

**CAPITALIZATION OF THE EXISTING POTENTIAL FOR THE DEVELOPMENT OF THE LOCAL COMMUNITY. THE CASE OF CÂMPULUNG MOLDOVENESC MUNICIPALITY, SUCEAVA COUNTY****Petronela SCUTARIU***Stefan cel Mare University of Suceava, Romania  
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m.taraciuc@yahoo.ro***Abstract**

*The specificity and the existing opportunities at the level of a community give it the feeling of local identity and at the same time, it can be a “lever” for the real involvement of the whole community in development. From such a direction, the purpose of this article is to analyze the concrete situation existing at the community level, in order to identify the potential and opportunities for local development, particularly at the level of Câmpulung Moldovenesc Municipality. The approach shows that the tourism sector is a catalyst for the development of Câmpulung Moldovenesc Municipality, being currently the only definite direction for community development. In addition, from examining the views expressed by the interviewed residents on the impact of creating the ski area, we noted that they are convinced that the investment will contribute to the development of the city, determine a significant increase in visitation rate and increase community welfare. Also, from the analysis we found that the support of educational infrastructure was not a real interest for local authorities, who later realized that ensuring a quality education system contributes to increasing student achievement. The answers of the interviewed teachers showed that the modernization of schools has a major impact on school performance, as evidenced by the numerous participation of students in competitions and school Olympics. With regard to cultural heritage, we found that recently began the rehabilitation of the museum, unique in the country and among the few in Europe, which increases its attractiveness, the number of visitors, ensuring access to culture.*

**Key words:** *local community; local public administrative authorities; tourist resources; educational infrastructure; cultural heritage; local development;*

**JEL Classification:** *R58, R59*

**I. INTRODUCTION**

The local community has its own heritage, which is managed on its own and to solve local problems (Cornea, 2015, p. 4). Not infrequently, local communities face obstacles in their development. The key actors who need to identify the local potential and the opportunities that can be capitalized on to overcome such obstacles are also the local communities.

In this sense, it is trying to give up the traditional development policy "from top to bottom", within the local development, the one that takes control being the local population. It is interested in capitalizing on the existing social, environmental and economic strengths or “advantages” for integrated development (Ghid Orientări, 2014, p. 10) Territorial-administrative units must be viable with a strong potential to ensure their functionality and further development. (Cornea, Cornea, 2010, p. 103) Moreover, the strategic framework for the development of Romania's territory, for the time horizon 2035, necessary to support and direct the process of territorial development at the national level, aims to capitalize on opportunities and the level of development of each territory. (Vlad, 2017, pp. 574-575)

Local specificities ensure the identity of communities, but at the same time, they are a means of attracting economic activities. In order to identify a functional area, natural, cultural, economic and human resources should be harnessed in a sustainable manner at the territorial level (Resolution, 2017, p. 5). The measures and actions involved in development must be directed in the following major directions: efficient use of resources and support of the well-being of the inhabitants, elimination of constraints and development of local potential, concentration or diffusion of specific activities and optimization of the assistance type or of the practical way in which it will act. (Antonescu, 2015, pp. 2-3)

In this context, the general objective of this paper is *to analyze the concrete situation existing at the community level, in order to identify the potential and opportunities for local development, particularly at the level of Câmpulung Moldovenesc Municipality.*

In order to achieve this general objective, we aim to meet the following specific objectives:

O1 - ascertaining the situation of tourist resources for their sustainable capitalization at the community level

O2 - presentation of the perceptions of community members in connection with the creation of the ski area in the area

O3 - identifying the educational potential needed to be capitalized for community development

O4 - exposing the opinions of teachers regarding the quality of the existing educational infrastructure at the local level

O5 - consideration of the cultural heritage in order to increase the attractiveness of the area with an effect on local development.

## II. SUSTAINABLE CAPITALIZATION OF TOURISM RESOURCES IN CÂMPULUNG MOLDOVENESC MUNICIPALITY

Tourism - an important sector of local development. Tourism is the most important sector for the Municipality of Câmpulung Moldovenesc. The investments made in this field represent the essential priority of the Municipality. The development of the Municipality, as a result of the capitalization of the tourist potential, is possible only with the involvement of the local authorities which must take into account the following aspects: the availability of investments; the infrastructure development; the ability to meet the requirements of tourists

Câmpulung Moldovenesc has an extraordinary tourist potential due to its location in a picturesque setting, it is surrounded by evergreen spruce forests that captivate any hiker. The wonder of the city is also given by the fact that it is surrounded by the Rarău Massif, the Stânișoara Mountains, Obcina Mestecănișului and Obcina Feredeului, four mountains, one more gradual than another. In addition to the picturesque area, tourists enjoy the hospitality of the inhabitants, the still alive presence of folk traditions and customs, as well as many culinary delights specific to the area. The attraction of tourists is the natural resources because most of the visitors prefer to relax spending their time in nature. For lovers of extreme sports, hunting, extreme sports, Câmpulung Moldovenesc is the ideal destination.

The main tourist attractions that the municipality is proud of are the following: "Pietrele Doamnei" Nature Reserve, "Cheile Moara Dracului" Reserve, Rarău Massif.

"Pietrele Doamnei" Nature Reserve covers an area of 253 hectares and is located on the northern slope of the Rarău Mountains. The reserve is a mountainous area made up of valleys, rocks, sinkholes, rubble, coniferous forests, meadows and alpine pastures. The area is home to precious species of animals and plants, such as the capercaillie and the woodpecker, and among the plants are the lady's slipper and the queen's flower.

The "Pietrele Doamnei" have a height of 70 m and an altitude of 1634 m. They represent a spectacular geological formation. This reservation is the ideal place for extreme sports enthusiasts, such as mountaineering. In 1971 the rocks were climbed for the first time.

"Cheile Moara Dracului" is the most beautiful gorges in the area, being spread over an area of 10 hours and protected as a geological reservation. The length of the keys is 60-70 m and they are about 5 m wide.

The gorges are located at the northeastern foot of Rarău, 10.5 km from the city center. The view is wonderful due to the vertically rising walls. The gorges are home to species of yew and glacial relic. The pride of the place is also due to the rare species of animals and plants such as: lynx, fox, marten, corner flower and bells.

The Rarău Massif. One of the most famous tourist attractions in Romania, the Rarău Massif offers a magical landscape to those who visit it, the wonders of the place causing those who arrive for the first time to return. The spectacularity is given by the strange rock-shaped formations and the numerous panoramic views.



Rarău Massif

Famous for its unmistakable silhouettes, the massif offers some of the most picturesque mountain views in Romania, despite the modest altitude of 1650 m. From any point of view, it looks like an imposing fortress, rising from the green of the surrounding forests. This place is so special thanks to the unique combination of ruinous landscapes, steep slopes, narrow valleys and exocastic sculptures. The natural sculptures are due to the continuous erosive process responsible for the formation of limestone rocks. The result of this continuous process is spectacular.

The ski slope - an unexpected chance, a dream come true. In order to adequately capitalize on the tourist potential, but also on the



"Pietrele Doamnei" Nature Reserve



"Cheile Moara Dracului" Reserve

natural resources, it was necessary to evaluate the ski area on the Rarău massif.

The construction steps were carried out in accordance with international norms, the slope representing a tourist objective of great interest, both for Romanian and foreign visitors. In Câmpulung Moldovenesc, the creation of the ski area is the safest source of income for the community. Such an investment in tourism will create jobs for all social categories, this being currently a problem for the population because some large enterprises have closed, such as the shoe factory "Montana", the milk factory "Rarău" has restricted its activity and the furniture factory is about to end its activity.

According to the projected parameters, the slope has the capacity to serve about 1,000 people per hour, a situation that justifies the need to invest heavily in the creation of tourist reception structures. In this sense, it is necessary to develop specific services, potential investors signaling the local public authority that they want to build hotels, guesthouses and tourist cottages. The revenues of the local budget would be considerably supplemented due to the concession of adequate lands for the constructions of such tourist structures.

Numerous jobs will be created in the direct operation of the slope, such as handling personnel, cable transport engineers, maintenance personnel, mechanics, lifeguards, personnel specialized in providing first aid, guides, as well as in the new tourist structures, receptionists, maids, bartenders, administrators, cooks.

The Rarău ski area was put on the investment list of the Ministry of Tourism, in March 2009 the first 2 million euros being allocated, for the development of Câmpulung Moldovenesc Municipality as a tourist resort of national interest. The investment started 10 years ago and should have been operational in 2012, but due to non-financing from the state budget, the project was stopped for several years, the works being resumed in September 2016. The ski slope was inaugurated on January 5, 2019, an investment of approximately 15 million euros, long-awaited by the inhabitants of the municipality, but also by many tourists. The first ski season on the Rarău slope enjoyed many visitors and successfully overcame all the difficulties encountered (damage to the gondola). The panorama from the starting point of the slope is amazing, also there are currently open several kiosks by small entrepreneurs who confessed that in a weekend they had a profit approximately equal to the average occupancy of a pension with a capacity of 20 rooms, from the sale of hot, refreshing, energizing drinks.

The length of the slope is 2,850 m, the width varies from the starting area 30 m, and at the arrival area it reaches 80 m. It is of medium difficulty due to the slope of 16.6. The slope is equipped with a gondola installation with 33 cabins, 9 snow cannons, an accumulation lake with a capacity of 10,000m<sup>3</sup>, but also 176 lighting poles, an administrative building, a parking lot, a ticket office and a snow machine. In addition to the lighting poles on the slope, several lamps were installed along the route so that customers have a special environment. The slope is very wide and with a sufficient inclination, perfect for the experienced as well as for the less experienced.

In order to increase revenues, local authorities should organize in the coming seasons various competitions specific to winter sports, especially since the surface of the slope has a diverse relief, it is very easy to organize competitions such as sledding, slalom or freestyle.



Rarău ski slope

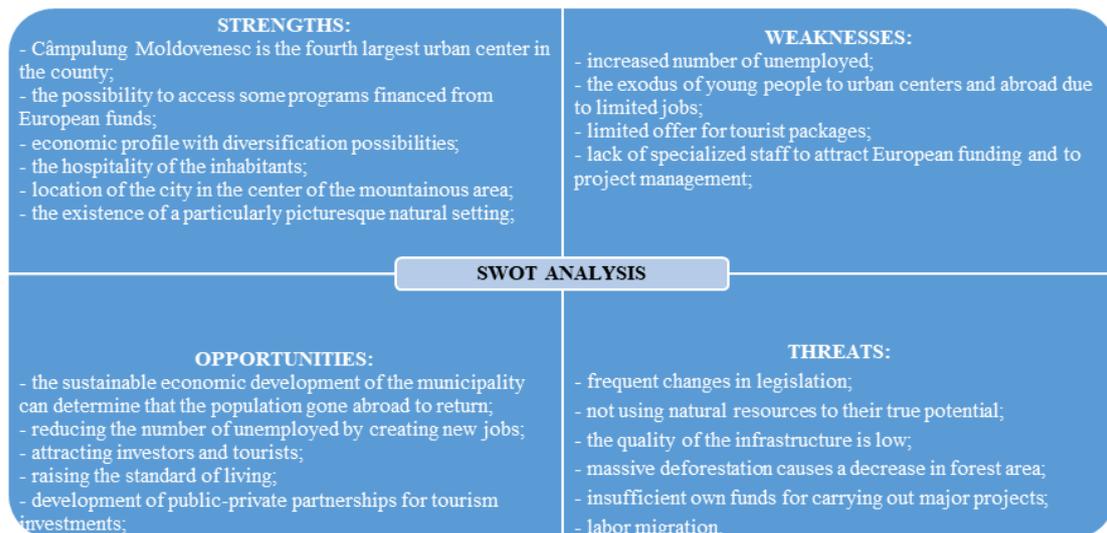


Figure no. 1. Swot analysis of the "Rarău" ski area

At the same time, considering that the perception of the inhabitants allows the identification of the importance of creating the "Rarău" ski area for the development of the community, we requested their opinion by asking them the following question: *"As a citizen of Câmpulung Moldovenesc Municipality, do you think that the creation of the Rarău ski area has a major impact on the development of the Municipality?"*

Perceptions of the citizens of Câmpulung Moldovenesc Municipality regarding the impact of the creation of the "Rarău" ski area on the development of the Municipality

"I believe that the ski area in Câmpulung will develop the city both in terms of economy, tourism and by creating new jobs. The local economy will grow due to the taxes on the slope itself, but also to the new companies established after the opening of the ski area. Câmpulung will have the largest ski area in Bucovina, this bringing pluses and minuses. Many citizens of the city fear that the Câmpulung area will lose its authenticity and "Bucovina tranquility", but a correct development under close supervision and respecting the architectural regulations will lead to huge development of Câmpulung in the next years." (E. G. - citizen of Câmpulung Moldovenesc Municipality)

"I am convinced that our city will develop in the near future thanks to the creation of the" Rarău "ski area. Last winter was the first time that our city looked like a mountain tourist town. The streets were full of young people with skis behind them, coming from all over the country. At the weekend the hostels and hotels were full, which means economic profit for entrepreneurs. The local community was forced to provide tourists with public transport with a busier schedule, which means not only income in the community treasury, but also jobs. The gondola has worked and still works. There are people who work (jobs) and from there comes money in the city hall budget. I am absolutely sure that this year there will be equipment rental centers, cafes, teahouses or small restaurants at the base of the slope. All this means development. " (L. M. - citizen of Câmpulung Moldovenesc Municipality)

"I believe that the" Rarău" ski area has a major contribution to community development and I strongly believe that this will be achieved. Due to the spectacular route, many tourists will choose to spend their holidays in this area. Therefore, hotels and guesthouses will be full. As the City Hall will benefit from the revenues accumulated after the opening of the slope, the local budget will increase, and the money will be used for the benefit of the city to reduce the shortcomings it faces. I have been abroad for 4 years, leaving my hometown largely due to the acute lack of jobs, because I faced this problem for a long time before making the decision to leave. I strongly hope that by opening the slope new jobs will appear, which could lead me to return "home". " (A.-G. P. - citizen of Câmpulung Moldovenesc Municipality)

"Although the Rarău Massif is a tourist destination extremely frequented by tourists from all over the country, in recent years, the Rarău slope, recently inaugurated, provides a success at least as resounding. I consider that the project started in 2009, abandoned and postponed, then resumed in 2017, was worth the investment of 15 million euros, an action that attracts investors, with a major impact on the development of the municipality. For example, in the first weekend of February, all the 600 accommodation places available in Câmpulung Moldovenesc were occupied in the proportion of over 90%, and the revenues of the slope were above the expectations of the operating company. Also, on Izvorul Alb, the road leading to the slope, the construction of chalets and guesthouses has started, which will offer tourists sufficient accommodation and parking spaces. In addition, several citizens of the city are in the process of obtaining from the City Hall, town planning certificates for the construction of pensions in the slope area. Thus, I think that the next 2 years, as I consider that all these investments last on average, will bring a change in people's perception of tourism, there will be more jobs and practically the standard of living will increase. All these actions have influenced the decisions of the local council regarding the budget for this year and practically a large amount of money will be invested in the processes of asphaltting and extension of the sewerage and electricity networks. I even found that these days works are being done to arrange the access road to the slope, so that next winter tourists will be able to move without problems. Câmpulung Moldovenesc Municipality and its surroundings have immense tourist potential, both in summer and winter, due to the picturesque landscapes, specific traditions and customs, dairy or meat products, goodies that honor the citizens of Câmpulung Moldovenesc Municipality. " (A. G. M. - citizen of Câmpulung Moldovenesc Municipality)

One of the main objectives of creating the slope was the development of local business, so in order to identify the results of the completion of the slope on local business, we asked the opinion of a local entrepreneur to share how beneficial it is to complete the ski area in Câmpulung Moldovenesc for the business he owns it. Following the answer received, we found that the realization of the ski area had major consequences in terms of the number of tourists, which generates an extraordinary profit for the local entrepreneur, and in the following years, the profit will increase more and more.

"How beneficial is the completion of the ski area in the Municipality of Câmpulung Moldovenesc for the business you own?"

"With the completion of the "Rarău" Ski Slope project, the Câmpulung Moldovenesc municipality had a considerable economic growth and began to show a much greater interest for Romanian tourists, but also for foreigners. As a local entrepreneur, owner of an agritourism pension, I can mention that the completion of the ski

area was very beneficial for me, the requests for accommodation increasing by about 60% compared to the previous year. From the discussions with the other local entrepreneurs from various economic branches, they all reported that they had a remarkable growth after the inauguration of the slope. I want the increases to be higher and higher, given that notoriety has also intervened." (A. B. - local entrepreneur)

### III. ADEQUATE CAPITALIZATION OF EDUCATIONAL POTENTIAL IN CÂMPULUNG MOLDOVENESC MUNICIPALITY

**School - an important pillar of society.** The school, as an institution, provides a social service that aims to educate, train and professionalize the young generation. The role of the school is to "process the human material" existing in the local community.

The operation of the school depends largely on human, material, financial, but also informational resources. The institution works in the community along with other educational factors, such as family, authorities, governmental and non-governmental organizations. The school organization is subject to the pressure of the many trends manifested in society. The preparation of the individual for society is the main objective of educational activities. Educational activities that have the role of preparing the individual must constantly meet the requirements of social development because society is evolving in an alert way. Education in schools is the foundation of a developed society, based on principles. School is directly influenced by what happens in society. It instills in the individual values, principles and transmits knowledge that will be useful in his integration into society. The connection between school and society is close, creating an interdependent relationship between the two.

Local authorities play a significant role in the overall improvement of the educational environment, by assessing issues related to the well-being of students and by eliminating situations that would impede their progress. The main objective of public administration authorities is to create the most conducive environment for the education of students. The primary factor of the educational process is the educational infrastructure that produces direct effects on students. The quality of the educational infrastructure contributes to the increase of the students' results.

In the Municipality of Câmpulung Moldovenesc there are 15 state education units and one private education center. The municipality has 7 kindergartens, 3 colleges, 4 schools (one of which is special), 1 technological high school and 1 private educational unit.

One of the educational units is the "**Bucovina**" Forestry College. The pre-university Forestry Education in the Municipality of Câmpulung Moldovenesc dates back to 1953. Over time, the school had several names. The current name of "Bucovina" Forestry College was received in 2008.

Currently, the college has over 15,000 students, who attend various forms of education, whether high school, post-high school or technical. In order to educate and train the young generation, the college has a well-trained teaching staff, involved in the educational process.

The college has two buildings with 24 classrooms, 8 offices, 2 computer rooms, 3 laboratories, a library with 26,902 volumes, a banquet hall, a medical office, and for sports activities students have a field and a gym. For students following the Forestry profile, the college has a dendrological park.

**Problems identified.** The gym and the boarding school building show damage to the roof, the wooden frame being degraded. The heating source of the buildings was the stoves. The buildings faced degraded finishes and paintings, the parquet and floors faced damage, and the water collection system was defective. The boarding school learning spaces did not present the best conditions, the walls and the floor being degraded. The laboratories were slightly damaged and not properly equipped.

**Proposed and implemented solutions.** For the building of the gym, it was necessary to rebuild the frame, the roof was replaced, and the interior and exterior finishes were restored. Regarding the boarding school building, the frame and the roof were replaced, the water collection system was repaired and the perimeter sidewalks were rebuilt. Due to the low temperatures in the Municipality of Câmpulung Moldovenesc, an automated heating system was built, and the carpentry elements were replaced. Comfort was enhanced by the installation of parquet, which plays an essential role in improving thermal properties. At the same time, by rehabilitating the reading rooms in the dormitory, the students were provided with a favorable learning environment. The laboratories were equipped with the necessary equipment and tools to carry out school activities in optimal conditions.



"Bucovina" Forestry College

*The main results:* ensuring an optimal learning-teaching framework for both students and teachers; ensuring a learning environment in healthy and safe spaces; students' participation in sports competitions; extraordinary results at school competitions.

STRENGTHS:	WEAKNESSES:	OPPORTUNITIES:	THREATS:
<ul style="list-style-type: none"> <li>• the share of the population with graduated education is higher than the share of the population without education;</li> <li>• the possibility to access some programs financed from European funds;</li> </ul>	<ul style="list-style-type: none"> <li>• the precarious condition of some educational units;</li> </ul>	<ul style="list-style-type: none"> <li>• the possibility of accessing European funds in order to rehabilitate and modernize schools;</li> <li>• supporting the educational system;</li> <li>• increasing the level of education;</li> </ul>	<ul style="list-style-type: none"> <li>• the exodus of students to larger localities due to the precarious condition of schools.</li> </ul>

**Figure no. 2. Swot analysis of the educational potential in Câmpulung Moldovenesc Municipality**

In order to identify the degree of involvement of local authorities in the development of school infrastructure and the consequences of its improvement, we requested the opinion of teachers who work in these recently modernized and rehabilitated schools.

***Teachers' perceptions of the quality of educational infrastructure***

*Do you think that local authorities put the development and improvement of educational infrastructure at the forefront?*

"Neither local nor national authorities focus on the development and improvement of school infrastructure. In Romania, the school operates by virtue of inertia, and the school infrastructure depends to a large extent on the management of the school. If the schools were developed with the money allocated from the local budget, they would not even be able to whitewash and sanitize the classes before the beginning of the school year. Material endowed schools are, to a large extent, the result of the involvement of the school management, attracting sponsors and attracting funds through various projects.

In our school, for example, the town hall allocates money for subsistence. The computers are quite old, they are no longer performing, and the new equipment we benefit from (smart tablets, video projectors) is obtained through various projects that we have won. It is true that last year the City Hall equipped each teacher with a tablet, through the Adservio program.

Therefore, the local authority provides subsistence amounts and does not care, neither in the first place nor in the second, about the school infrastructure. Perhaps the tenth plan also includes the school in the concerns of the local community, but in no case in the "foreground". "

*Do you think that the rehabilitation and modernization of the Bucovina Forestry College contributes to the improvement of the educational environment?*

"The rehabilitation of the Forestry College was done through European funds, obtained following a Phare project submitted by the school and written by the school teachers. Undoubtedly, the modernization of the school has contributed to the improvement of the educational environment. Chemistry, physics, biology laboratories, dendrology and hunting laboratories have been set up, and the necessary tools have been purchased for the profession of forester and worker in the field of public alimentation.

In addition, the "exercise company" is essential in training the professional skills of students who follow the economic profile. Also, the school canteen was rehabilitated and became the "laboratory" of the students from the waiter-chef profile. The multi-media office is also useful and has helped to improve the educational environment.

The results were not long in coming. The students of the school qualified for the national phase of the specialized competition in the field of forestry, they obtained the first place and for several years they represent Romania at the European competition of skills in forestry, where this year they took the second place, and last year the third place.

The rearrangement of the sports base brought good results to the students at the local and county competitions. Enriching the book fund in the library and students' access to information on the Internet are other pluses that have contributed to improving the educational environment.

Therefore, the modernization of our school has resulted in extraordinary results in school competitions (prizes in national competitions in mathematics, physics, chemistry, Romanian, forestry, economics), but also the formation of skills necessary for integration into the labor market. " (L. M. - professor of the Forest College "Bucovina" Câmpulung Moldovenesc)

Another educational unit is the "**Bogdan Vodă**" *Gymnasium School* from Câmpulung Moldovenesc. It was established on May 7, 1875 by an Imperial Decree. At the beginning, the school operated in different buildings. In the current building, the school has been operating since 1905, the unit being divided into two parts, in the first half to the east, the boys studied, and in the other half from the west, the girls. At the beginning of the

school's establishment, the language of instruction was German, and Romanian much later. The school has been proud since the inception of its existence with exceptional teachers and students capable of performing. Due to the numerous extraordinary results at the Olympics and competitions, the school has stood out and stands out as a benchmark of Suceava County.



"Bogdan Vodă" Gymnasium School

*Problems identified.* The plasters and paints, both interior and exterior, were damaged, the parquet and floors were degraded, the frame was in an advanced state of degradation. The carpentry is affected and the heating system does not distribute heat to all classrooms. The school gym did not meet the best conditions for the optimal conduct of sports classes.

*Proposed and implemented solutions.* The frame was replaced, the interior and exterior finishes being restored. The parquet and floors were replaced. In order to make the heating system more efficient, a new construction was made, which aims to house the thermal power plant. For sports activities, the

school gym was expanded with a new building that included locker rooms and bathrooms. Improvements were also made to the facade of the school building by executing decorative plasters that aimed to create a pleasant design. The electrical installations have been completely rebuilt, which offers solitude and protection to students and teachers.

*Main results:* creating a pleasant and appropriate environment through the school; ensuring optimal conditions for carrying out sports activities by rehabilitating the gym.

***Teachers' perceptions of the quality of educational infrastructure***

*Do you think that local authorities put the development and improvement of educational infrastructure at the forefront?*

"One of the most important concerns of the local authorities is to ensure the best possible conditions in the schools in Câmpulung Moldovenesc, for the development of the educational process in good conditions and for ensuring the safety and security of the students in the school. I am the deputy director of the "Bogdan Vodă" Gymnasium School since 2011 and I can specify the fact that the schools were supported by the City Hall, both to carry out all the works that were necessary for safety and in the modernization ones. The "Bogdan Vodă" school was supported by local authorities and sponsors to solve one of the most important problems related to student safety: the restoration of the school facade. As it was very old, pieces of it came off and fell, which meant a real danger for the students of the school and for the passers-by on the street. With the support of the City Hall, the toilets for students were rebuilt, the conditions at the gym and the B body of the school were improved, which in fact switched to gas-based heating. In the A building of the school (the main building) the heating is based on wood stoves and as there are no companies for the cutting, splitting, building works, we were supported by the City Hall in this regard, through social workers. Starting with the 2018-2019 school year, we have entered a rehabilitation project (PNDL) which we hope will create even better conditions for students and school staff."

*Do you think that the rehabilitation and modernization of the "Bogdan Vodă" Gymnasium School contribute to the improvement of the educational environment?*

"The local authority provided us with the funds for the creation of an IT office in 2018, an office equipped with 38 modern computers, with two multifunctionals, video projector, approved and financed projects for extracurricular activities during the "School Otherwise "period and all the special activities and events in the life of the school, so that the efficiency is also seen in the special results we have with the students at the national exams, at the school competitions and Olympics, as well as at the extracurricular ones." (L. E. I. - teacher, assistant director of the "Bogdan Vodă" Secondary School)

**"George Voevidca" Gymnasium School** is a third educational unit in which rehabilitation and modernization have begun. The school dates from 1883, at the beginning being an annex of the school unit in the center of Câmpulung Moldovenesc Municipality. It was not until 1891 that it was transformed into an independent school. The unit is named after the teacher Gheorge Voevidca, who was a real writer. In the first years of its establishment, the number of students was low, the school having at that time only one class. Over the years, as the number of students increased considerably, it was necessary to expand the building. Currently, the school enjoys the presence of 225 students.



"George Voevidca" Gymnasium School

***Teachers' perceptions of the quality of educational infrastructure***

*Do you think that local authorities put the development and improvement of educational infrastructure at the forefront?*

"As a resident of Câmpulung Moldovenesc and a spectator of the changes that have marked its evolution over time, I can say that the current local administration, headed by the mayor, proves a responsibility assumed in terms of efforts to improving the quality of life of the local people. Over time, projects have been put into practice in which works have been carried out for the construction of car parks, pedestrian alleys, asphalted, green spaces, children's playgrounds, waste storage areas, rainwater collection and public lighting with LEDs. Consolidation and restoration works of some buildings of historical importance were completed, such as the "Communal Palace"; rehabilitation, modernization, extension and endowment works of the library in Câmpulung Moldovenesc were started. One of the most important projects, the one that put the city on the map of mountain tourism, is the completion of the works at the ski slope on the Rarău massif and its commissioning.

The development and improvement of the educational infrastructure was not the first priority of the local authorities, faced with the need to solve far too many problems, more serious and more urgent, of this city. It was only postponed until the favorable context for achieving this goal was created. Recently, the mayor of Câmpulung Moldovenesc stated, for a publication, that he wants Câmpulung's education to be 100% at European standards and that this will not remain at the stage of desire, but will soon become a reality."

*Do you think that the rehabilitation and modernization of the "George Voevidca" Gymnasium School contributes to the improvement of the educational environment?*

"Definitely yes. "George Voevidca" Gymnasium School is an old building, for the beautification of which teachers make efforts every year. However, nothing removes the impression of "freezing" in the past, of school that transports those who cross its threshold into the old-fashioned atmosphere of the late nineteenth century. The project of rehabilitation and modernization of the school aims at a better compartmentalization of the space inside the building, the transformation of old and dusty classrooms into pleasant, bright and airy spaces. The removal of wood stoves and glass boards, equipping each classroom with whiteboards, screen and projector, is a leap towards modernizing a space that should "invite" the conscious assumption of the school mission. Also, the arrangement of the gym comes to satisfy an older desire of the students, to have a properly equipped space and to facilitate the development in good conditions of physical education classes in the cold season or in unfavorable weather to organize sports games on the field in the yard. The project also envisages the transformation of each room/ warehouse/ enclosure into a useful space, where an educational activity can be carried out, and, in order to increase the comfort of the students, the number of hygienic-sanitary spaces (bathrooms, toilets) has been rethought. ). There are many hopes related to the rehabilitation of this school, the biggest being that the modernization of the spaces dedicated to educational activities will contribute to stimulating the students' interest in studying, to the school progress." (D. S. - teacher "George Voevidca" Gymnasium School)

The essential pillar of Câmpulung Moldovenesc Municipality is the school. Although the city can be proud of well-prepared generations and successful students, over time the local authorities have not supported the schools, and the rehabilitation and modernization efforts have only recently taken shape. For a long time, the schools were damaged, the sanitary system was deficient, and the heating system they had were stoves, the municipality being in a mountainous area where temperatures are low most of the year, in winter reaching the freezing point.

The rehabilitation and modernization efforts carried out at the level of the 3 school units, the "Bucovina" Forestry College, the "Bogdan Vodă" Gymnasium School and the "George Voevidca" Gymnasium School represent a hope that the local public administration authorities have started to realize the importance of creating a favorable educational environment for current and future generations.

#### IV. SUPPORTING AND ENHANCING CULTURAL HERITAGE IN CÂMPULUNG MOLDOVENESC MUNICIPALITY

**"Wood Art" Museum.** Located in the central area of the Municipality, the museum is a true masterpiece of Romanian culture from the eighteenth and nineteenth centuries. Sheltered in a building, an architectural monument, built around 1900, the Museum of "Wood Art" surprises with its unparalleled values, with the uniqueness of some pieces, revealing the mastery of folk craftsmen. The museum's collections are arranged on occupations and crafts on an area of 1822 square meters, in 26 exhibition halls. The museum includes a collection of specialized ethnography, which presents wooden objects existing in the Communes of Bucovina (Obcina Mare, Obcina Feredeului and Obcina Mestecăniș).



"Peasant Art of Wood" Museum

Surrounded by spruce forests and with a predominant population of shepherds, it was natural for the Municipality to "take to the tops" the exploitation of wood.

Including the house, the sheepfold, the stable, the annexes, the household items, even the means of transport were made of wood.

In the city, in 1882, the School of "Arts and Crafts" was established, which prepared students to become carpenters, wood sculptors and specialists in making musical instruments. Teachers eagerly wanted to open a museum in 1910, but Austrian officials refused. A few years later, politicians and influential people from the area appeal to the population to donate ethnographic objects, for the establishment of a museum in Câmpulung, objects that are also collected at the School of "Arts and Crafts".

The "Peasant Art of Wood" Museum was officially opened in 1936. The first director of the museum was Professor Constantin Brăescu. The name of the museum "Peasant Wood Art" is given by the fact that the existing pieces are not made by specialists in the construction of a certain type of object. In the twentieth century, because most peasants had only an ax and a chisel, they built their own house, furniture, means of transport and household items, without the contribution of a specialist. The execution technique gives unique value to the pieces, as they are mostly made of spruce.

In the first hall of the museum are exhibited tools that were found in all peasant households at the beginning of the twentieth century. Parts are presented such as: *trașca* (saw used for cutting wood), *barda* (wide-edged and short-tailed ax, used especially for carving wood), planer for finishing wood, tools for measuring and drilling wood. The hall also presents the components of a wooden lathe, as well as tools for pyrography, tools for making spoons. In the next two rooms are presented the tools of the shepherd, are exposed the buckets used for milking the sheep, the *doinita* that was used for milking the cows. In the hall dedicated to agriculture it can be noticed that the main crop was the potato. The "food industry" is another room in which are exposed a *oloinita* (primitive oil press), but also a press used to squeeze wood.

The most spacious hall is dedicated to transport, with wheels dating back to the 15th century. The wine cart is the most spectacular exhibit of the museum. The hall dedicated to popular musical instruments is the smallest in the museum, here being presented the *bucium*, made of resonant wood and wrapped in birch bark. The instruments that made up the Bukovinian music trumpet are the horns, violins and whistles.

*Problems identified.* The museum is housed in a 19th-century building. Since its establishment, no rehabilitation works have been carried out, the museum building gradually deteriorating, the most affected being the frame. Due to the precarious conditions, the interior and exterior carpentry has worn out, the parquet and the floors show major damage. External factors, but especially the passage of time, have contributed to the severe degradation of both interior and exterior plasters.

*Proposed solutions.* In order to ensure a high level of comfort, the sanitary and thermal installations need to be rebuilt. In order to increase the safety of visitors, but especially of the staff, the carpentry and the floors must be renewed. The attic must be partitioned, the frame partially rebuilt, and the roof replaced. The rehabilitation and modernization steps will be carried out respecting the architectural guide specific to the cultural monument.

*Main results:* increasing the attractiveness of the museum as a result of modernization; the number of visitors will increase considerably; increasing the access to the culture of the visitors but especially of the citizens of the Municipality.

## V. CONCLUSIONS

Based on what is shown in this paper, we can conclude that the study revealed the concrete situation and specificity of Câmpulung Moldovenesc, which identified the potential and opportunities for local development of that community.

Analyzing the existing tourist potential in the area, we found that this sector is a catalyst for the development of the Municipality of Câmpulung Moldovenesc, being currently the only definite direction for community development. Tourism has a major impact on the development of the economy of the whole community, the main benefits being the production of income and the creation of new jobs. For the Municipality, the capitalization of tourism is the main source in creating well-being. In addition, the creation of the "Rarău" ski area is the most important investment in the field of tourism in Bucovina, a fact recognized and strongly supported by the local public administration authorities. The construction of the ski slope attracts income-generating activities, the beneficiaries being local food suppliers, craftsmen and farmers.

From the examination of the opinions expressed by the interviewed residents regarding the impact of the creation of the ski area on the development of the Municipality, we noticed that they are fully convinced that the investment will contribute to the development of the city, determine a significant increase in visiting rate and increase community welfare. . Also, the most important aspect that we found is the fact that the inhabitants hope that new jobs will be created, necessary for the community, because at present this fact represents the main problem that the Municipality is facing.

As the school and the education it provides form the foundation of a developed community, the local government must constantly focus its efforts on improving the educational infrastructure. Aware that the

development of educational infrastructure contributes greatly to the development of Câmpulung Moldovenesc Municipality, local authorities have begun efforts to rehabilitate and modernize schools.

Following discussions with teachers, we found that supporting the educational infrastructure was not a real interest for local authorities, who later realized that ensuring a quality education system contributes to increasing student achievement. For many years, the local authority was disinterested in the situation of the school units in the Municipality, as they faced many problems. The students were exposed to the risk of injury due to the degradation of the plasters, the sanitary system was destroyed and the heating system was inefficient. The interviewed teachers consider that the rehabilitation and modernization steps recently started, have a major impact on school performance. The teachers noticed the increase of the students' interest in studying, this being proved by the numerous participations in competitions and school olympiads.

Regarding the development of the community by supporting and enhancing the cultural heritage, we highlighted the fact that the Municipality boasts a unique museum in the country and among the few in Europe, due to the theme and value of the exhibits - a traditional wood culture that imprinted life specific models and shapes. The long, passionate, meticulous and responsible work of several generations of tireless processors and passionate collectors of the most evocative treasures of ethnography in the Municipality must be carefully rewarded by the locals, but especially by local public administration authorities. Even if during all this time the local authorities have neglected to capitalize on the cultural potential, recently began the rehabilitation and modernization of the museum.

Overall, we can conclude that highlighting the specificity and potential of the local level - tourist resources, educational infrastructure and cultural heritage, is likely to lead to the adequate development of the community.

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