility to be built to carry out commercial space flights is Spaceport America. Until its opening in 2011 in New Mexico (USA), there were only government space centers from which it was possible to make space flights. These included the American Kennedy Space Center on Cape Canaveral (Florida) in the USA, the Russian cosmodrome Baikonur in Kazakhstan, the French Guyanese Space Center in Kourou, French Guiana etc. Spaceport America is mostly used for space flights of two commercial companies – VirginGalactic and Space X. (http://www.dailymail.co.uk/sciencetech/article-2050328/Spaceport-America-Richard-Branson -opens-209m- space-terminal-New-Mexico.html)

VirginGalactic is an American private company that plans to conduct space flights on a commercial basis. In the last few years, the company has been intensively developing a commercial spacecraft (rocket plane) suitable for space tourists within suborbital flights, undertaking space science missions and launching smaller satellites into Earth's orbit. On July 11, 2021, the first flight to space with passengers was carried out. In the future, the company plans to sell suborbital and orbital flights to the public. The company currently sells space tickets, with one ticket costing $ 250,000. (http://www.virgingalactic.com/)

Blue Origin is another American private company that offers space trips. This company offers a ballistic flight to the height of just over 100

km in a classic hermetic space cabin. The cabin is brought to the border with space by a space rocket. The first flight of this company with space tourists took place on July 20, 2021. (https://www.blueorigin.com/news/first-human-flight-updates)

There are also several other private companies interested in space tourism. One of them is another American company, XCOR Aerospace, which also plans to offer space trips in a small two-seater Lynx rocket aircraft, the shape of which partially resembles the well-known American space shuttles. A space ticket with this company is supposed to cost about $ 95,000. (https://technet.idnes.cz/virgin-galactic-ma-povoleni-dp1-/tec_vesmir.aspx?c=A160804_074918_tec_vesmir_kuz

3. Space tourism demand

Space tourism became the subject of research at the beginning of the 2nd millennium, when it came to the attention of the professionals and the general public as a potential opportunity to spend free time in the form of holidays or trips outside the borders of the Earth.

As the possibilities of examining the supply of space tourism are currently quite limited, the attention of experts has turned to examining the potential demand for this form of tourism. There is very small number of space tourists who have already made space travel. That is why the researchers have focused on exploring potential space travel within a wider sample of the population. In the past, research on the demand for space tourism has been carried out by various companies, e. g. Futron Corporation - Zogby International, Spaceport Associates - Incredible Adventures. Futron Corporation - Zogby International conducted a qualified survey of the demand for space tourism in the USA. in 2002. Their research sample consisted of 450 respondents who were interviewed by telephone. (Beard, Starzyk, 2002, p. 9) Spaceport Associates - Incredible Adventures conducted an unrepresentative online survey of the demand for space tourism not only in the USA but also worldwide in 2006, reaching 998 respondents. (Weber, Reifert, 2006. p. 3)

Due to our interest in space tourism, we have decided to explore this issue in the Czech Republic so that we could compare our results with the results of the American surveys. We investigated the demand for space tourism using a questionnaire survey. The survey was conducted online via the website www.survio.cz. We shared the link to fill in the questionnaire mainly through the social network Facebook. Data collection took

place from January to March 2021. The survey was based on a random selection of respondents. The questionnaire was filled in by 681 respondents, of which 498 were women (73%) and 183 men (27%). In terms of age, the largest group of respondents were 18-25 years old, 354 respondents (52%); followed by 26-34 years old, 143 respondents (21%); 45-59 years old, 68 respondents (10%); 35-44 years old and 60 and more years old: both groups had 41 respondents (6%) and the smallest group of respondents were young people under the age of 17, there were 34 respondents (5%). In terms of occupation, the largest groups were students, 274 respondents (40%); people working in administration or education, 73 (11%). Smaller groups of respondents were represented by pensioners, 39 (6%); and managers 30 (4%).

Discussion

In exploring the demand for space tourism, we focused on several areas that were also examined by American companies 15 and 19 years ago. Based on them, we formulated the four research questions mentioned above.

By comparing the results of our survey with the results of surveys of American companies, we came to very interesting findings.

In the first research question (Q1), we assumed that the idea of space travel is more interesting for those who are looking for adrenaline in the form of participation in risky sports activities. In the first survey of Futron Corporation - Zogby International in 2002, they assumed that people looking for risky activities are likely to be more interested in space travel. Risky activities in this research included sports activities such as skydiving, mountaineering, skiing and snowboarding, flying a private plane and sailing or boating. Companies found that more than ¾ of their respondents perform regularly or sometimes performed any of these activities. The most respondents were performing sailing or boating, 275 respondents (61%); followed by skiing and snowboarding, 216 (48%); private jet flights, 131 (29%); mountaineering, 72 (16%); and skydiving, 9 (2 %). (Beard, Starzyk, 2002, p. 26) Spaceport Associates - Incredible Adventures, which conducted research in 2006, did not investigate the link between adrenaline sports activities and participation in space tourism. Their research sample was exclusively respondents looking for adrenaline holidays. (Weber, Reifert, 2006. p. 3) The majority of respondents from the Czech Republic, 534 (78%); are engaged in the above sports activities, mostly skiing and snowboarding,

470 (69%); mountaineering, 198 (29%); followed by a private jet flights, 96 (14%); sailing or boating, 51 (8%); and skydiving 36 (5%) (note: respondents had the opportunity to list several activities and extreme sports they engage in, so the sum of percent is more than 100%). Only 147 (22%) respondents stated that they did not perform any of these activities. We confirmed the first question by our research.

In the second research question (Q2), we assumed that the safety of space travel is a significant factor that affects the demand for space tourism. In 2002, Futron Corporation - Zogby International also drew the attention of potential space tourists to the various risks of space flights. After the respondents were acquainted with various security issues, as many as 257 (57%) of them stated that they were not interested in space travel. For 193 respondents (43%), the risks associated with space travel were not a reason to cancel their decision to fly. (Beard, Starzyk, 2002, p. 12) Therefore, in our research of the demand for space tourism by Czech respondents, we focused on the area of risks and safety of space travel. We found that after realizing the risks associated with space travel, up to 405 respondents (59%) would not travel into space and only 276 respondents (41%) would travel. This finding

roughly corresponds to the results of American companies. We confirmed the established question.

In the third research question (Q3), we assumed that the most important factor for completing suborbital flight is the view of the Earth from space. Futron Corporation - Zogby International also explored the importance of various experiences during suborbital flight while deciding to participate in space tourism. The experiences of suborbital flight included a view of the planet Earth from space, the experience of acceleration at rocket launch, the experience of professional astronauts and the experience of weightless state. As many as 283 respondents (63%) stated that the view of the planet Earth from space is the most important factor in their decision to take part in a suborbital flight. This was followed by experiences of acceleration at launch, 122 (27%); the experience of professional astronauts, 117 (26%); and experience of weightless state, 108 (24%). (Beard, Starzyk, 2002, p. 14) The opinions of respondents in the Czech Republic are similar. 456 respondents (67%) answered that the most important factor in deciding their participation in a suborbital flight is the view of the planet Earth from space. Another important factor was the experience of weightless state, for 135 respondents (20%); the experience of

professional astronauts, 69 (10%); and acceleration at rocket launch, 21 (3%). We confirmed also this question.

In the last, fourth research question (Q4), we assumed that the optimal length of space vacation in orbit is 1 week. Spaceport Acssociates - Incredible Adventures in 2006 also examined views on the optimal length of stay in Earth's orbit during orbital flight. Respondents were given 5 options to choose from, namely 3 days, 1 week, 2 weeks, 1 month and more than 1 month. Most respondents would choose to stay in orbit for 1 week, namely 299 respondents (30%), fewer respondents chose 3 days, 2 weeks and more than 1 month, all three options of 198 respondents (20%). The least respondents, namely 99 (10 %) would spend 1 month in Earth orbit. (Weber, Reifert, 2006. p. 7) According to the results of our survey, potential space tourists from the Czech Republic would also prefer a 1week stay in orbit, namely 186 respondents (27%). Furthermore, they showed the greatest interest in a 1 month stay, which would be chosen by 108 respondents (16%), and a 2 week stay, which would be preferred by 99 respondents (15%). Even in this case, our findings roughly correspond to the findings in the USA, because even in the Czech Republic, respondents would most often want to stay in orbit for 1 week. We also confirmed the last question.

Conclusion

Our research focused on a new form of tourism, namely space tourism, has yielded interesting results. The results of survey on the demand for space tourism, which we conducted in the Czech Republic in 2021, more or less correspond to the results of surveys conducted at the beginning of the 2nd millennium in the USA and around the world by various institutions dealing with this new phenomenon. Respondents of American companies and our respondents, who are 15 and 19 years apart from answering questions about space tourism, have similar views. This shows that neither the nationality of the respondents nor the passage of time has a great influence on their views on the research areas of space tourism.

The entry of tourism into near space is unstoppable. It is only a matter of time when new modern technologies will allow the widest possible public to travel into space. The potential interest in space travel is great, as the results of the demand research we have presented have shown. It is now clear that the space tourism market will face hard competition between "space holiday" organizers in the coming decades.

However, travel safety must not be forgotten when traveling outside the Earth's borders. Only when the organizers of space flights for the public manage the risks associated with traveling outside the borders of the Earth, we will be able to talk about the development of space tourism.

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OBRAZ MESTA PODĽA TURECKÝCH MIGRANTOV: PRÍPADOVÁ ŠTÚDIA MESTA AACHEN (NEMECKO) A MESTA HAAG (HOLANDSKO)

TURKISH MIGRANTS' IMAGE OF THE CITY: THE CASES OF AACHEN (GERMANY) AND THE HAGUE (THE NETHERLANDS)

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Abstract: *Being visual narratives, cognitive maps reveal important aspects of the life worlds of city residents with migrant backgrounds. The urban images of Turkish migrants in Aachen (Germany) and The Hague (The Netherlands) have been explored in a comparative study. 52 participants from Aachen and 49 from The Hague drew maps of their city on a white A3-sized blank piece of paper. Participants were asked to show as many details as they were able to. The analysis of the maps contained quantitative as well as qualitative aspects. The maps were explored according to the type, number, and geographical distribution of the components. Each component on the cognitive maps was counted and categorized and the findings were mapped. The results confirm the significance of the city center in urban image formation, but display differences in the importance of one's own migrant neighborhood. Furthermore, living in a migrant neighborhood in most cases correlates with a more limited urban image, compared to living in a neighborhood with fewer migrants. Finally, gender differences in the urban images occur in both cities.*

Key words: *Cognitive maps, cities, urban image, Turkish migrants, Germany, The Netherlands*

Introduction

There is a growing interest in the spatial dimensions of migration. Recent migration studies take the role of places and more specifically of the city into consideration in migratory processes (Collins, 2012). Migrants' spatiality in cities (Price & Benton-Short, 2008; Collins, 2012) and neighborhoods (Sezer & Fernandez-Maldonado, 2017), their urban spatial experiences (Göregenli & Karakuş, 2014; Kochan, 2016), and attachment to places (Lin, Wu & Li, 2021) have been among the topics that relate migration to space. Special attention is given to cities as they attract a large number of migrants (Price & Benton-Short, 2008, p. 26), and therefore cities should be the research unit. However, Buhr (2014) criticizes the reductionist idea of space in migration studies, where 'spatial' generally means residential in the sense of residential patterns, spatial distributions, and migrant housing problems. He calls for a wider perspective of migrant spatialities, suggests the concept of spatial integration, and underlines the importance of spatial knowledge of migrants. Starting from this point of view, we focus on understanding the mental space of residents with migrant-backgrounds in relation to the cities they live in. By analyzing their cognitive maps of the cities, we aim to transcend the simplistic spatial approach that consists of numbers and distributions.

We will first outline the importance of cities as a research unit in migration studies and their function in the integration process. Subsequently, we will focus on the concept of cognitive maps and their role in analyzing the spatial perception of cities by their residents, in particular those with a migrant background. Considering the significance of cities in migrants' lives, our aim is to reveal the common urban image of Turkish migrants; how it is shaped and which aspects of the cities are prominent in the urban image.

Urban Image in Migration Studies

Being the main living environment that shapes the spatial limits of its residents' daily lives, a city is not merely a physical location. It is a socio-spatial entity providing diverse experiences to its residents. Accessibility and use of spatial sources by migrants have an important role in their social sustainability. Urban belongingness has a positive impact on migrants' well-being, and by having positive associations with places, this supports their processes of inclusion (Egoz & de Nardi, 2017). Urban attachment of migrants is positively correlated with social integration (Lin, et. al., 2021). Göregenli and Kara-

kuş (2014) underline that acculturation of migrant populations is not only a social but also a spatial process, and emphasize the importance of urban experiences. Migrants' participation in urban life, accession to spatial resources, their territorial limits and spatial information on the urban landscape have an influence on urban belongingness.

In physical terms, a city consists of streets, squares, and buildings that exist in an objective, geographic space. But there is also a psychological representation of the city that each inhabitant carries (Milgram, Greenwald, Kessler, McKenna & Waters, 1972) that functions as a frame of references for spatial decision making. Furthermore, there is a common urban image among residents of a city that is linked to iconic places and shared urban experiences (O'Donnell, 2015). A shared urban image can allow residents to identify themselves with their living environment (Spoormans, Navas Carrillo, Zijlstra & Pérez-Cano 2019). Such a self-identification with cities positively contributes to the socio-spatial integration of the migrant population.

"Because the world presents overwhelming quantities of data to our senses", as Guest (2020, p. 38) emphasizes, "our brains create shortcuts— maps— to navigate our experience and organize all the data that come our way". Such personal 'maps' are the reduction of the reality into a mental representation as a result of perceptual selectivity. People enter a connection with their environments, and they select, organize, and attribute meanings to these environments (Lynch 1960). Cognitive mapping is a practical way to visualize spatial images of a city and it provides an insight into spatial perception and awareness of its residents as well as clues about the limits of their living environment and spatial practices (Milgram, et.al., 1972; Lynch, 1960). Kim (1999, p. 2) asserts cognitive mapping as "a research tool to measure how people perceive and recognize their built environment and how people act in it". A cognitive map is an agent functioning as a carrier of the individual's multifaceted image of the environment at diverse geographical scales. Through cognitive maps, individuals gain an important sense of emotional security, and they can establish a harmonious relationship between themselves and the outside world (Lynch, 1960).

Since its beginnings, cognitive mapping research concentrated mainly on urban image development. The formation of the image of a city is influenced both by an individual's characteristics and experiences of citizens and the physical characteristics of the city itself. Orleans (1973)

stated that environmental cognition is basically determined by two factors: (1) the physical location and (2) the social position. Individual variables such as duration of residence, age, gender, occupation, house ownership, level of income, and travel experience (Alinam, 2017) influence the image of the city. According to Lynch (1960), people construct their city image through legibility of five main components, namely districts, paths, edges, nodes, and landmarks. Furthermore, architectural or social distinctiveness, centrality, and habitual location (Jonge, 1962; Milgram, et. al., 1972) of an urban environment, iconic elements of cities (Milgram & Jodelet 1976; Francestato & Mebane, 1973), spatial stability and change (Milgram & Jodelet, 1976) and physical characteristics of cities, such as geomorphological features, influence the formation of urban image.

Different social groups have different spatial images of the same living environments due to their social positions and their possibility to experience the urban space. Cognitive maps can be useful tools to gain insights into the urban image of citizens of different groups and how spatial perceptions may vary. Such differences occur between black and white populations (Milgram, 1970), international students (Fuller & Chapman, 1974), urban resident groups with different ethnic backgrounds (Orleans, 1973; Gould & White, 1986), and women and men (Stoneall, 1981; Alinam, 2017).

Given the fact that cities are physical settings that are shared by inhabitants from diverse social backgrounds, exploring the spatial image of a city among more disadvantaged groups is important to understand to what extent the urban space is really experienced and what the boundaries of their lifeworlds are. Fuller and Chapman (1974, p. 493), stated that "previous mental map research has concentrated on people from the same source area" and attracted attention to the lack of a spatial perspective in migration studies. According to Kochan (2016, p. 7), cognitive maps are not only "a simple portrayal of [migrants'] limited ability to represent the details and nuances of the new and complex spatial environment they are navigating". They also reflect the processes through which "the migrants organize their social and physical environment by selecting, emphasizing, and reorienting its various components". Cognitive maps show where the mental borders of a city start and where they end. Thus, the width of the area covered indicates how much of the city is experienced and appropriated (Bilgin, 1999). Migrants' perception of a city can provide significant clues about their awareness

and how many and which aspects of the cities are perceived and known. Vice versa, what is missing and absent is meaningful as well. There are a number of cognitive mapping studies on populations with migrant backgrounds:

- Clark (1977) emphasized the importance of the central business district and the distance to it in the mental image of Turkish migrants in Cologne.

- Ayvalıoğlu (1993) found out that internal immigrants in İstanbul produced more limited maps concentrating on their living environment compared to local residents.

- den Besten (2010) concluded that the perception and representation of Berlin by children with a migration background depends on their socio-economic background and accessibility to extra-curricular activities.

- Gökten and Südaş (2014) and Kochan (2016) demonstrate how the ways of data collection result in different spatial images of migrants.

- Thompson (2020) shows that mental maps contribute to the comprehension of the complexity of migration decision-making.

- Nasritdinov (2016) examined the urban spatial experiences of Central Asian migrant traders in St. Petersburg and Kazan in a comparative study. In both cases, the cognitive maps show an abstract and limited image of the city, and were mainly restricted to the places within walking distance of their residence from work, ethnic cafés, and the two big markets where participants are mostly employed. However, the size, socio-spatial organization, and peculiar historical features of each city influenced the urban experiences and image formation of the migrant group in a different way.

Nowadays, there is an increasing interest in cognitive mapping (Götz & Holmén, 2018). Whereas the early studies on cognitive mapping tended to quantify spatial preferences with a rather positivist approach (Jones, 1984), nowadays cognitive maps are analyzed from an interpretative perspective too, in order to examine the qualities ascribed to places (Thompson, 2020). In order to contribute to the existing body of knowledge, we aim to understand migrants' spatiality by comparing the urban image of the same migrant group (Turkish migrants) in two different urban contexts (The Hague in The Netherlands and Aachen in Germany) and discuss the possible reasons for similarities and differences, which is an unusual perspective in the literature (Nasritdinov, 2016). Such a comparison enables us to not only understand the differentiating urban image of the same migrant group but can also show the possible effect of the characteristics of the

physical environment in urban image formation (Lynch, 1960; Jonge, 1962). Which aspects of the urban space are perceived? What kind of variables such as gender, habitual location, and length of residence are influential in the image formation?

Research Area

Germany and The Netherlands have been the major migration destinations in Europe for Turkish people since the early 1960s. The Hague (532,561 inhabitants) in The Netherlands and Aachen (247,380 inhabitants) in Germany have both attracted a considerable amount of the Turkish labor force.

Aachen is located at the intersection of three countries, Germany, Belgium, and The Netherlands and is near to the industrial region Rhein-Ruhr. It is a landlocked city with a historical landscape marked by the iconic Aachen Cathedral (814) and the 14th Century town hall (Rathaus). It functioned as one of the administrative centers of the Holy Roman Empire and is where the kings were crowned for centuries. The city is home to a well-known technical university and is famous for its thermal springs.

The Hague is a coastal city that attracts a lot of a tourism, especially due to the beach resort in Scheveningen. The Hague is the seat of the national government and the royal family, but is not the capital. It has developed a distinctive international identity defined by peace and justice (Meijers, Hoogerbrugge, Louw, Priemus & Spaans, 2014), and is home to the Peace Palace.

Whereas The Hague largely extends on a flat coastal plain by the North Sea, Aachen has a very rugged terrain. The Hague is spacious and the urban landscape is characterized by a grid form, while Aachen has a cramped city center with diversified architectural characteristics, such as city gates. Both cities are home to a substantial number of residents with Turkish backgrounds, 40,064 people in The Hague (7.5% of the population) and 6,140 in Aachen (2.5% of the population). Distinguishable Turkish, Muslim-migrant neighborhoods are located very close to the city centers, e.g. Ostviertel in Aachen and Schilderswijk and Transvaal in The Hague.

Methodology

The image of the cities of Aachen and The Hague among residents with Turkish backgrounds was investigated using the cognitive mapping technique. "The relevance of the use of cognitive mapping methodology" as Campos-Delgado (2018, p. 500) underlines, "is its emphasis on seeing the world through the participant's

lenses" and "it deepens our understanding of the embodiment and symbolization of the lived experience." Though cognitive mapping is a qualitative technique, the data can be quantified by counting, categorizing, and mapping the components that were shown on cognitive maps (Wang & Schwering, 2015; Binimelis & Ordinas, 2018). Thus, we will present both the examples of the individual maps, how participants view their city, and the quantified findings in order to indicate intergroup differences based on variables such as gender, habitual location, and length of residence.

52 participants from Aachen and 49 from The Hague drew maps of their city on a white A3-sized blank piece of paper. Participants were asked to draw a map of their cities and show as many details as they were able to. The mean age of the Aachen participants was 42.5 years old and for The Hague, it was 43.5 years old. The mean length of residence in the city was 28 years for both cities.

The maps were analyzed according to the type, number, and geographical distribution of the components. Each component on the cognitive maps was counted and categorized for the two cities. Quantitative findings were mapped on an open-access base-map, provided by openstreetmap.org. The possible role of the abovementioned variables in urban image formation was explored by comparing mean scores.

The main challenge during the data-analysis was the difficulty in understanding the different styles of the participants, the authors' unfamiliarity with some place names, attributed personal meanings by the participants, and the use of mixed language — Turkish and Dutch or German. The correct interpretation of the place names and their localizations were determined by discussions and consensus among the authors and by consulting two bilingual geographers residing in Aachen and The Hague.

Component categories are listed in table 1. Eleven different component categories were defined. These are as follows: (1) The settlement names within and beyond the official borders such as neighborhoods, towns, and cities, (2) historical, architectural, or natural landmarks, (3) roads and streets, (4) shopping and urban recreational facilities, (5) urban transportation, (6) public facilities, (7) urban green areas, (8) nodes, (9) natural components, (10) religion-related components (Islam- and Christianity-related), and (11) historical components.

Table 1. Component categories and frequencies

Num.	Categories	AACHEN	%	THE HAGUE	%	TOTAL
1	SETTLEMENT NAMES	182	30.3	181	47.4	363
	Settlements within the official borders	*137*	*75.3*	*138*	*76.2*	*275*
	Settlements beyond the official borders	*45*	*24.7*	*43*	*23.8*	*88*
2	LANDMARKS	107	17.8	46	12.0	153
3	ROADS / STREETS	94	15.6	42	11.0	136
4	SHOPPING & URBAN RECREATION	46	7.7	23	6.0	69
5	TRANSPORTATION	32	5.3	25	6.5	57
6	PUBLIC FACILITIES	27	4.5	20	5.2	47
7	URBAN GREEN AREAS	31	5.2	16	4.2	47
8	NODES	36	6.0	1	0.3	37
9	RELIGION-RELATED COMPONENTS	29	4.8	7	1.8	36
	Islam-related	*15*	*2.5*	*5*	*1.3*	*20*
	Christianity-related	*14*	*2.3*	*2*	*0.5*	*16*
10	NATURAL CHARATERISTICS	4	0.7	21	5.5	25
11	HISTORICAL FEATURES	13	2.2	0	0.0	13
	TOTAL	601	100.0	382	100.0	983

Findings

First, descriptive findings and the cartographic representation of common urban images will be presented. The total number of all spatial elements on the cognitive maps (see table 1) was 983 (601 from Aachen and 382 from The Hague). In Aachen, the participants displayed 11.6 spatial components on average while this number in The Hague sample was 7.8.

In both samples, settlement names (neighborhoods, towns, cities) had the largest share: 30.3% of all components from Aachen and 47.4% from The Hague (see table 1). This category was divided into two subcategories: settlements within and beyond the official provincial borders. Neighborhoods had the largest share in toponymic information in both cities (see table 1). Settlements beyond the official provincial borders included neighboring cities and towns (see table 2). One fourth of all settlement names in both samples were not officially within the investigated cities, that is to say the mental borders and official borders do not always overlap. Outer locations are also associated with the city itself.

Among the places within the provincial borders, the downtowns/central business districts of both cities were mentioned the most. 55.8% of the participants from Aachen featured 'city center' on their maps while 57.1% in The Hague did so (see table 2). In Aachen, the city center was followed by the migrant neighborhood, Ostviertel (36.5%). In The Hague, however, the city center was followed by two coastal recrea-

tional places, Scheveningen (53.1%) and Kijkduin (34.7%). The specific location of the city of Aachen at the intersection of the three countries resulted in the acknowledgement of the two neighboring countries, the Netherlands (32.7%) and Belgium (25%). The cities of Cologne, Bonn, and Düsseldorf were among cities shown on the Aachen maps, while the neighboring cities of Wateringen, Leidschendam, Rijswijk, Delft, and Leiden were part of many cognitive maps of The Hague (see figure 1a and 1b and table 2).

Figure 1a: The distribution of the settlements names that were recalled
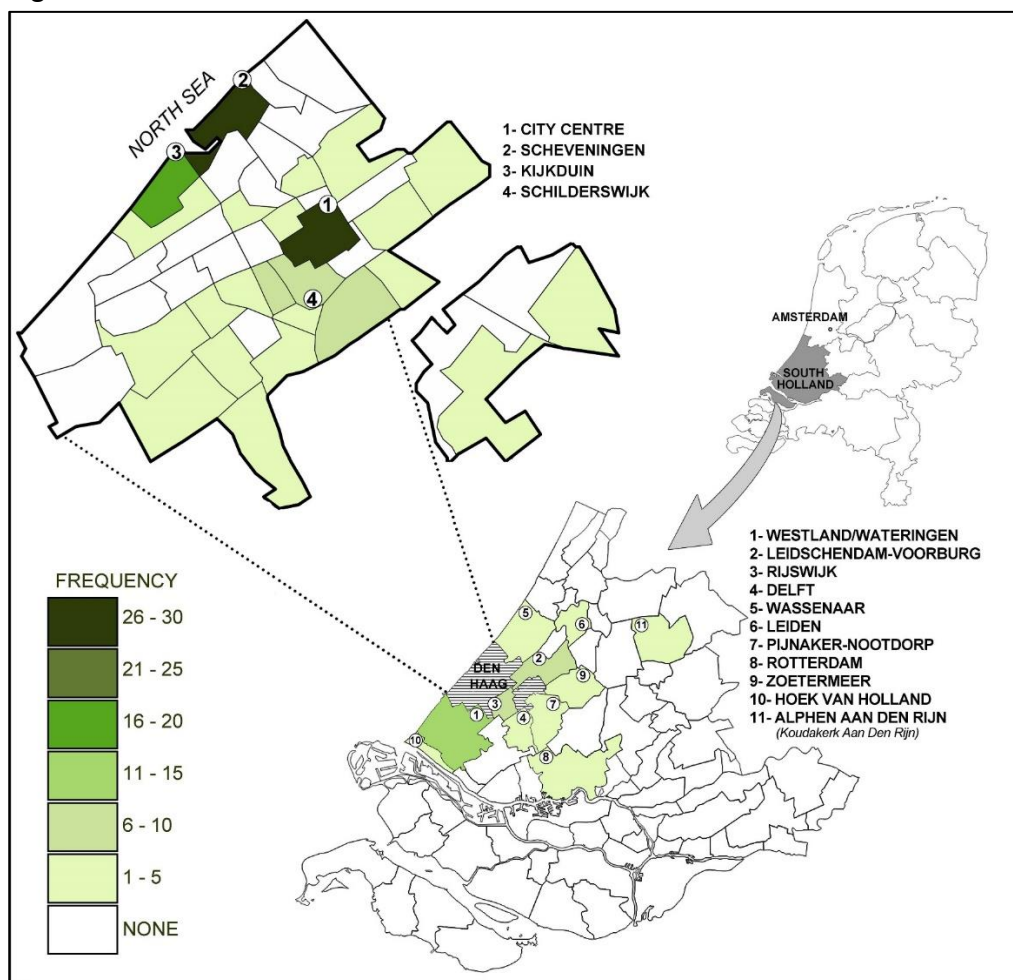
Source: Authors' work, 2021

Figure 1b: The distribution of the settlements names that were recalled
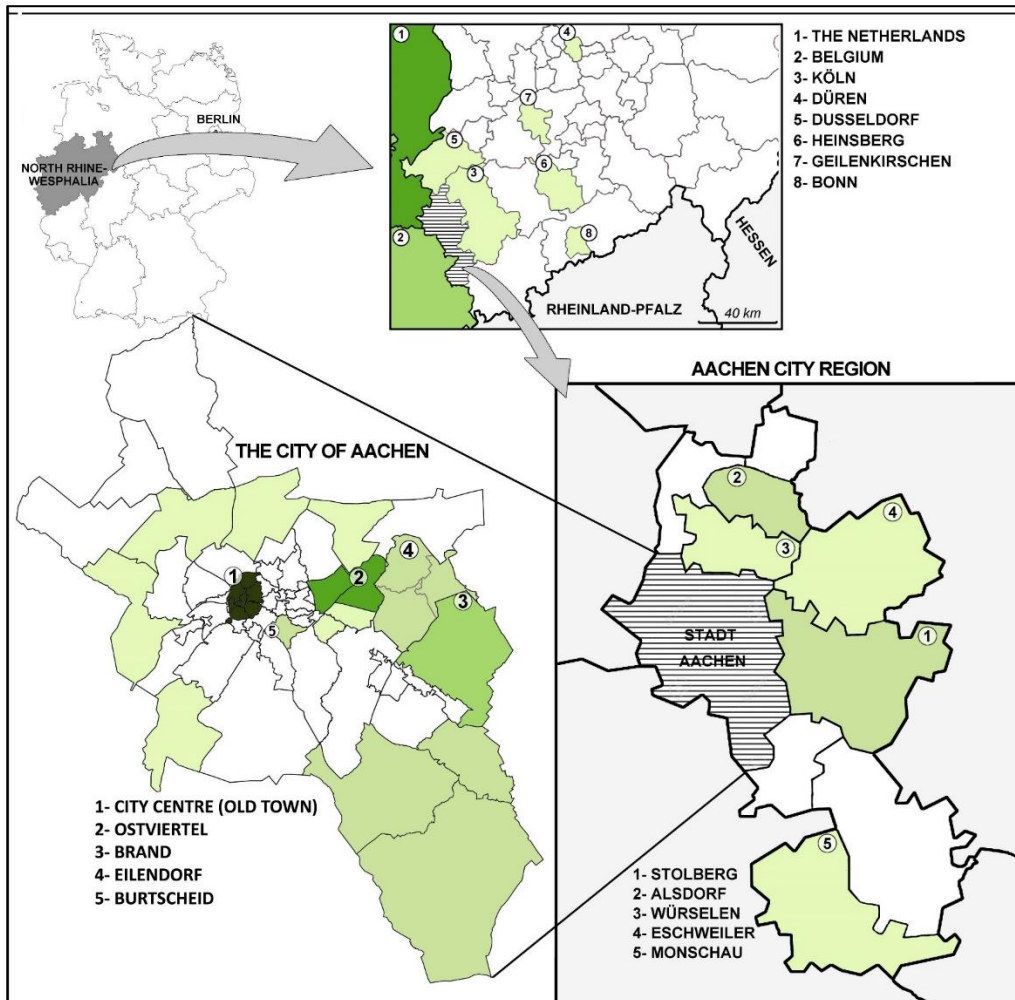
Source: Authors' work, 2021

Table 2: Settlement names within and beyond the official borders of Aachen and The Hague

SETTLEMENTS WITHIN THE OFFICIAL BORDERS				SETTLEMENTS BEYOND THE OFFICIAL BORDERS			
Aachen	**N**	**The Hague**	**N**	**AACHEN**	**n**	**THE HAGUE**	**n**
City Center	29	City Center	28	The Nether-lands***	17	Westland/Wateringen	11
Rothe Erde*	19	Scheveningen	26	Belgium	13	Leidschendam-Voorburg	8
Brand	14	Kijkduin	17	Köln	3	Rijswijk	7
Burtscheid	10	Schilderswijk	10	Düren	3	Delft	4
Eilendorf	10	Laakkwartier En Spoorwijk	8	Eupen	2	Wassenaar	3
Kornelimunster**	8	Transvaal	7	Düsseldorf	2	Leiden	2
Alsdorf	6	Bouwlust En Vrede-rust	4	Heinsberg	1	Pijnacker-Nootdorp	2
Stolberg	6	Morgenstond	4	Geilenkirchen	1	Rotterdam	2
Eschweiler	5	Bezuidenhout	4	Luxemburg	1	Zoetermeer	2
Vaalserquartier	5	Loosduinen	3	Bonn	1	Hoek Van Holland	1
Haaren	5	Moerwijk	3	Germany	1	Alphen Aan Den Rijn****	1
Würselen	4	Wateringse Veld	3	**TOTAL**	**45**	**TOTAL**	**43**
Frankenbergerviertel	4	Mariahoeve En Marlot	2				
Forst	3	Duindorp	2				
Monschau	2	Ypenburg	2				
Laurensberg	1	Benoordenhout	2				
Preuswald	1	Leidschenveen	2				
Rott	1	Zeeheldenkwartier	2				
Soers	1	Rustenburg	2				
Kohlscheid	1	Vogelwijk	1				
Zweifall	1	Leyenburg	1				
Ubach	1	Groente En Fruitmarkt	1				
		Indische Buurt	1				
		Binckhorst	1				
Total	**137**	Escamp	1				
		Regenteskwartier	1				
		Total	**138**				

*Rothe Erde is a district of Aachen that has been shaped by large-scale industry and has existed since April 1, 1906. The East Quarter (Ostviertel) is an urban area of Aachen, which includes large parts of the Rothe Erde district and some neighbouring streets.

** Including Walheim and Oberforsbach

*** Including the cities of Vaals and Heerlen

**** Including Koudakerk aan den Rijn

Landmarks were the second largest aspect of the urban image, 17.8% of the components in Aachen and 12% in The Hague. The main landmark of Aachen is the Aachen Cathedral (see photograph 1), that was indicated by more than half of the participants, followed by the technical university, Elisenbrunnen, a historical public fountain, and the historical town hall. In The Hague Scheveningen Beach was the main landmark (shown by 22.4%), followed by the Parliament Building (Binnenhof, see photograph 2), and the well-known open-air market Haagse Markt. Churches were weakly presented in the urban images in both cities, either as a historical landmark, such as the Sint Jacobskerk in The Hague, or as a reference point, as the Josefskirche located on the way to the Turkish neighborhood of Aachen. However, there are two exceptional buildings that were widely ignored in the case of The Hague. Despite their size and iconic status for The Hague, the Peace Palace and the 19th century hotel Kurhaus in Scheveningen (see photograph 3) were only shown once.

Photograph 1: A historical landmark of Aachen: The Cathedral (Aachener DOM)

Source: Mehmet Çelik, 18/12/2020

Photograph 2: A Historical landmark of The Hague: The Parliament Building (Binnenhof)

Source: İlkay Südaş, 03/06/2019

Photograph 3: Scheveningen Beach with the 19th Century hotel, Kurhaus

Source: İlkay Südaş, 01/07/2018

GEO GRAFICKÁ REVUE

Streets/roads represent paths in an urban image. Elsassstraße and Adalbertsteinweg in Aachen, and Hoefkade in The Hague were the roads shown most often. All three pass through the quarters resided mostly by migrant populations. The appearance of the road system in both cities was weak, mainly framed by surrounding highways (see figure 2 and 3), and as an exception Pontstrasse in Aachen's center.

Components related to shopping and urban recreation included big shopping malls, hotels, restaurants, cafés, museums, etc. In both cities, this category was dominated by major shopping centers, Acquis Plaza in Aachen and Leyweg Shopping Center in The Hague. Turkish stores (see photograph 4) were also a part of this category, however their share in Aachen was much higher (21.7%) than in The Hague (8.7%).

Photograph 4: Ostviertel with its Turkish linguistic landscape.

Source: İlkay Südaş, 06/06/2018

Figure 2: Common image of the city of Aachen
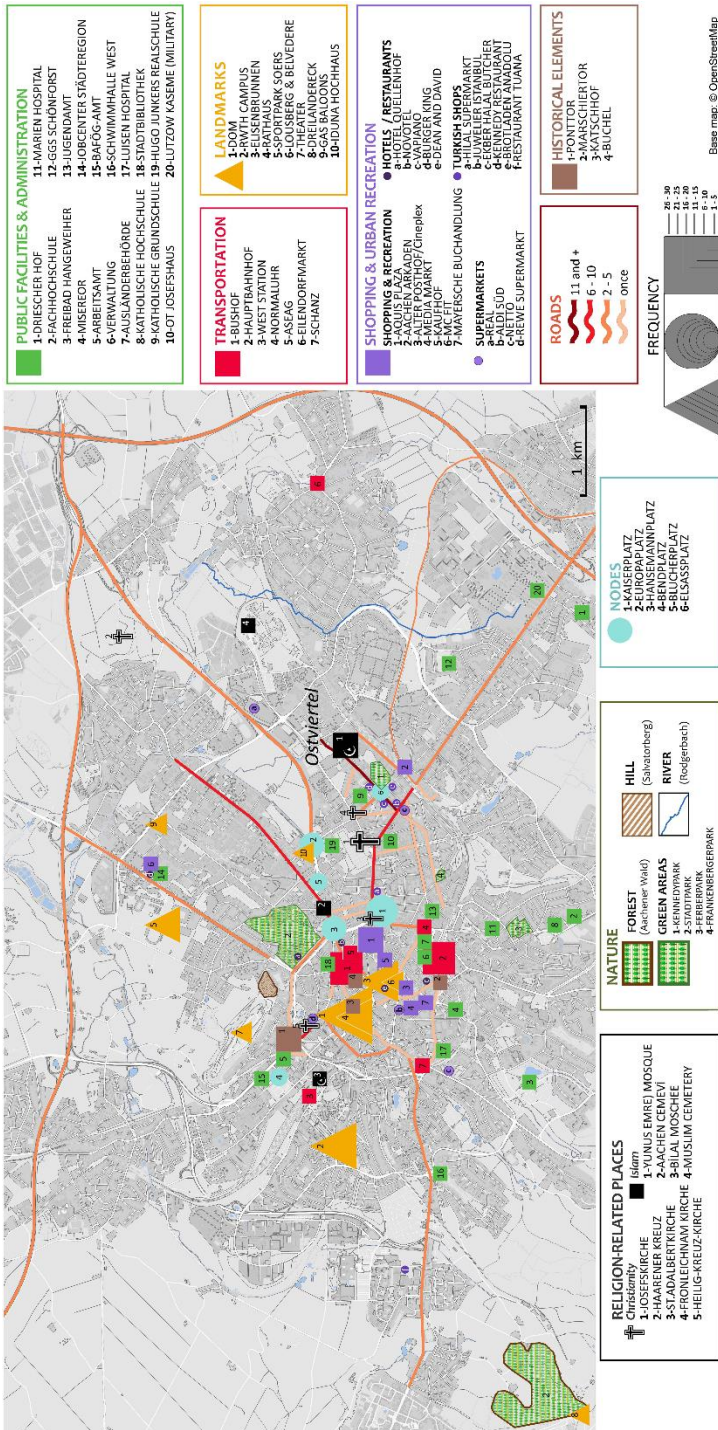
Source: Authors' work

Figure 3: Common image of the city of Hague

Source: Authors' work

GE GRAFICKÁ
REVUE
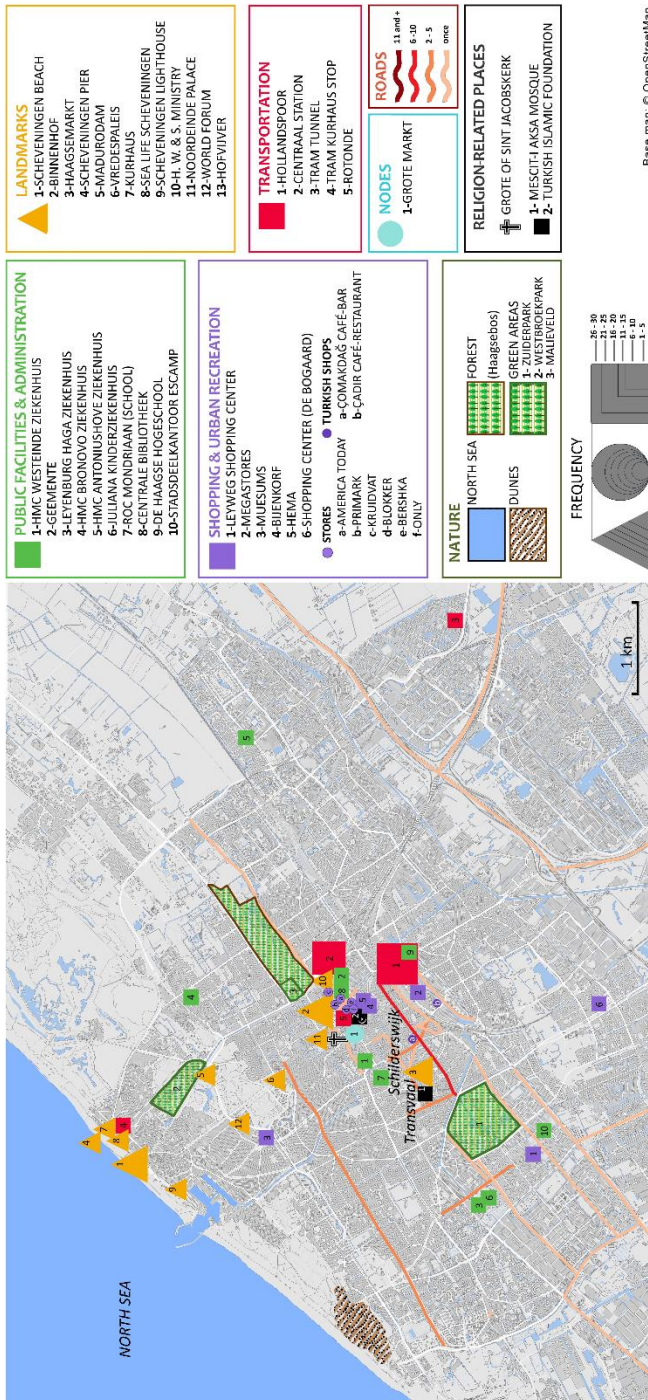
In Aachen, the central coach station —Bushof— and the central train station Hauptbahnhof were the two prominent transportation facilities. In The Hague the two main railway stations Centraal Station (CS) and Holland Spoor (HS) have the biggest share in this category, with the latter being the main access to Schilderswijk.

Natural characteristics include natural components such as forests, the sea, rivers, dunes, and hills etc., and their share is higher in The Hague (5.5%) than in Aachen (0.7%), mainly because of the North Sea. Furthermore, the coastal settlements Scheveningen and Kijkduin, and other elements such as the beach, the pier, or the lighthouse, underline the strong awareness of the coastal recreational function. In the category of urban green areas, the city park dominates. Kennedypark in Aachen (58.1%)

and Zuiderpark (87.5%) in The Hague, which in both cases is near to the migrant neighborhoods.

Public facilities, including hospitals, schools, and job centers were referenced by 54% of the participants in Aachen and by 39% in The Hague. Schools (44.4%) are the main components in this category in Aachen, while hospitals (60%) are dominant in The Hague. Islam-related components included mosques, cemevis (the worship place of the Alevi community), Muslim cemeteries, and the Islamic foundation. The share of this category in all components is low in both cities (see table 3), however it is relatively lower in The Hague (1.3%) than in Aachen (2.5%). Only 9.8% of the participants featured Islamic elements in The Hague while in Aachen 30% (mostly referring to the mosque in the neighborhood) did so.

Table 3: List of the components that were shown on the Cognitive Maps

ROADS / STREETS				SHOPPING & URBAN RECREATION			
AACHEN		**THE HAGUE**		**AACHEN**		**THE HAGUE**	
ELSASSSTRAßE	13	HOEFKADE	6	*SHOPPING & RECREATION*		*SHOPPING & RECREATION*	
ADALBERTSTEINWEG	10	LEYWEG	4	AQUIS PLAZA	10	SHOPPING CENTER LEYWEG	5
PONTSTRAßE	8	LAAN V.MEERDERVOORT	4	AACHEN ARKADEN	3	MEGASTORES	4
JULICHERSTRASSE	7	DE LA REYWEG	3	ALTER POSTHOF (Cineplex)	3	MUSEUMS	3
BUNDESAUTOBAHN 44	5	VAILLANTLAAN	3	MEDIA MARKT	2	AMERICA TODAY	1
TRIERSTRAßE	4	KEMPSTRAAT	2	KAUFHOF	1	PRIMARK	1
BUNDESAUTOBAHN 544	3	VREESWIJKSTRAAT	1	MC FIT	1	BIJENKORF	1
DÜPPELSTRAßE	3	GERARD DOUSTRAAT	1	MAYERSCHE BUCHANDLUNG	1	KRUIDVAT	1
KARLSGRABEN	3	BEZUIDENHOUTSEWEG	1	*TURKISH SHOPS*		BLOKKER	1
PETERSTRAßE	3	ERASMUSWEG	1	HİLAL SUPERMARKT	3	BERSHKA	1
WILHELMSTRAßE	3	FRANS HALSSTRAAT	1	BROTLADEN ANADOLU	2	ONLY	1
BUNDESAUTOBAHN 4	2	TRAMSTRAAT	1	JUWELIER ISTANBUL KUYUM-CULUK	2	HEMA	1
KREFELDERSTRAßE	2	NEHERKADE	1	RESTAURANT TUANA	1	SHOPPING CENTER (BOGAARD	1
MONHEIMSALLEE	2	OM EN BIJ	1	KENNEDY RESTAURANT	1	*TURKISH SHOPS*	
REICHSWEG	2	SPUI	1	EKBER FLEISCHEREI	1	ÇADIR CAFÉ & RESTAURANT	1
TEMPLERGRABEN	2	VAN DER VENNESTRAAT	1	*HOTELS & RESTAURANTS*		CAFE ÇOMAK DAĞ	1
VAALSERSTRAßE	2	HOBBEMASTRAAT	1	BURGER KING	2		
VENNBAHNWEG	2	HOOGSTRAAT	1	(WOOLWORTH) NEW YORKER	1		
BISMARCKSTRAßE	1	JACOP MARISSTRAAT	1	VAPIANO	1		
BOXGRABEN	1	A4 HIGHWAY	1	HOTEL QUELLENHOF	1		
FRANZSTRAßE	1	A13 HIGHWAY	1	EINKAUFSZENTRUM	1		
GOERDELERSTRAßE	1	MELIS STOKELAAN	1	DEAN AND DAVID	1		
GROßKOLNSTRAßE	1	MEPPELWEG	1	FRANCHIPANI	1		
JAKOBSTRAßE	1	PARALLELWEG	1	NOVOTEL	1		
KLEINMARSCHIERSTRAßE	1	N211 HIGHWAY	1	*SUPERMARKETS*		**TOTAL**	23
LUDWIGSALLEE	1	A12 HIGHWAY	1	REWE SUPERMARKT	2		
OPPENHOFFALLEE	1			REAL	2		
OTTOSTRAßE	1			NETTO	1		
ROBERT-KOCHTRAßE	1			ALDI SÜD	1		
RUDOLFSTRAßE	1						
SEDANSTRAßE	1			**TOTAL**	46		
SEILGRABEN	1						
STOLBERGERSTRAßE	1	**TOTAL**	42	PUBLIC FACILITIES			
THEATERSTRAßE	1			DRIESCHER HOF	4	HMC WESTEINDE HOSPITAL	5
TURMSTRAßE	1			FACHHOCHSCHULE	2	MUNICIPALTY BUILDING	4
VIKTORIASTRAßE	1			FREIBAD HANGEWEIHER	2	LEYENBURG HAGA HOSPITAL	3
TOTAL	94			MISEREOR	2	HMC BRONOVO HOSPITAL	2
LANDMARKS				ARBEITSAMT	2	HMC ANTONIUSHOVE HOSPITAL	1
AACHEN CATHEDRAL	28	SCHEVENINGEN BEACH	11	AUSLÄNDERBEHÖRDE	1	JULIANA INFANT HOSPITAL	1
RWTH (inc. Klinikum and Mensa)	24	PARLIAMENT BUILDING (BINNENHOF)	10	VERWALTUNG	1	ROC MONDRIAAN (SCHOOL)	1
ELISENBRUNNEN	18	HAAGSEMARKT (OPEN AIR MARKET)	9	KATHOLISCHE HOCHSCHULE	1	CENTRAL LIBRARY	1
TOWN HALL (RATHAUS)	13	SCHEVENINGEN PIER	5	KATHOLISCHE GRUNDSCHULE	1	DE HAAGSE HOGESCHOOL	1
SPORTPARK SOERS	10	MADURODAM THEME PARK	3	OT JOSEFSHAUS	1	STADSDEELKANTOOR ESCAMP	1
LOUSBERG & DREHTURM BELVEDERE	4	PEACE PALACE	1	MARIEN HOSPITAL	1		
THEATHER	4	GRAND HOTEL AMRÂTH KURHAUS	1	GGS SCHÖNFORST	1		
DREILANDERECK	3	"SEA LIFE" SCHEVENINGEN	1	JUGENDAMT	1		
GAS BALOONS	2	SCHEVENINGEN LIGHTHOUSE	1	JOBCENTER STÄDTEREGION	1		
IDUNA HOCHHAUS BUILDING	1	MINISTRY OF HEALTH, WELFARE & SPORT	1	BAFÖG-AMT	1	**TOTAL**	20
		NOORDEINDE PALACE	1	SCHWIMMHALLE WEST	1		
		WORLD FORUM	1	LUISEN HOSPITAL	1		
TOTAL	107	HOFVIJVER POND	1	STADTBIBLIOTHEK	1		
		TOTAL	46	HUGO JUNKERS REALSCHULE	1		
NODES				LUTZOW KASEME (MILITARY)	1		
KAISERPLATZ	11	GROTE MARKT	1	**TOTAL**	27		

				URBAN GREEN AREAS			
EUROPAPLATZ	9			KENNEDYPARK	18	ZUIDERPARK	14
HANSEMANNPLATZ	8			STADTPARK ***	11	MALIEVELD	
BENDPLATZ	4	TOTAL	1	FERBERPARK	1	WESTBROEKPARK	1
BLUCHERPLATZ	3			FRANKENBERGERPARK	1	TOTAL	16
ELSASSPLATZ	1						
TOTAL	36			TOTAL	31		
TRANSPORTATION				RELIGION-RELATED PLACES			
CENTRAL COACH STATION (BUSHOF)	14	HOLLANDSPOOR TRAIN STATIOM	11	YUNUS EMRE MOSQUE	10	TURKISH-ISLAMIC FOUNDATION	3
AACHEN HBF-CENTRAL TRAIN STATION	11	CENTRAL TRAIN STATION	10	AACHEN CEMEVİ	2	MESCİD-İ AKSA MOSQUE	2
WEST STATION	2	TRAM TUNNEL	2	BİLAL MOSQUE	2	TOTAL	5
NORMALUHR	2	TRAM KURHAUS STOP	1	TURKISH CEMETRY	1		
ASEAG TICKET OFFICE	1	ROTONDE BUS STOP	1	TOTAL	15		
EILENDORF MARKT STOP	1	TOTAL	25	JOSEFSKIRCHE	9	G. OF SINT JACOBSKERK	2
SCHANZ STATION	1			HAARENER KREUZ	2	TOTAL	2
TOTAL	32			ST.ADALBERTKIRCHE	1		
				FRONLEICHNAM KIRCHE	1		
NATURAL COMPONENTS				HEILIG-KREUZ-KIRCHE	1		
AACHEN FOREST (WALD)	2	NORTH SEA	16	TOTAL	14		
RÖDGERBACH RIVER	1	HAAGSE BOS – CITY FOREST	2	HISTORICAL IDENTITY			
SALVATORBERG HILL	1	FRISIAN ISLANDS	2	PONTTOR CITY GATE	8		
		DUNES	1	MARSCHIERTOR CITY GATE	2		
TOTAL	4			CITY WALLS (OLD AND NEW)	1		
		TOTAL	21	KATSCHHOF	1		
				BUCHEL	1		
				TOTAL	13		

*** (including Carolus Thermen, Eurogress, Kurhaus, Kurpark)

To summarize, we can state that the city center is the strongest aspect of the urban image in both cases. The following strongest component, however, differs in character between the cities. The image of The Hague is characterized by an element that is peculiar to the city itself, the coastal recreational facilities. In Aachen the second mentioned component is the Turkish neighborhood, an element peculiar to the Turkish community itself. Also, the amount of Turkish stores and Islam-related places is much higher compared to The Hague.

Differences on the Urban Image

In this part, some differences between the urban image components are presented. There is a significant difference in the urban image of the two cities regarding gender and place of residence. Furthermore, the cognitive maps reflect the urban inequalities as perceived by the participants.

Figure 4 belongs to a 40-year-old female participant residing in the wealthy neighborhood of Frankenbergerviertel while Figure 5 is from a 64-year-old female participant from the Turkish neighborhood, Ostviertel. In Figure 4, a much wider and relatively more realistic urban image has been illustrated. Nearly all important elements of the city of Aachen are included, such as the historical city gates, town hall, and university. Even the original local gingerbread (Printen) that Aachen is known for, and the historical tradition of crowning of the kings are verbalized. Figure 5, on the other hand,

includes only a few features of the city center and mainly Turkish stores within walking distance, lower segment supermarkets, a halal butcher, and the Muslim cemetery. The areal coverage is mostly limited to the Turkish neighborhood.

Figure 6 and Figure 7 are iconic maps of The Hague. They were drawn by two young male participants, reflecting two very distinct urban worlds. Figure 6 belongs to a resident of the migrant neighborhood, Transvaal. The image shows only one single building, the Turkish-Islamic center. Figure 7, drawn by a resident of the city center, is a wider and relatively realistic representation, including two important components: The Parliament Building and Scheveningen Beach. All four maps show the effect of residential location on the limits of urban awareness, although other factors like the personal level of education and income might play a role in the perception of the city.
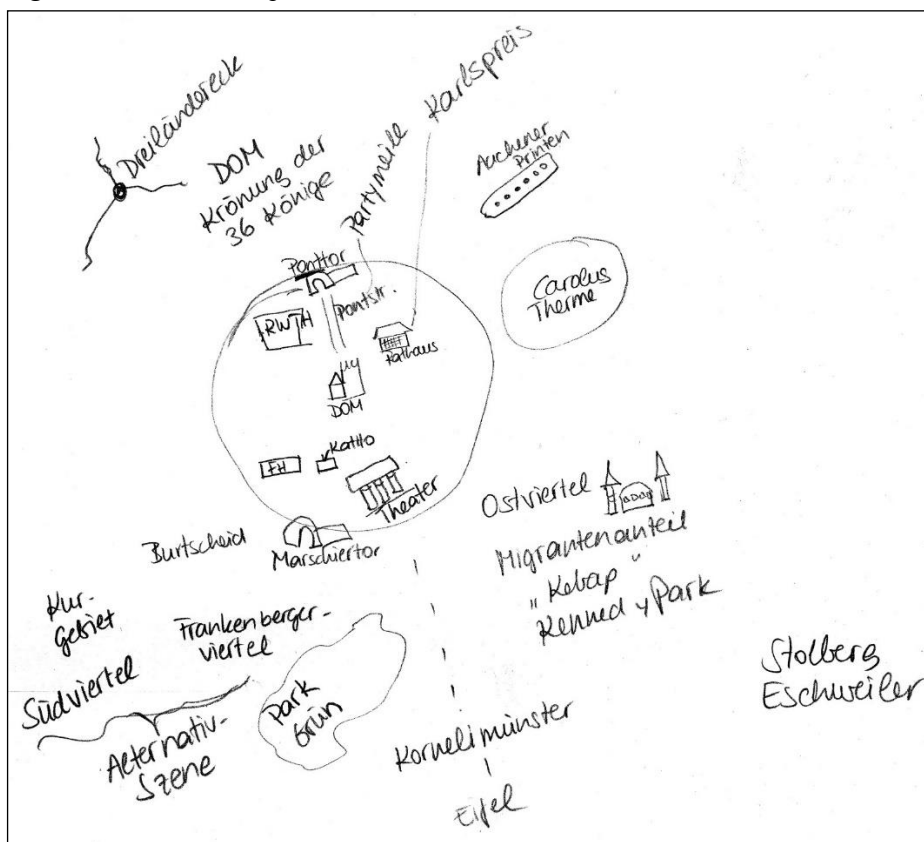
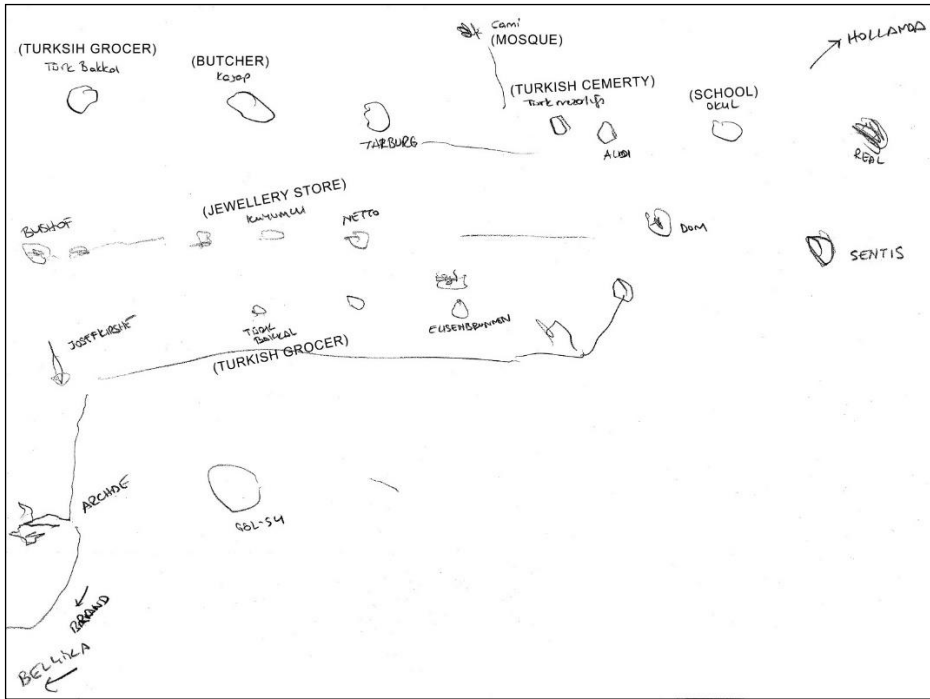**Figure 4:** Urban Image

Figure 5: Urban Image
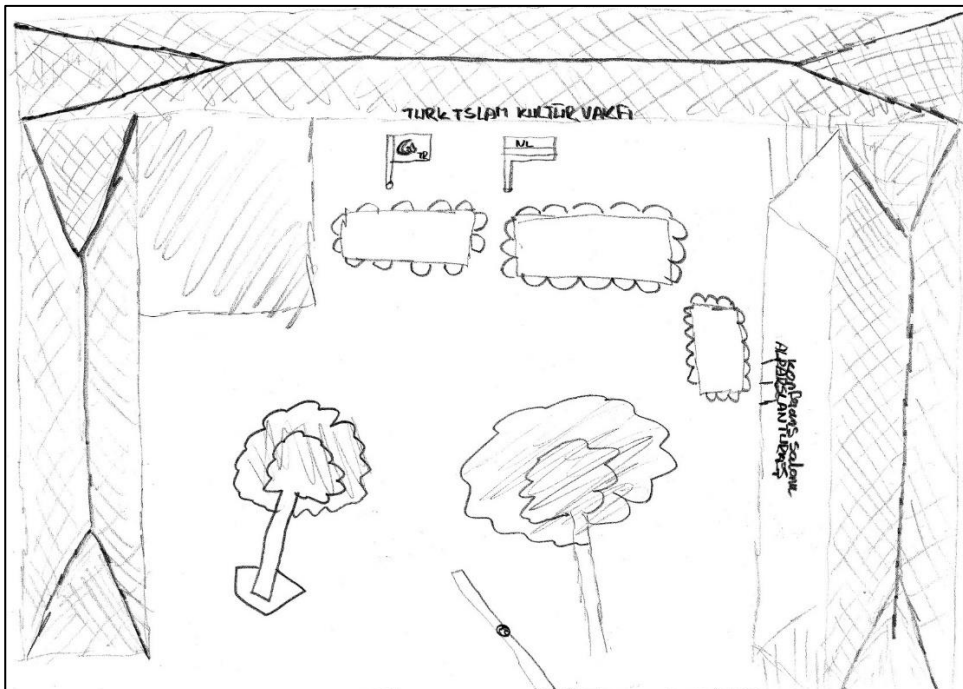

Figure 6: Urban Image

Figure 7: Urban Image

Another example of a distinction in the perception of neighborhoods is shown in Figure 8 and Figure 9. Here the participants' awareness of urban socio-spatial inequalities is reflected by the inequality between Northwest-Southeast in The Hague and West-East in Aachen. While the north-western and coastal zone of The Hague is labeled as 'rich', the south-eastern part is seen as poor, and divided by the avenue Laan van Meerdervoort (Figure 8). A likewise distinction is shown for Aachen on the basis of western and eastern parts, and marked by emotional indicators (emoticons) (Figure 9).
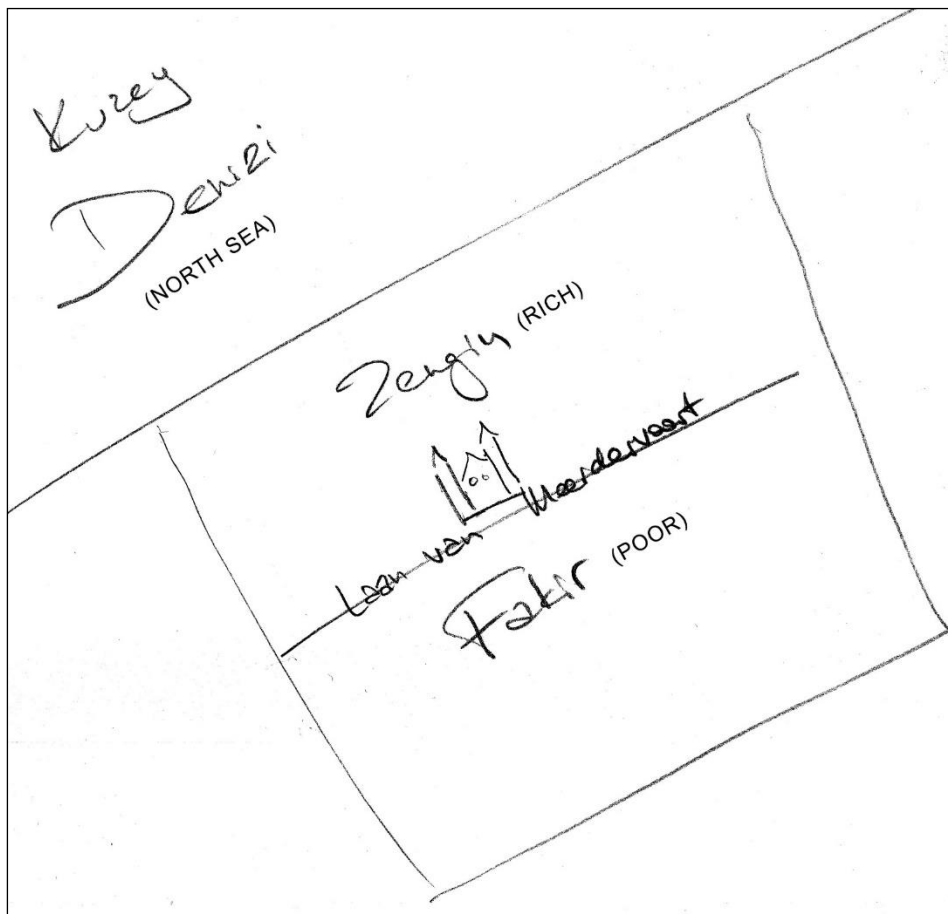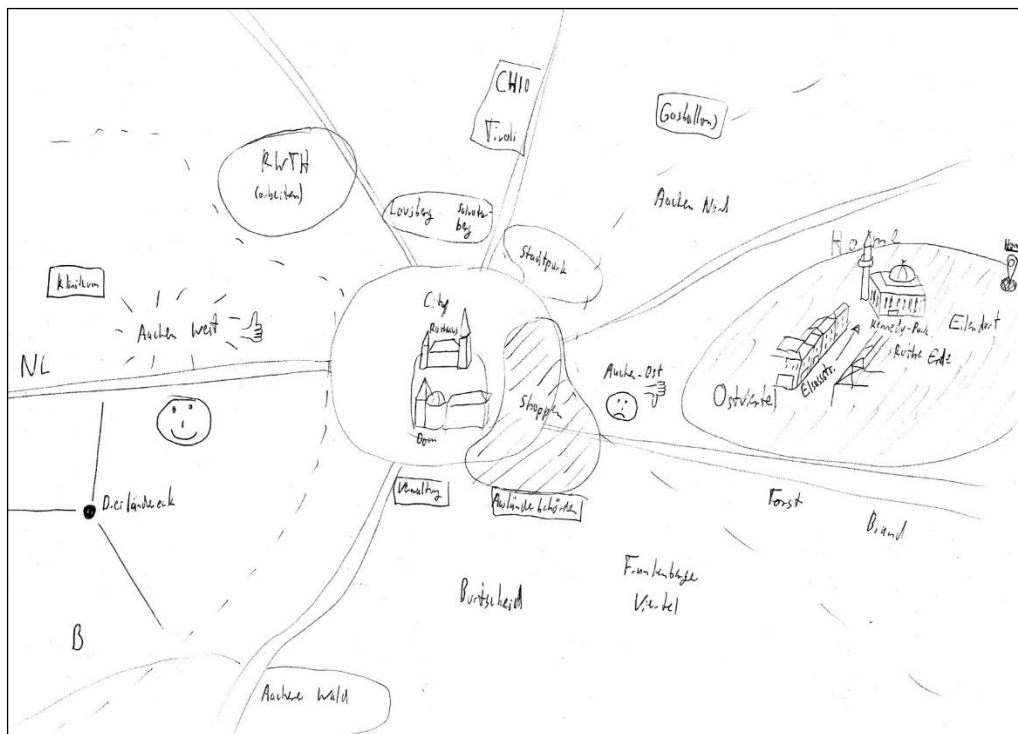
Figure 8: Urban Image

Figure 9: Urban Image

The quantified findings show further differences. The uneven number of total components and differing limits of cognitive coverage of urban area in both cities indicate differences between women and men (see table 4). In The Hague, Turkish women have a lower mean value of total components (5.9) compared to men (8.8). They display, for example, a lot fewer settlement names both within and beyond the official borders of The Hague. Such a big imbalance between genders is not seen in Aachen.

The type of residence (whether it is a more migrant neighborhood or not) seems to be influential not only on the amount of settlement names given, but also whether shopping and urban recreational components are included. Participants who do not reside in a more migrant neighborhood of both Aachen and The Hague have a higher score in settlement names and a stronger awareness of urban recreational facilities (see table 4). Toponymic information is related to the length of residence in the city in both cases, especially in The Hague.

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Table 4: Mean scores of component categories per participant according to different variables

| | Neighborhoods of Residence | | | | Gender | | | | Length of Residence (years) | | | |
| | Aachen | | The Hague | | Aachen | | The Hague | | Aachen | | The Hague | |
	More-Migrant neighborhood	Others	More Migrant neighborhood	Others	Female	Male	Female	Male	≤27	28≤	≤27	28≤
TOTAL COMPONENTS	14,9	10,3	7,0	8,7	12,3	11,0	5,9	8,8	13,8	9,3	6,5	9,5
SETTLEMENT NAMES	4,3	4,3	4,4	6,7	3,7	4,9	3,4	6,4	4,0	4,6	3,9	6,9
Within Province	3,2	3,2	3,5	5,2	2,8	3,5	2,9	5,0	3,4	3,0	3,5	5,1
Beyond Province	2,3	2,2	2,5	2,9	2,8	2,0	1,3	3,2	1,8	2,6	1,8	3,0
LANDMARKS	3,3	2,6	1,4	2,4	2,6	3,0	1,4	2,2	3,0	2,5	1,9	1,9
ROADS & STREETS	3,9	2,5	2,4	2,9	2,6	3,2	3,4	2,3	3,0	2,9	3,5	1,8
NODES	2,0	1,8	0	1,0	2,2	1,6	0	1,0	2,5	1,5	1,0	0
PUBLIC FACILITIES	1,0	2,0	1,9	1,0	2,4	1,5	2,0	1,6	1,9	2,0	2,0	1,6
SHOPPING&URBAN RECREATION	1,6	2,8	1,3	2,7	2,7	1,9	1,3	2,7	2,8	1,5	2,8	1,4
TRANSPORTATION	1,9	1,5	1,7	1,6	1,7	1,7	1,7	1,7	1,7	1,6	1,6	1,7
ISLAM-RELATED PLACES	1,5	1,1	1,0	1,5	1,2	1,3	1,0	1,3	1,4	1,0	1,3	1,0
HISTORICAL FEATURES	1,4	1,2	0,0	0,0	1,5	1,2	0,0	0,0	1,3	1,5	0,0	0,0
CHURCHES	1,0	1,1	1,0	0	1,0	1,2	1,0	1,0	1,0	1,2	1,0	0,0
NATURE	1,0	2,0	1,1	1,2	0,0	1,3	1,4	1,0	1,0	1,5	1,1	1,3
URBAN GREEN AREAS	1,3	1,3	1,0	1,1	1,4	1,2	1,0	1,1	1,3	1,2	1,0	1,1

Conclusion

The aim of our research was to understand the urban images of Turkish migrants in two different urban contexts (The Hague in The Netherlands and Aachen in Germany) and explore possible reasons for the similarities and differences. Our findings show that both Aachen and The Hague are perceived in a larger spatial context with their neighboring places (towns, cities, countries). Outer locations are also associated with these cities, which indicates the mental connectivity of actually distinct places. The specific location of Aachen resulted in the neighboring countries also being included on the maps.

Peculiar characteristics such as the historical, iconic landmarks seem to be influential on the image formation, as is stated by Lynch (1960). For instance, The Parliament Building (Binnenhof) in The Hague, The Cathedral, Elisenbrunnen, and the town hall in Aachen were strongly acknowledged. As Francescato and Mebane (1973) underlined, the effect of urban physical landscape on image formation might be more determinant than the effect of individuals' own experiences. This means that even though the participants are highly aware of the abovementioned

landmarks, this does not necessarily indicate that they are frequently visited or used. They might have become an important part of the urban image due to their high recognizability. On the other hand, Milgram et al. (1972) stated that an area can only be recognized if people are exposed to it. Whether by individual experience or as a result of the effect of the urban physical landscape, such strong awareness about the iconic landmarks of these cities indicates a realistic view among the participants.

The absence of the Peace Palace and Kurhaus in the common image of The Hague is remarkable. Neglecting to include the Kurhaus as a massive, monumental building is unexpected, because it is located at the heart of Scheveningen at the beach, which often appeared on participants' maps as the major aspect of the urban image of The Hague. Similarly, the Peace Palace as the worldwide icon of The Hague and a defining aspect of the city's international identity had no part in the common image. This means that architectural distinctiveness and symbolic value of a building is not always a guarantee for being a part of the urban image.

Participants' own characteristics such as gender and location of residence in the city seem to be influential on some aspects of the urban image. The maps display differences between male and female participants. Especially in The Hague, women show less spatial components. As Lawton (2018) emphasizes, women and men differ with respect to certain aspects of geographic cognition and behavior. Men are more accurate in identifying place locations on maps, perform better on mapping tasks, and tend to obtain higher scores than women on several small-scale spatial abilities. Gender stereotyping of geographic abilities and differential socialization are likely contributors to gender differences in geographic knowledge and behavior. On the other hand, some studies do not show gender-based differences in environmental perception and spatial abilities (Livingstone-Lee, Zeman, Gillingham & Skelton 2014; Südaş & Öz, 2018). However, migrant women's urban mobility and wider spatial experiences must be encouraged and supported in order to increase their spatial knowledge and lessen possible nurture differences (Oğuz & Özçevik, 2014).

City centers are the strongest aspect of the common urban image of both cities, which confirms earlier findings (Clark, 1977). In Aachen, migrant neighborhood-related components come after the city center, while in The Hague the coastal recreational facilities rank second. This means that centrality in both cases is dominant, but that in The

Hague, the second aspect is relating to the city, whereas in Aachen it is relating to the migrant community. A migrant neighborhood, as a spatial imitation of migrants' own cultural area, including elements such as ethnic stores, cultural institutions, and a distinct linguistic landscape, separates its residents not only spatially but also socially from the wider urban context. Gijsberts and Dagevos (2007) showed that social contacts between majority and minority groups are less frequent in such neighborhoods, but a higher degree of mixing has a positive influence on the attitudes of the majority group. Furthermore, according to Göregenli and Karakuş (2014, p. 476), the migrant populations' distinct spatial position within a city affects their urban experiences negatively, which leads to lower urban identity development. This is mirrored by the findings, which show in both cases that participants, who reside in neighborhoods with higher migrant populations, show a more limited urban image. However, whether the urban image of migrants is also related to higher social adaptation has to be examined.

Lastly, we would like to touch on some methodological aspects to avoid any misinterpretations of cognitive map-based data. As long as it is carefully categorized, it is possible and practical to quantify cognitive map data for cartographical visualization. However, the qualitative nature of this technique should not be forgotten. A higher number of spatial elements on a cognitive map does not always mean that the city is frequented in more and better ways, unless these elements are diverse, spatially well-dispersed, and reflect a realist image of the city. A cognitive map with many components may also be covering a very narrow area, which means that only a small part of the city, perhaps only the migrant neighborhood, is well-coded. Distinguishing the characteristics and subjective meanings of the components is of great importance. On the other hand, a limited number of elements might be a very good urban representation, as long as they display the major components of the city in all their variety.

Cognitive mapping proved to be an effective technique in understanding the urban images of Turkish migrants in two different spatial contexts. However, to fully understand the different urban images, it is necessary to analyze the cognitive maps of the majority population, as well as those of other migrant groups. This could provide important clues to determine to what degree the urban space is shared. For further research, we think that once a common image of a city according to all its inhabitants is available, the

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possible relationship between a 'better' urban image and social integration can be investigated.

Acknowledgment

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HISTÓRIA ROZVOJA CESTOVNÉHO RUCHU V HORSKOM STREDISKU V POHORÍ CODRU-MOMA (RUMUNSKO)

THE HISTORY OF THE TOURIST EVOLUTION OF A MOUNTAIN RESORT IN THE CODRU-MOMA MOUNTAINS

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Abstract: *This paper aims to highlight important stages in the historical evolution of an inter-esting settlement from a tourist point of view. The picturesque natural environment, but also the important resources it holds have allowed the establishment of human communities on these lands, since ancient times. The various historical periods that have passed over time, across the current territory of Moneasa have left their imprint on the life of the inhabitants and on the way the habitat is organized. The different ethnic groups (Turks, Austrians, Hungarians and Romanians) generated here a multiethnic and multiconfessional society with specific preoccupations, each capitalizing their occupational, spiritual or intellectual dowry, contributing in one way or another to the development and promotion of Moneasa resort. The various administrations that have succeeded each other over time have contributed to the modernization of Monesa, by introducing specific technologies in the economic sector and especially tourism.*

Key words: *tourist resort, historical evolution, Moneasa, natural resources, tourist resources*

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Introduction

The natural setting in which the town and later the Moneasa resort developed proved to be particularly friendly, offering shelter to human civilizations, since ancient times.

In addition to the natural diversity and beauty of the resort, Moneasa also offers a rich historical past with many events over time, lived by the inhabitants and passed down from generation to generation.

Benefiting from a particularly favourable geographical position, at the foot of the Codru-Moma mountains, Moneasa resort has fully capitalized its available natural and man-made resources, including thermal waters, marble limestone, limestone, along with a vast forested area.

The thermo-mineral waters accumulated in karst gaps stand out by temperatures between 18.2 - 32 ° C and strong mineralization (234-256 mg/l), along with a specific microclimate, charged with negative ions, provided by an abundant vegetation with a beneficial effect on human health.

These are just some of the many resources that have contributed to the development of this locality as a tourist resort of national interest.

Study area

In geographical studies, i.e. historical-geographical ones too, when we refer to Moneasa we can not exclude the area in which the locality was formed, which relates to the Codru-Moma Mountains.

The *Codru-Moma Mountains* are located in the western part of Romania and represent the western sector of the Apuseni Mountains, being bordered to the north and south by depressions, namely the Zarand depression to the south and the Beiuș depression to the north (Fig. 1). It is generally characterized by low altitudes, below 1 100 m. The relief is discontinuous and fragmented, where along with crystalline hard rocks, sedimentary rocks also appear, among which limestones play an important role.

Figure 1: The geographical position of the Codru-Moma Mountains within the Western Carpathians
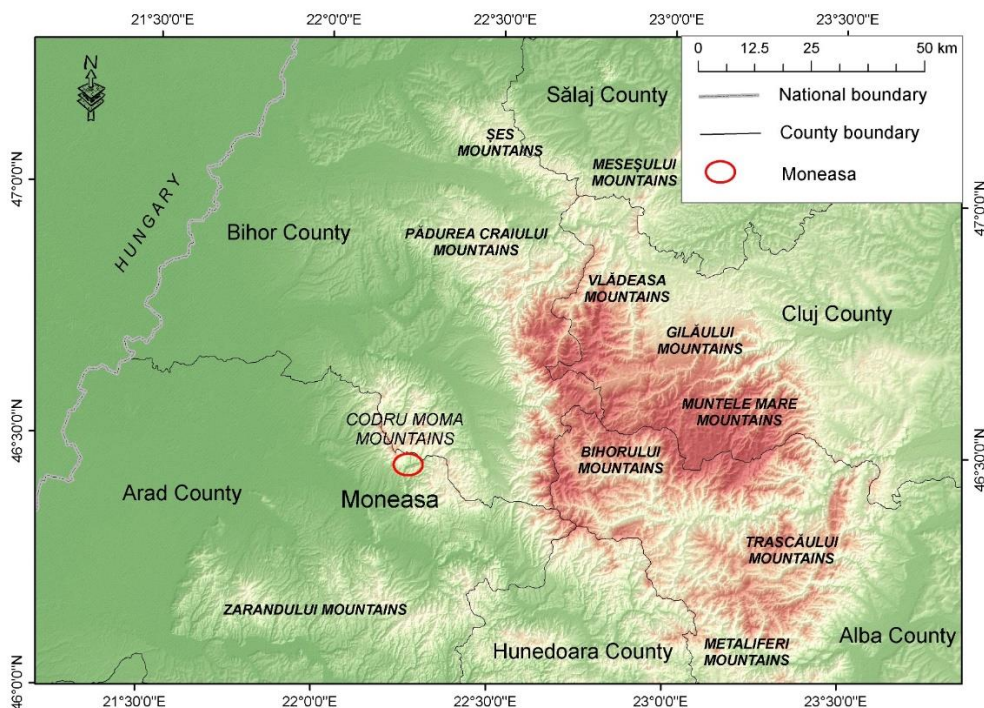
Source: Arc GIS processing according to the Physical Map of Romania

The presence of limestones in the area favoured the development of a large karst plateau. The limestones that dissolved under the action of the waters created a mountainous area with a specific relief that contains many avens, caves, karst springs, underground rivers and sinkholes.

The south-eastern part of this limestone frame, continued later with a depression area, were the basis for the development of the locality and the Moneasa resort, respectively.

The *Moneasa* resort, also nicknamed "Pearl of the Apuseni Mountains" is located in the western part of Romania, at the foot of the Codru-Moma Mountains.

Figure 2: The geographical position of Moneasa locality, within Romania and Arad county
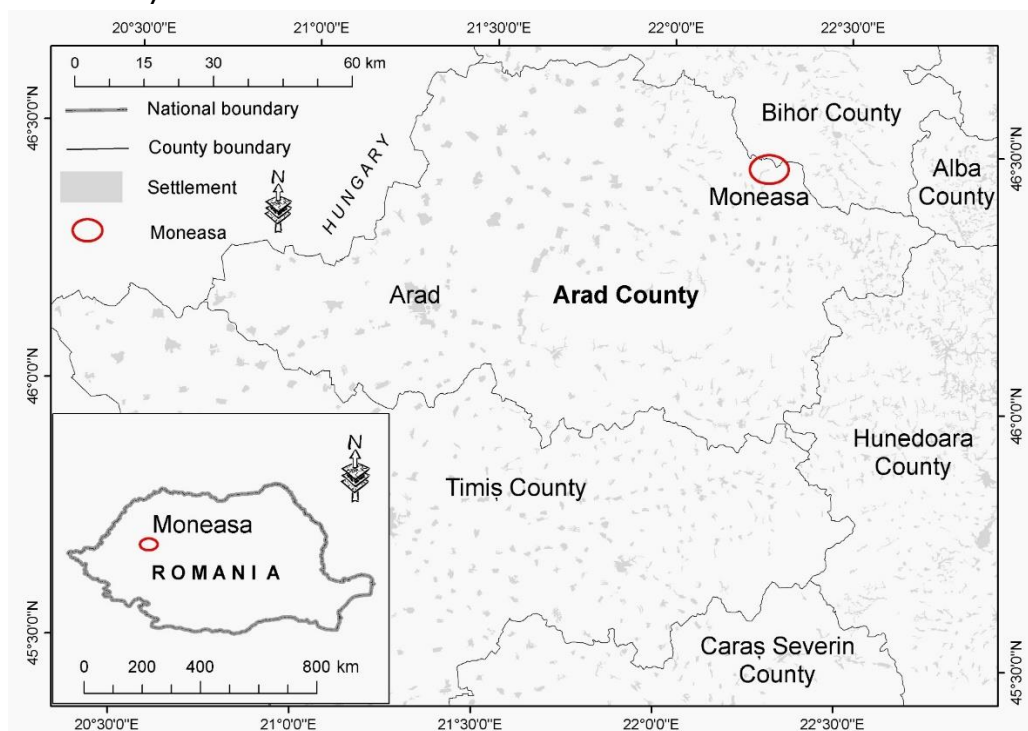
Source: Arc GIS processing according to the Physical Map of Romania

From an administrative point of view, Moneasa spreads over the north-eastern part of Arad County, at a distance of about 100 km from Arad city (residence of Arad County – about 180 000 inhabitants) (Fig. 2). The distance to the nearest town is 20 km, i.e. the town of Sebiș (5 000 inhabitants) (Fig. 3).

The hearth of the locality stretches for about 4.5 km, along the Mo-neasa valley, which crosses an intra-mountain depression (Fig. 4).

The surrounding mountain peaks, predominantly calcareous, render to the resort a particularly picturesque landscape, from the fresh air of the forest and meadows full of flowers, to smooth waters with therapeutic properties.

Figure 3: The main access ways to Moneasa
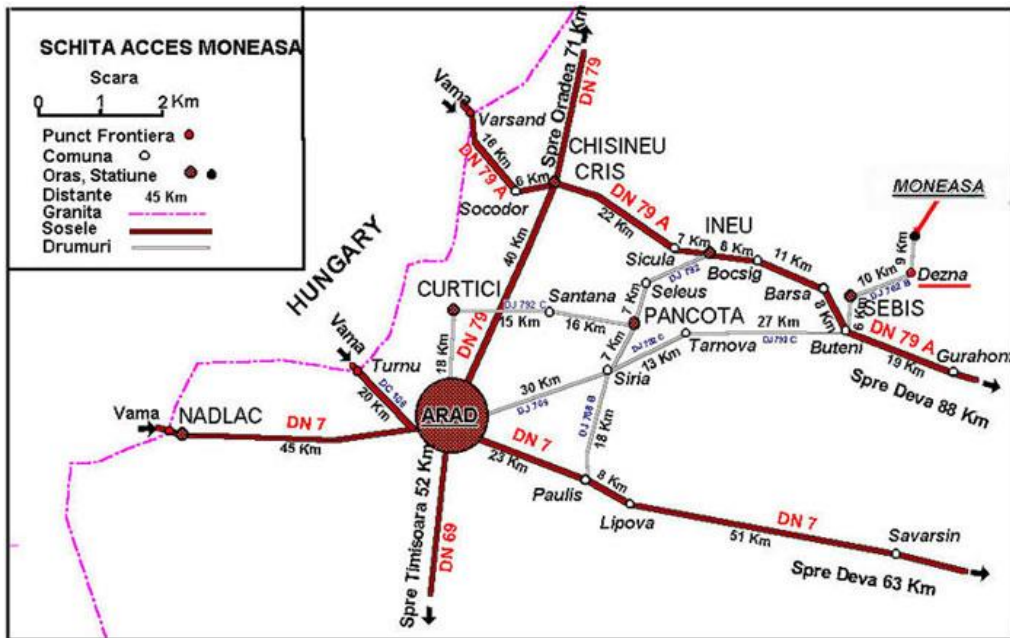
Source: http://www.wassupady.com /harta_or_moneasa.jpg

Figure 4: The elongated position of the locality along the Moneasa valley

Source: Stasac Marcu, 2018

Materials and methods

In carrying out this work, we started from the specialized literature, respectively scientific works related to geography and history, but also a series of field surveys. In general, specialized studies on this geographical area of Romania were focused either on the natural environment and especially on the Codru Moma Mountains, respectively in the field of geomorphology, hydrogeology or regional studies related to the Moneasa resort, where the attention of specialists was mainly directed on the potential and possibilities of capitalizing tourism. Monographic or historical works were also considered, including the book "Moneasa-Historical Monograph", with Oarcea Felicia Aneta and the late geography teacher Groza Spiridon as authors.

For the delimitation and analysis of some geographical peculiarities, the analysed territory was mapped with the help of the software program - Arc GIS. Field trips were also made, where a series of images were captured on relevant tourist attractions, some information was also obtained from the locals alongside a bibliographic material which was consulted with reference to the analysed territory.

Results

The history of the Moneasa resort development

Moneasa in pre-history and Antiquity. The history of Moneasa resort is closely linked to the history of Moneasa and its surroundings, which belonged to the various political regimes that have succeeded each other throughout historical periods.

Figure 5: The ruins of Dezna fortress

Source: photos collection of Groza Spiridon. 2007

As the evidence marked by the archaeological excavations carried out in the perimeter of the locality, traces of life of some prehistoric human communities would be identified since the period of the Neolithic civilization. Testimony are the ceramic fragments and two cups with raised handles, with shapes and ornamental motifs specific to the Neolithic transition period-Bronze Age (Coțofeni culture). All the archaeological material is kept at the Arad Museum Complex (Oarcea, Groza, 2007).

The medieval and modern period As the historical sources claim, in the medieval period, the history of Moneasa is linked to a domain and a fortress, called Dezna (Fig. 5).

According to some historical documents, it is shown that, since 1318, the area and the fortress belonged to the Hungarian royalty with some intermittencies, then for almost two centuries, it belonged to a noble family, named Losonczy (Cornelia Bodea, quoted by Oarcea, Groza, 2007).

From 1541, the whole area of Transylvania, where the area is included, the fortress of Dezna and the space corresponding to the locality

of Moneasa were under Turkish domination.

It is assumed that the Turks used the mineral springs from Moneasa, known and used for a long time by the locals.

It is no coincidence that the first documentary attestation dates from 1561, under the name of "Menyháza" (Roz, Geza, 1997).

The tradition says that the name of the town originates from the Turkish word "monea", which translated would mean "bath" ("bathing place"). In time, the suffix "sa" was added, the name of the locality being that of Moneasa (Oarcea, Groza, 2007).

The Ottoman rule in the area did not last long, because in 1593, after the defeat by the Habsburgs, the domain, the fortress and even the territory of Monesa will be administered by the Principality of Transylvania, through some princes.

For example, by inheritance on the basis of a princely diploma, on November 1, 1633, the fortress of Dezna, together with 39 villages (including Moneasa) came into the possession of Kornis Sigismund, son of Kornis Gaspar, the supreme count of Zărand and Bihor (Oarcea, Groza, 2007).

Moneasa during the 18th and 19th centuries. Through the Peace of Karlowitz (1699), concluded as the result of the wars between the Turks and the Austrians, the territories in the Arad area was transferred under the rule of the Austrians.

The reasons for the Austrian reformist policy led to the elaboration of legislative acts in the administrative, economic, social and political field, in the newly conquered territories.

Around 1800 the evolution of Moneasa locality and the life of the inhabitants know new dimensions. Thus, various ore deposits were discovered in the area, especially ferrous. Some of the inhabitants, until then farmers and animal breeders, become miners or metallurgists.

Specialists from different parts of Transylvania and especially from abroad were brought for the exploitation of iron and manganese ore and their processing in furnaces. The ores were mined from the "Corbu" and "German Baths" mines in rather "primitive" conditions.

The settlers of different ethnicities (Austrians, Slovaks, Hungarians, Poles) gathered in the built-up area of the locality, where they built houses, thus forming a specific neighbourhood, separately from that of the local population.

Not far from this neighbourhood, an "ore smelting furnace" was put into operation, as well as a forge (rolling mill) for processing iron (Oarcea, Groza, 2007).

That iron smelting furnace was known as the "Schmeltz" (Fig. 6). Today, the name of a neighbourhood of Moneasa, known as "Jmelț", is linked to his name.

**Figure 6:** The "Schmeltz" iron ore smelting furnace and its ruins
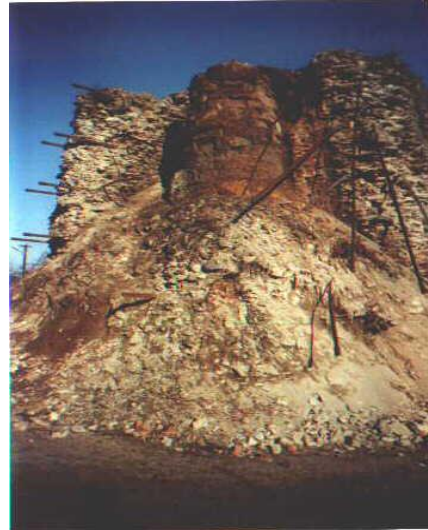
Source: photos collection of Groza Spiridon, 2007

The activity of exploitation and processing of iron ore continued until 1918, when it stopped. On May 13, 1886, Moneasa obtained the name of the spa resort from the Imperial Ministry of Interior in Vienna (Márki, 1895). In 1893, the Sebiș-Moneasa narrow-gauge railway was built to facilitate the transport of inhabitants, tourists, but also of wood or other materials (Gaál, 1898).

Figure 7: Acces way to Moneasa resort
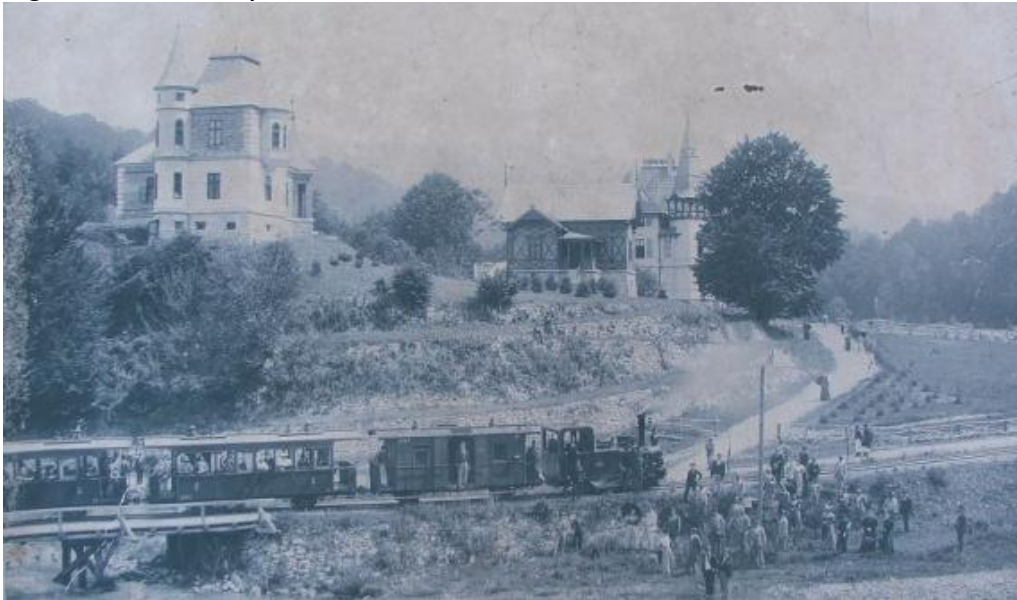
Source: photos collection of Groza Spiridon

Figure 8: Children helping tourists to carry their luggage in Moneasa

Source: photos collection of Groza Spiridon

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Moneasa of the 20th century – present

In the beginning of the 20th century, the construction of a mineral water treatment base begins, a hotel, a swimming pool is arranged, the baths park, the red marble quarry is opened, the road connecting Moneasa to Sebiș is paved. The electric lighting produced by a turbine driven by water force is introduced.

Also now are being built by merchants and industrialists from Arad, a series of villas for rest, such as: "Garofița", "Nufărul", "Magnolia", "Hortensia", "Ghiocelul", "Dalia", all with names of flowers (Figs. 9, 10).

Figure 9: Villa Nufărul

Source: Stasac Marcu, 2018

Figure 10: Villa Narcisa

Figure 11: Villa Magnolia, today called Cerbul Albastru Hotel
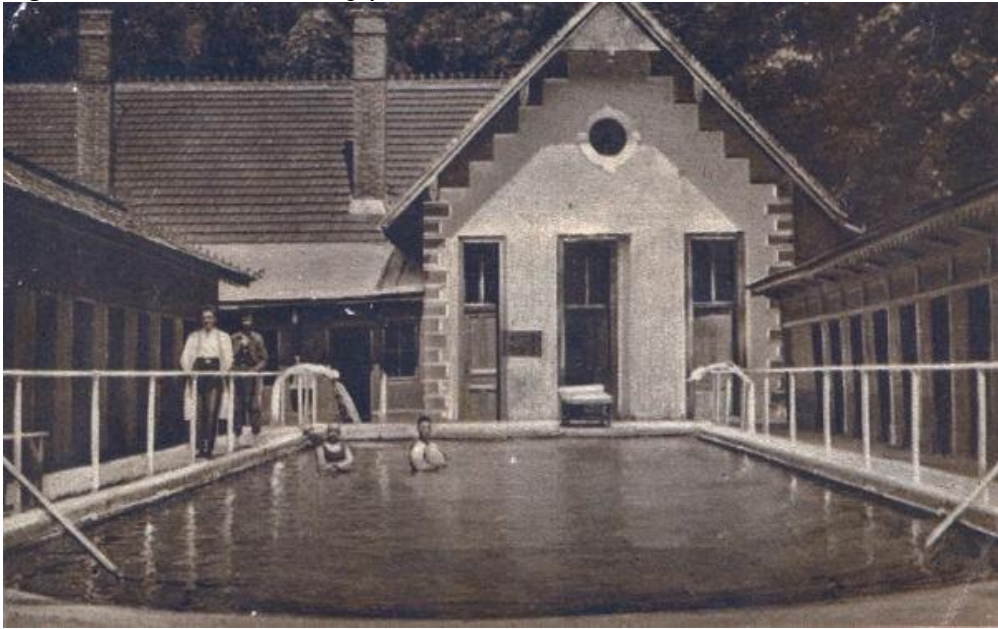

Source: Stasac Marcu, 2018

Unfortunately, during the First World War, the resort was almost completely destroyed.

After 1918, the Moneasa resort became the property of the Romanian state, and in the interwar period the reconstruction of the resort followed. It was equipped with new treatment facilities, based on new sources of thermal mineral waters, resulting from deep drilling.

Figure12: The old swimming pool

Source: photos collection of Groza Spiridon, 2007

Figure 13: The new swimming pool

Source: Stasac Marcu, 2018

After the Second World War and the establishment of the communist regime, the usual course of daily life continued. Despite all the constraints imposed by the communist regime, Moneasa resort has benefited from a series of investments in order to modernize, ensuring increasingly diverse conditions for treatment and rest.

The 7th and 8th decades of the last century marked the commissioning of three hotels: Hotel Parc, Hotel Moneasa and Hotel Codru Moma, all currently renovated, contributing to the increase of the accommodation capacity (Fig. 15, 16, 17).

Figure 14: Old thermal water treatment base

Source: photos collection of Groza Spiridon, 2007

Figure 15: Parc Hotel

Source: Stasac Marcu, 2018

After a relative decline, in the post-December period (after the '90s), Moneasa began to prosper again, under the impetus of significant investments, both from the state and from some entrepreneurs.

Today, Moneasa resort is trying to meet the increasingly high standards of tourists. The benefits of thermal waters with curative qualities (diseases of the musculoskeletal system, central and peripheral nervous system, asthenic neurosis), complemented by a specific microclimate with strong ionized air and a particularly picturesque landscape make it increasingly sought after by tourists from the country, as well as from abroad.

Figure 16: Moneasa Hotel

Source: Stasac Marcu, 2018

Figure 17: Codru Moma Hotel

Source: Stasac Marcu. 2018

Conclusions

Browsing the history pages of this locality, the passage of time has left a whole series of evidence, which attests habitat traces since ancient times. The history and geography with the beauties of nature are so harmoniously intertwined at the foot of the Codru Moma Mountains, leaving alive the memory of those who worked hard and contributed to the development of this settlement as a spa resort.

The natural setting proved to be particularly friendly, providing shelter for ancient human civilizations. Later, the succession of other civilizations, such as the Ottoman, Habsburg, Austro-Hungarian and later Romanian, led to the establishment of a multiethnic and multiconfessional society, grouped around representative institutions, such as the school or the church, as symbols of identity and civilization. Likewise, the administrations of the time left their imprint on the modernization of the locality by introducing technologies specific to those periods.

The tourist promotion of Moneasa resort must continue to be an important task for those who manage it, given the multiple possibilities of practicing tourism, from curative to leisure or cultural tourism.

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TOTALITNÉ DEDIČSTVO AKO PROSTRIEDOK ROZVOJA CESTOVNÉHO RUCHU V MESTE ȘTEI (RUMUNSKO)

TOTALITARIAN HERITAGE AS A MEANS TOWARDS TOURISM DEVELOPMENT IN THE TOWN OF ȘTEI (ROMANIA)

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Abstract: *The interest in totalitarian tourism gained importance during the last 20 years for the western tourists to see how it was to live behind the Iron Curtain in Eastern Europe (Caraba, 2011). The totalitarian heritage can be used by many tourists as sites or locations for remembering and remembrance. During the socialist period, authorities built towns served to showcase socialism: they represented the workers' towns within the workers' state. Nonethless, after the fall of the socialist system, many towns fell into a state of economic uncertainty, but also had to try to redefine their place identity (Balockaite, 2012), an identity which the town of Ștei is trying to recapture by capitalizing on the old totalitarist buildings from the town. In this scope, the paper proposes to capitalize the socialist heritage by a themed tour along the old buildings dated since the 1952-'56 and thus contributing to the town's tourist development overall. The aim of the paper is to highlight the totalitarian heritage potential to increase tourism opportunities in Stei. In this scope, an inventory of all the totalitarian heritage attractions of the town was carried out so as to highlight the town's potential for this niche tourism and to keep the totalitarian buildings memory alive through the proposal of a themed tour. Furtheron this step allowed a targeting and segmenting of the totalitarian heritage and historic*

buildings' past and current functionality and a proposal of including memorabilia within the developing museum of the town.

Key words: *totalitarian heritage, Stei, tourism analysis, development proposals*

Introduction

During the communist period, totalitarian authorities built towns served to showcase socialism: they represented the workers' towns within the workers' state. Nonethless, after the fall of the socialist system, many towns fell into a state of economic uncertainty, but also had to try to redefine their place identity (Balockaite, 2012: 41) During the communist period (1945-1989), Romania was part of the direct sphere of influence of the USSR in terms of ideology, government policies, economy and culture. The socialist imprint meant forcing towards uniformity (Banaszkiewicz, 2017) through a systematized planning system and through the implementation of massive programs of industrialization and forced urbanization that led to the sudden transformation of peasants into workers in the new factories and mines (Prașca și Olău, 2013).

Therefore, most of the territory was susceptible to Sovietization, which happened in the case of the city of Stei, subject to analysis in this study. This is imprinted in the city's identity through the buildings left over from Soviet exploration and exploitation of uranium. The town of Ștei (between 1958 and 1990, its communist name was Dr. Petru Groza) followed the same rapid development trend, so that in an interval of four years (1952 - 1956), from a small linear village with approx. 200 houses, with less than 1000 inhabitants, known for growing vegetables (especially cabbage and cucumbers), was transformed into a city with dozens of blocks, an administrative palace, 5 cinemas, 3 dance halls, two schools, one in Romanian, one in Russian, polyclinics, a sports complex, restaurants and shops. Thus, Ștei became the administrative center of the mining operation, the place of residence for the mining management staff, as well as the main point of connection with Russia, amounting to 6000 inhabitants in 1956 (PUG Ștei 1995 updated in 2000; Prașca și Olău, 2013). Many of these buildings have been preserved in very good condition until now and are located in the historical part of the Stei. The aim of the paper is to highlight this totalitarian heritage potential that was almost been preserved intact to the present day so as to increase such niche tourism opportunities in Stei and to keep the totalitarian buildings memory alive

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through the proposal of a themed tour.

Theoretical backgound

The totalitarian heritage is capitalized for tourism in countries of the former Socialist block such as Lithuania (Balockaite, 2012), România (Stanciugelu et al, 2013; Brașoveanu, 2016; Caraba, 2011), Hungary (Smith & Puczkó, 2012), Slovenia (Balažič, 2011), Bulgaria (Ivanova, 2017; Ivanov & Achikgezyan, 2017), Poland (Young and Kaczmarek), where the touroperators included it within the tourism supply. In the case of Bucharest for instance there were 39 communist themed tours available in 2010 (Brașoveanu, 2016).

The interest in tourism and socialism only gained importance during the last 20 years for the western tourists in seeing what it was to live like behind the Iron Curtain in Eastern Europe (Caraba, 2011). The totalitarian heritage can be used by many tourists as sites or locations for remembering and remembrance. It is defined as a set of historically defined cultural elements with a clear ideological load, mostly related to urban areas and associated with the cult of the communist leader personality (Edie et al., 2017) or as a cultural legacy made of tangible and intangible elements that have histo-rical, cultural and social significance that became and functioned as forms and aspects of legitimacy of the communist political power (Stanciugelu et al, 2013). The communist heritage can also be referred to as red tourism, the latter especially associated with China. Irrespective of the denomination both triggered interest due to their memorabilia, motivational slogans, red flags, sculptures of revolutionary figures and founding fathers, local retro venues incorporating furniture and decorations of those times, with patriotic songs as soundtracks (Brașoveanu, 2016). Earlier there was rejection of the communist past among the population having lived those times, but a newer trend is that this heritage is capitalized for tourism, since the markets of Western Europe have shown interest in this niche. So that is the case of capital city of Romania, Bucharest where the Primaverii Place - the former residence of Ceaușescu family (former communist leader) is now a state-run museum, therefore many local authorities have seen this heritage as an opportunity for tourism development and have thus capitalized it. Furthermore over 30 such themed tours have become available in Bucharest to capitalize on this until not long ago rejected or intentionally neglected potential (Brașoveanu, 2016), as a past to be erased. Some people feel nostalgic towards

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this past for the physical and job safety, others resent it and associate it with the lack of political and speech freedom, the nationalization of land and factories and the suppression of private initiative (Ivanov & Achikgezyan, 2017), but irrespective of the arguments it remains enrooted in the history of Romania and in the collective memory. The collective memory rather of those who lived and had their childhood during those times because the generation of the millennials barely know that communism ever existed in Romania as a political ideology, according to the findings of a spontaneous survey among the University of Oradea students from the Department of Geography, Tourism and Territorial Planning, carried out on March 16th, 2021. Out of 10 questioned students none was aware of the issue. That is why the tangible and intangible cultural heritage needs to be further preserved for the future generations so as to remind people of this past. Such tangible cultural assets refer to factories, buildings, furniture, cars, clothes, books, medals, coins, posters, disks, cassettes, Eugenia biscuits, Rom chocolate, Pegas byke, Red Riding Hood round chocolate, Polar icecream (butter-shaped looking like package), Aracola and Brifcor juices, chocolate drajee, sugar flavored expanded rice, Kojack lolly pop, stamps etc and the intangible assets

as games (Hopskotch, The Breads game, The Black Man, Oracle, Hide-and-Seek, Country we need soldiers, 7 Pebble Castle), songs, dances, slogans (Long Live the Communist Party! The Party - Ceaușescu - Romania!; Our esteem and proudness, Ceaușescu - Romania! etc).

Methods

For the carrying out of this study an on-site and bibliographic inventory was accomplished of the tourist resources of Stei related to natural and cultural attractions, the accommodation, restauration and entertainment units. For the totalitarian heritage referring to the administrative, housing, cultural, entertainment, educational, commercial and medical heritage a classification has been accomplished in the form of a dataset which further allowed the storage, analysis and interpretation of the data, a historical monuments list provided by the City Hall of Stei Town. All the study's datasets were made available to the local administration for further processing and use. The inventory corroborated with the historical context analysis and local tourism development triggered results and tourism development proposals which further on can be capitalized by the local administration and private investors. The totalitarian heritage architectural

interpretation and description is based on the authors' own perspective. Google Earth application was used in order to draw the itinerary of the totalitarian heritage, proposed herewith and the location, the map was created in the ArcGIS program.

Location

The town of Stei lies in the south-eastern extremity of Bihor county. From a physical-geographical viewpoint it is bordered in the east by the Bihor hills and mountains and in the west by the Codrului Hills and mountains, devoidless of any orographic barriers due to its position in the hearth of the intramountainous depression of Crisul Negru river at 228 m in altitude.

Figure 1: Spatial location of Stei town

Source: Digital elevation model - DEM

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The town of Stei is located in northwestern Romania (Fig 1) with a population of 6529 inhabitants at the census of 2011, being a third-level town in terms of settlement system ranking due to its demography, economic, social and cultural attraction (Filimon, 2012). It has recently gained the status of a local interest tourist resort, a status granted by the Government of Romania's legislation at the initiative of the Ministry of Economy, Energy and the Business Environment through the Governmental Decision of 887/22nd November 2020 based on the legislation in force no. 852/2008. Some important EU and governmental-funded projects with tourist impact are ongoing such as the rehabilitation of the old town center, leisure planning of the lake of Stei, the indoor swimming pool, the outdoor swimming pool, the themed old churches' byke tour from around Stei, the balneology department. Furthermore the town of Stei has joined the Cultural European ATRIUM route, a network which connects cities and towns with totalitarian architecture meant to create a higher European visibility for the promotion of tourist potential of the town of Stei and its surrounding attractions (Administratie Stei, 2020). One more Romanian city with totalitarian heritage adhered to this network, i.e. Iasi.

Results - Totalitarian heritage inventory, analysis and interpretation

The tourist supply in Ștei varies from natural to man-made attractions, the latter's attractive function being given by the old totalitarian heritage buildings and their specific architecture built in their utmost entirety between the years 1952-1956. They mainly relate to buildings with various functions from the administrative (headquarters of national mining companies) to cultural (The House of Culture and the Town Library), medical (hospital, polyclinics) and educational purposes (primary and secondary schools as well as a technical high school), but which through their design catches the eye of the passer-by, thus enhancing the tourist supply of the town and complementing other cultural tourist attractions such as the Memorial House of Miron Pompiliu and his bust. He was a poet and narrator of the literary movement of Junimea and lived between 1847-1897.

Most cultural attractions of the town of Ștei mainly relate to an architectural-based heritage left as a legacy of the past almost entirely unaltered, except for the wrinkles left by time in the decaying facades of some of the buildings built between 1952-1956, some record years for building a fully-fledged town with over 6000 inhabitants in 1956 out of a little village of merely

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1000 inhabitants. This rapid development was attributable to the former totalitarian socialist regime which Romania adhered to after 1947, and particularly in the case of Ștei town to the Russians who settled temporarily for erecting Ștei town with a precise purpose. As in the case of many other countries which they subjugated politically, the former URSS standardized from an industrial and urbanistic viewpoint the locality according to a specific pattern. In the case of Stei as in the case of other Iron Curtain countries from Eastern Europe, this "rapid urban planning investment" of Stei was paid back by being deprived by its valuable economic resource laying in the uranium-loaded mountains nearby, a mining resource which was almost completely depleted after the Russians left from Ștei after 1965. So that within a decade a quantity of 300.000 tons of high-quality uranium ore is recorded to have been mined (Bonchis, 2015) and exported to the former URSS from the nearby town of Ștei, the Băița mine. An entire city built for the purpose of providing for the Russian temporary settlers as well as the infrastructure built for taking out this resource and transporting it to the former USSR.

Mining in the area of Baita Bihor is recorded to have occurred since Roman times, later on during the Middle Ages, mining was done manually by the local inhabitants. Documents make reference to the gold washers of Vascau and local inhabitants who mined ore from wholes in the ground dug by them. The mining activity was much reduced during the Turkish occupation in the 17th century and later on in 1790 the first geological ore prospecting began. The ore referred to back then was molibden and bismuth. After 1950 the mining of wollastonite skarnes as well as copper and poly metals was initiated. The metallogenetic district of Baita Bihor contains a deep-seated Laramian pluton of granitic-granodioritic-dioritic composition as detailed geologically by Stoici (1983).

The totalitarian type patrimony in the town of Ștei is represented by the administrative and residential buildings left after the transformation of the village of Ștei in a town by the Russians. They settled in Ștei, and in 1952 the Romanian-Soviet company started mining. According to PUG Ștei (2009) in addition to Soviet workers and specialists, 17,000 Romanians worked to build the town. Around World War II, the Germans discovered uranium deposits near the city of Stei, and after winning the war, Soviet espionage began prospecting and systematically extracting this uranium resource.

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The rocks with a high uranium content were transported to the USSR by a special plane from the airport on the Dumbrava hill in the eastern part of Ștei, the rest were processed in three mills in Șei, in a primary phase, then assembled in special canisters and was shipped by wagons through Halmeu to the USSR (Simedre, 2003). After 1965, uranium resources declined sharply.

Nonetheless the town grew sistematically and thus become prosperous during the „golden age" socialism period of after 1965 with a various industry such as: furniture and steel processing, tin recipients factory, knitting factory, bus garage for commuting transportation, fruit collection deposits, during 1965-1989 being employed over 15000 people. In 1989, after the fall of communism all these factories fell to ruin one after another like domino pieces, it was a cataclysmic change from all points of view, a consensual intentional neglect from the local authorities or probably a denial of everything achieved during those times (Ivanova, 2017), otherwise such an economic collapse and downfall can't be understood by the regular citizen who was a tacit spectator at the economic collapse of the town within less than 10 years. Thus from 1989 up to the present time a lot of unemployed citizens of Ștei out migrated abroad or in the nearby big cities. Therefore the reassessment of Stei legacy and identity is of uttermost importance in order to attract investments in the town and create a good reputation and a proper tourist promotion. EU and government-funded projects for urban rehabilitation/regeneration and an international tourism networking will create the right premises for its future development.

For the assessment of the totalitarian heritage, we have segmented/classed the existing buildings into more branches such as: administrative, residential, cultural, medical, commercial, entertainment and educational units. Two types of residential units appear due to the fact that they stand out quite clearly, namely the blocks of flats and BW-type houses, as they are collectively called. Therefore according to the listing below it stands out pertinently that the residential block of flats prevail in the totalitarian heritage landscape with 70 blocks of flats, followed by 19 residential BW houses, 6 commercial buildings, 4 administrative buildings, 3 educational institutions, 3 cultural buildings, 2 medical buildings and 2 entertainment buildings (Fig 2).

Figure 2: Number of old totalitarian heritage buildings and their functionality
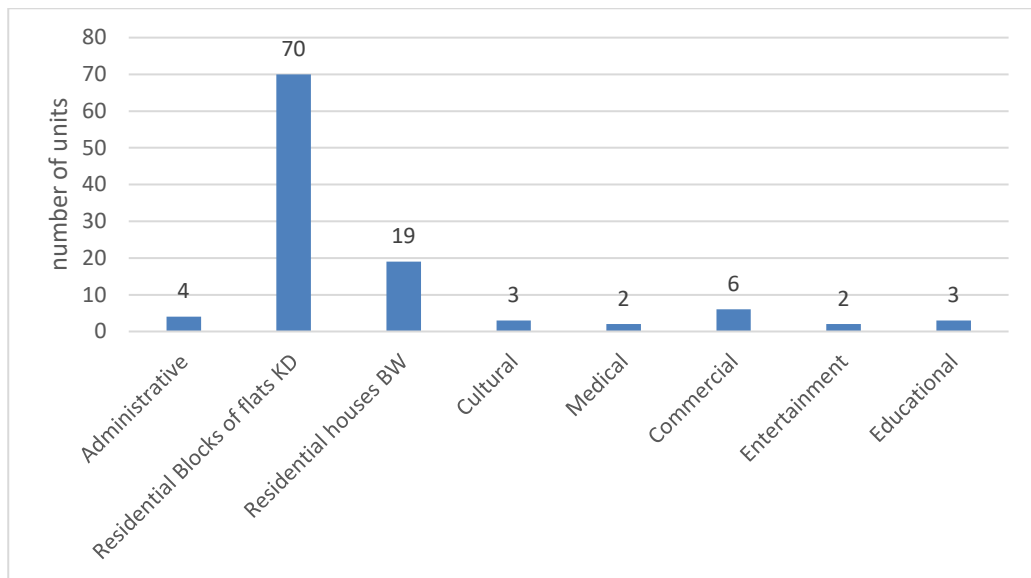
Source: own classification based on Document Annex 1 HC 225/2502 provided by the Town Hall of Stei

The totalitarian heritage buildings' current functions have changed over time, so that they currently list as above. Among them the residential flats initially were exclusively built for residence during totalitarianism, but after 1989 when Romania became a democratic country, local entrepreneurs have opened individual businesses at the ground floor mainly. The medical, educational and some cultural old buildings have kept their initial function even nowadays, such as the bookstore, the library, some educational institutions as well as the medical ones.

Within the totalitarian heritage the residential blocks of flats stand

out quite distinctively from what was built after the 70s with a horizontal linear footprint, the residential green wooden planks, one such house is owned by the City Hall which has planned it as a totalitarian-themed museum, whose interior design reproduces the décor of the mid-1950s.

Still hierarchically the commercial buildings follow which include a book shop, stores, a warehouse, pubs, a restaurant as well as a knitting factory "Miorita".

The administrative buildings were preserved almost intact and refer to the old railway station, the mining headquarters palace, the mining

research laboratory and a former old hotel building.

The cultural building complex which is a U-shaped building referred to as The House of Culture, also hosts the town's library on the other wing of the building. Other cultural sites refer to the Fountain with Lions and the Totalitarian Themed Museum.

The two medical buildings include the current hospital of the town, policlinics and medical offices of individual doctors providing their services.

The educational institutions include a primary and a secondary school, as well as a technical high school, formerly a professional driver school for all vehicle categories.

The entertainment facilities include a building for indoor sports and a pool.

When compared to the period of 1952-56 when an important focus was on entertaining the Russian elite and which held 5 cinemas and 3 ballrooms, this sector did not seem to play the same important role for the following working class and elite of the town, as the only cinema that existed until 1990, has fallen into oblivion and then redesign into a disco, so that currently it has the status of a House of Culture. It is a shift of pattern form the old to the new times, with an entertainment facilities shortage in today's tourist supply, as it could be noted also above at the tourist supply analysis where entertainment facilities held the lowest scores. This shortcoming is remedied at present through by many leisure projects undergoing presently to be achieved.

Compared to the old inventory dated 1952-56 the blocks still exist in their entirety, the administrative palace, the schools in the Romanian language, polyclinics, the sports complex, restaurants and stores building from the old center. From the two schools one was in Russian language which does not exist currently anymore, nor does the cinema. Some blocks of flats are bivalent nowadays, both residential and commercial, the rest of the above mentioned buildings kept their initial function.

Totalitarian tourism development proposals

We have proposed some tangible and intangible assets or memorabilia from Ștei residents' childhood to be included within the existing Totalitarian Museum of Stei as well as a themed guided tour, which we consider up-to-date and consistent within the tourist supply as the town belongs to the ATRIUM route network.

1. The totalitarian museum tangible and intangible memorabilia proposal: food and sweets - nostalgia and retro symbolism items and brands: Eugenia biscuits, Rom choco-

late, Pegas bykes, Red Riding Hood round chocolate, Polar icecream (butter-shaped looking like package), Aracola and Brifcor juices, chocolate drajees, sugar flavored expanded rice, Kojack lolly pop; games - Hopskotch, The Breads game, The Black Man, Oracle, Hide-and-Seek, Country we need soldiers, 7 Pebble Castle; leisure activities - cinema going (Cartoons: Lolek and Bolek; Nu zaieț pagadi; Woody Pecker Show; Romanian movies: The Moromeții Saga, Veronica; International: Stan and Bran, Charlie Chaplin; the Indian movies: One flower and two gardeners; Chain of Memories), collecting stamps, walking, gathering mushrooms and picnicking in the nearby forests on Sundays, listening to music from pickup (with vinyl records) and tape player; books: Romanian fairytales, Know-Nothing's Adventures, Dex, Scanteia magazine, Cartoon magazines.

The proposal of this museum is even more appropriate as the only museum with memorabilia of the communist past is available in Oradea within the Fortress precincts, the county seat of Bihor County.

2. The proposal of a themed tour entitled The Totalitarian Heritage Tour of Ștei Town would be most welcome in Ștei since there is no such a tourist product nearby and it means capitalizing on this identity. The proposed totalitarian themed tour is even more up-to-date and consistent within the tourist suppy as Stei belogs to the ATRIUM route network (Turism in comunism: www.bihon.ro).

Within the current age of globalization and acculturation, a good promotion made by local guides, who come to the forefront and can thus act as representatives of local communities enhances and brings added value for the future tourist destination, interpreting this cultural heritage in a sustainable manner (Tatar et al., 2018) while role-modelling tourist behavior and highlighting the totalitarian identity of the little town of Stei. The tour includes the main buildings from the historical centre (Fig 3). The totalitarian attractions included in the tour are illustrated in Fig 4 and dealt with individually below in terms of architectural and historical interpretation.

Figure 3: Map of the totalitarian heritage tour of Stei.

Source: own based on Google Earth app

Figure 4: Attractions included within the totalitarian heritage tour

The Administrative Mining Palace

House of Culture

Lions' Fountain

Block of flats

Indoor sports ground

BW house

Primary school

Hospital

The historical centre

Source: Ramona Novicov, Tatar Corina

The main square included the Lions' Fountain, surrounded by the Classicist-style *Administrative Palace* , the secured militarized headquarters of the Sovrom-Kwarțit company, the neoclasical style *House of Culture* and the *Medical Research Centre* which had the only Rontgen array in the country (Gal, 2019). Lenin street used to host parades on the 23rd August for the communist party.

The *Administrative Palace* houses a valuable collection of samples of rare metal ores extracted from the area, original safes from the 1950s, furniture and lamps from the same period. The *House of Culture* has a neoclassical decorative repertoire, whose leitmotif is the classical balus-trade. It is present on the parapets of balconies, attics, in the rectangular fields under the windows. The indoor staircase is monumental and it used to host a alrge-size oil-painted pictu-re of Lenin.

The rustic classicist *brick blocks* with ground floor and one storey hold apartments with two spacious rooms, kitchen, bathroom, hallway, balcony. All balconies had masonry or wo-oden railings.

The *sports complex* is also designed in the neoclassical register, but this time with a clear reference to the style of ancient Greece, the country of the Olympic Games. The entrance is marked by a portico with four neoclassical columns with Doric-style chapiters. The *Miron Pompiliu grammar school* has edges of the building decorated with rectangular bosses. The façade is modulated by three slight retractions. The central risalite is marked by a triangular pediment in classicist style. The *BW house* are rustic standardized residences wholly coated with wooden horrizontal planks of North-European inspiration. The *Town Hospital* has a ground floor and one storey. Upstairs, on the right flank, is placed asymmetrically a loggia decorated with masonry parapets with balustrades, rhythmic through a group of columns. The Lions' Fountain was the "heart of the city", the most spectacular space around which were arranged the administrative buildings, the cultural ones and the ones dedicated to health research. Thus, the fountain with lions and water springs is a real jewel of urban design. The fountain has a hexagonal axial volume, with a classic decoration. On each side is placed a lion's head, a symbol of the solar force that, in conjunction with water, generates life.

Conclusions

The totalitarian heritage of Stei comprises valuable assets under the form of buildings having multiple functions and ranging from the cultural, administrative, educational, leisure, medical, commercial and residential purposes, the latter holding the highest share with 89 buildings, followed by the commercial ones with 6 units, the administrative premises comprise 4 units, the cultural and educational ones with 3 buildings each and to a lesser extent can be found the entertainment and medical buildings with 2 units each. Most of these buildings are grouped into the historical part of the town and feature an important totalitarian-related identity of the town. Most of their attractive architectural features include Classicist style buildings especially in the case of the administrative, cultural and sports facilities and residential buildings similar to those of Northern Europe, the latter being quite a unique feature for Romania altogether. The details of the most representative totalitarian buildings were analyzed in the heritage tour of Stei as illustrated within the previous section. These buildings are a core attraction for the town and are part of the future tourism development of the town of Stei.

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