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# PRO TOURISM

## JIMBOLIA

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## CĂRPINIȘ

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## CSANÁDPALOTA

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COMMON CHALLENGES – COMMON SOLUTIONS:  
INSTITUTIONAL DEVELOPMENT IN THE FIELD OF TOURISM

## **STRATEGY FOR PROMOTING THE CROSS-BORDER REGION**

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## **I. General data**

### **(1) Jimbolia**

The town of Jimbolia is located in the western part of Romania, 572 km away from Bucharest by rail and 600 km on road, being crossed by the meridian of 20°38' east longitude and the parallel of 45°46' north latitude. Within Timiș county it is located in the western extreme, 39 km away (by rail) from its city of residence, the municipality of Timișoara. Within the southeastern region of Europe, the city is defined by an advantageous position compared to several European cities: 130 km from Belgrad, the capital of Serbia, 510 km from Vienna, the capital of Austria, and only 68 km from Novi Sad and 75 km from Szeged, two major urban centers in the Danube-Criș-Mureș-Tisa Euro region.

As a geographical location, the town of Jimbolia is located in the Banat Plain, on the contact between the Timiș Plain and the Mureș Plain. The average altitude of the town is 82 meters. From a climate perspective, the town is located within the temperate continental climate type specific to Central Europe, however Mediterranean influences are also present. In the Romanian urban system, Jimbolia belongs to the category of small towns, with less than 20,000 inhabitants. Within Timiș County, Jimbolia ranks 4th in the number of inhabitants (13,423 inhabitants in 2019, according to official data provided by the National Institute of Statistics) after the cities of Timișoara, Lugoj and Sânnicolaul Mare, holding 1.5% of the total population of the county and 2.5% of its urban population.

It is at the intersection of important communication axes connecting Romania with the former Yugoslav area, being an important border, rail and road crossing point, on the border between Romania and Serbia. The town of Jimbolia is served by 2 national roads: 59A which connects Timișoara to the Jimbolia border crossing point and further on with Zrenjanin and Belgrade and 59C Jimbolia – Sânnicolau Mare which provides connection with Hungary (through Cenad border crossing point) and Central Europe respectively. Also, the Timisoara – Jimbolia railway line opens the path, through Kikinda, to Serbia and implicitly to the former Yugoslav area. Jimbolia is situated in an advantageous position, 50 km away from Timișoara International Airport "Traian Vuia", the third largest airport in Romania in importance and passenger traffic, which provides regular flights to the Capital and to major destinations in Europe (London, Paris, Brussels, Rome, Madrid, Munich, Barcelona, Valencia, etc.).

In the regional and micro-regional context, the location of Jimbolia presents a number of strengths, including significant ones related to the location within an area with a multicultural tradition, still active from an economic, social and cultural point of view.

The old history of the city begins to be documented in 1332-1333, when a papal census of Banat's lands is held for the determination of taxes (tithe). In these papal records, the name Chumbul appears. From the researches of the Hungarian historian Borovsky Samu, it appears that it was originally a cumano-wallachian locality, a fact also proven by the existence of a Romanian parish. Chumbulis also mentioned in Hungarian documents from 1489, which speak of the existence of the localities of Chumbul Mare, Chumbul Mic and Chumbul Intern, most likely owned by the Csomboly family. The last document of this period, recorded by historian Nicolae Ilieșu, shows that in 1520 there was a certain Mihai de Chumbul, a man close to the king. After this appearance in documents from the beginning of the Middle Ages, nothing is said about this locality in the documents of the Turkish rule of the Banat.

The historical thread is resumed after the conquest of Banat by the Austrians, but for a period it does not appear to be inhabited. It was not until 1766 that the new town was born, via colonization by the German population from Mainz, Trier, Sauer, Pfalz, Lorraine and Luxembourg. It originally consisted of two distinct areas, Landestreu and Hatzfeld, slightly further west, but after two years the two merged under the name Hatzfeld, in honor of The Prime Minister of Empress Maria Theresa. The conditions to which the first settlers were subjected were particularly harsh: due to the marshes surrounding the settlement and the unsanitary conditions, in the first year of its founding alone 168 people died. conditions, only 168 people died in the first year of its establishment. There followed, in 1770, a plague epidemic that killed no less than 553 people. In 1781 the Hatzfeld is leased to Joseph of Csekonics, then sold to him. Later, the Csekonics family will begin to colonize the locality with Hungarians.

Jimbolia began to develop in the second half of the 19th century, with the advancement of industrialization that encompassed all of Banat. In 1857 the railway between Timișoara and Kikindawas completed, which also passed through Jimbolia and made the connection to Seghedin, being the main route from Timisoara to Budapest and Vienna. Access to this railway allowed it rapid economic development, slowed only by the cholera epidemic of 1873, which resulted in the deaths of more than 1,000 inhabitants. During this period, the brick factory (1864) is opened, which attracts agricultural workers from all over southern Banat, especially Hungarians. Thus the Futok neighborhood ("of the fugitives", from the name given to the Hungarians ran off the agricultural estates) is born.

The railway network starts developing from Jimbolia. In 1895 the Jimbolia - Ionel railway is opened for use. In 1906, the railway from Jimbolia to Grabaț, Lenauheim and Lovrin was completed, built with the help of workers from the Land of Moți, some of whom settled in the south of the town. At the turn of the century, Jimbolia was three-quarters German, and one-quarter Hungarian, with only a few Romanians and Serbs.

The First World War radically changed the configuration of the area in which Jimbolia played a central role. From an important town in Banat's economy, it becomes a border city.

After the withdrawal of the Serbs from Timișoara and the union of the Banat with Romania, Jimbolia remained on the provisional borders of Serbia. At the Paris Peace conference, Prime Minister Ion I.C. Brătianu demanded recognition of the borders of a Romanian that included the whole of Banat, bordering the lower Tisa until its spill into the Danube and then the course of the Danube. The conference, however, decided the demarcation line that is preserved to this day, with the exception of a correction that took place in 1923. On 24<sup>th</sup> of November 1923, Romania and the Serbian Kingdom concluded a protocol for a territorial exchange in Belgrade. Romania pledged to cede the communes of Pardany, Mодоș, Surgan, Crivobara and Nagy Gaj, while the Kingdom of Serbia ceded to Romania BebaVeche, Puszta-Keresztúr, Ciorda, Iam and the city of Jimbolia. The latter officially entered Romania's composition in 1924.

After World War II, Jimbolia is entering a new stage of development within the new planned economy. In 1950 it is declared a town, then the neighborhood of tower blocks begins to be built in the rail station area, new industries are introduced and existing ones are developed. At the same time, the irreversible process of the German population's declining begins, which within several decades ends up being a minority and ends with the massive exodus after the Revolution of 1989.

According to the 2011 census, the population of Jimbolia amounts to 10,808 inhabitants, down from the previous census in 2002, when there were 11,136 inhabitants. The majority of the inhabitants are Romanians (72.69%). The main minorities are Hungarians (10.82%), Roma (5.51%) and Germans (2.87%). For 7.29% of the population, ethnicity is unknown. From a confessional point of view, the majority of the inhabitants are Orthodox (62.57%), but there are also minorities of Roman Catholics (22.98%) and Pentecostals (4.03%). For 7.39% of the population, confessional membership is not known.

## **(2) Cărpiniș**

Cărpiniș is a commune in Timiș County, Banat, comprised of Cărpiniș (the residence) and Iecea Mică. Cărpiniș is located on the DN59A at a distance of 27.9 km from Timișoara and 9.3 km from Jimbolia, the nearest city. The distance to the border crossing point with Serbia, which is located in Jimbolia, is 18 km.

The first written attestation is mentioned in a map of Banat in 1761 which refers to the fact that, in 1377 there was a locality on a site close to the current locality called Chepe de Gerdyanos, and then, in 1380, Chepe de Gertyanus was mentioned.

The commune has a population of 4477 inhabitants, according to the 2011 census. The majority of the inhabitants are Romanians (82.38%), 5.41% are Roma, 3.31% Hungarians, and for 7.68% ethnicity is not known. In terms of confessions: 65.94% are Orthodox, 11.97% are Pentecostals, 7.91% are Roman Catholics, 3.19% are Greek Catholics, 1.47% are Baptists, 1.09% are Calvinistic, and for 7.73% of the population there is no known confession.

In regards to local infrastructure, Cărpiniș commune has 22.6 km of communal roads. Of these, 4.6 km are paved roads and 18 km are cobbled roads.

### (3) Csanádpalota

**Country:** Hungary

**Region:** Dél-Alföld

**County:** Csongrád

**District:** Makó

**Legal status:** City

**Zip code:** 6913

**Area Code:** 62

**Area:** 77.92 km<sup>2</sup>

### GEOGRAPHICAL LOCATION

Csanádpalota is located 20 km East of Mako, next to the Romanian border. The nearest locality is Kövegy, which is just 4 km from the town. Other neighboring towns are Pitvaros and Nădlac, the first being 11 km away and the latter 10 km.

Csanádpalota can be reached by rail using the Újszeged-Mezőhegyes line. Buses stop at three local stops. There are 18 buses to Makó and 9 to Szeged on the days when school classes are held.

**GPS Coordinates:** 46.24117, 20.72650

The border crossing schedule via **the M43 motorway**, through the Csanádpalota - Nădlac II border crossing point is 00<sup>00</sup> - 24<sup>00</sup>.

### POPULATION EVOLUTION

Ethnic structure of the population of the village:

In 2001 the ethnic structure of the population of the town was as follows: 96.1% Hungarians, 0.3% Roma, 0.2% Germans, 0.2% Romanians, 0.2% Slovaks, 0.1% Slovenians. 3.6% of the population has unknown nationality or did not answer that question.

In the 2011 census, 87.3% of the population declared to be Hungarians, 2.5% Roma, 0.4% Germans, 1.3% Romanians, 0.3% Serbs, 0.2% Slovaks, and 12.2% did not respond; because of dual citizenship the percentage may exceed 100%.

## **HISTORY OF THE LOCALITY**

Csanádpalota covers an area of 77.76 km<sup>2</sup> and has a population of 3286 people (according to the 2002 census). It is located close to Romania's state border, about 20 km from the town of Makó. Other adjacent localities are Kövegy (4 km away), Pitvaros (11 km away) and Nădlac (10 km). Csanádpalota has access to the railway as well as bus transport.

The first attestation of Csanádpalota (then a village) in the national archives dates back to 1421. At the time, it was owned by the Jánki de Nagylak family. The owner had an elegant mansion there, and the name of the town refers to it (palace of the Csanád region). Six years later, in 1427, Sigismund of Luxembourg promised the lands of Csanádpalota to Albert Nagymihályi, Viceroy of Dalmatia and Croatia. The lands surrounding the village belonged to the Hunyadi family and were maintained until 1552 when the Turkish invaders, under the leadership of Suleiman the Magnificent, destroyed them. In 1562 Slovak families settled in the vicinity of the depopulated area and it was renamed Tótpalota (Slovak Palace). Following the fall of Gyula under Turkish rule in the Fourth Ottoman-Habsburg War, Csanádpalota will be almost depopulated. In 1637 the ruler of Transylvania, Mihai Apafi I, becomes the owner, and the village is renamed Mezőpalota (the palace of the plain). Between 1646 and 1649, along the reign of Prince Rákóczi György of Transylvania, the land was owned by Bishop Thomas Palfy and repopulated with Hungarians. After the departure of the Turks, Csanád County was annexed to Arad.

In 1750 Queen Maria Theresa brought German immigrants to help work the fields of Csanádpalota, but they were not willing to live together with Slovaks, Wallachians and Serbs. The immigrant population left this place to join the considerably larger German population in Perjámos; Thus Csanádpalota remained largely uninhabited. Austria then sought to revive the village by bringing Catholic Hungarians and volunteers from several counties in Hungary. The name Csanádpalota was officially restored in 1756. After 7 years (in 1763), with the efforts of Supreme Judge Fekete György, the village built a Roman Catholic church.

The structure of the village developed in a similar way to the settlements typical to southern Hungary. The distribution of the lots was handled by the Austrian engineers' chamber around about 1850. During that period two new villages, Kövegy and Királyhegyes, were formed on the territory of Csanádpalota. The two-story school was built in 1857, and the educational facilities for preschoolers were held in the kindergarten built in 1893. The post office and the train

station were built in the same year. Around this year, during Austro-Hungarian dualism, a brick factory was built in Csanádpalota.

After World War I, the village was occupied by Romanian forces for a short time and, as stipulated in the Treaty of Trianon, part of the land of the village returned to Romania. The internal Hungarian restructuring following the Treaty of Trianon led to the redivision of the territory so that the peripheral areas of the village of Nădlac were ceded to the locality of Csanádpalota so it can develop territorially. The village belonged for short periods of time to several Hungarian counties (Csanád, Arad and Torontál) before it was eventually annexed to Csongrád County. During the redistribution, several mills and cooperatives were active in the village, and since 1937 the village has been connected to the electricity grid. The most important employers during this period of time were The Blaskovics Mansion and the Nădlac Hemp Factory. In the late 1930s, farmers from Makó brought onion cultivation to Csanádpalota.

During World War II 165 people died. Csanádpalota lost territory during the redistribution following the war by ceding land to Nagykirályhegyes and Királyhegyes. During the 1930s and 1940s the village became host to border guards.

The village of Csanádpalota became a city on the 1<sup>st</sup> of July 2009. A new kindergarten was built (equipped with solar heating) in 2010.



## **II. SOCIO-ECONOMIC DEVELOPMENT**

### **(1) Jimbolia**

#### **1.1 Economic situation of the city of Jimbolia**

##### **Brief history of the economy of the city of Jimbolia**

The agrarian potential in the Jimbolia area has contributed majorly to the economic development of the locality, starting in the early years after the colonization of the area by the Swabians, agriculture being the (almost) exclusive occupation of the population. The crafts entered in their own role after 1823, when the guilds of craftsmen were born through an imperial decree. Thus, in 1885 there were 30 small craftsmen working in their own workshops, having occupations such as: masons, brick layers, millers, butchers, furriers, leather dressers, tanners, etc. In the mid-19th century the industry appeared in the locality based on specific raw materials: clay, skins, hemp, etc. In 1864, the "Bohn" Factory of Tiles and Bricks was founded, the factory that will be emblematic of the Jimbolian industry due to the superior technique of the manufacturing process. In addition to other attempts to make tile and brick ("Quint" Tile, "Hungaria" tile, and so on), steam mills ("Prohaska" Mill - 1870) and, later, "Pannonia" Mill (1896) are established in Jimbolia. At the same time, hat factories ("Decker", "Union") as well as the Comb and button factory "Venus", the hemp smelter or shoe factories appear.

With the Nationalization Act of 1948, a law that consecrated Romania's transition from a capitalist to centralized economy, Jimbolian enterprises were also nationalized, but 75% of the city's active working population was employed.

The Railway Timișoara - Jimbolia - Kikinda - Szeged played an important role in the economic development of the city, the locality being an important railway hub - a connecting point to Budapest and Vienna.

#### **1.2 Jimbolia's economy today**

As far as the economy is concerned at the moment, the primary sector (agriculture) occupies a significant place. The land fund comprises 9749 ha of agricultural land, of which 92% tillable land and 8% pastures and grasslands. The total area of 299 ha of pasture is divided into 200 ha actually used as pasture, 47 ha arboriferous areas and the difference of 52 ha is concessioned to livestock farmers.

The significant quality and fertility of the soil, chernoziomic, offers a high productivity potential, as such 5796 ha of tillable land is private property and 3194 ha is privately owned by agricultural companies. In 2018, SC Agricola San Giorgio SRL and SC Abelda SRL operated an area of 3072.57 ha: SC Agricola San Giorgio SRL - 2106,61 ha; SC Abelda SRL - 965,96ha. In addition to the two above mentioned companies, agriculture is also practiced by others, but with smaller

areas - Ceres SA, SC Tehnoland, SC Zappe and Sohn, SC Seviagro SRL, SC Kasa Agro Prest SRL, SC West Land Company SRL, and so on.

The industrial profile of the city remains dominated by the electrical and electronics industry, the mechanical industry and the plastics industry. Although there are 649 registered companies (companies, authorized natural persons, family associations, non-profit organizations, banks, medical and dental offices) with different fields of activity, the most important ones are Sumida Romania SRL (production of electronic components), Richard Halm SRL (production of hydraulic pumps), Wittronic SRL (sub-assemblies production and electronic equipment), Kabelsysteme Hatzfeld SRL (production of cables for audio and video systems), Adient SRL (car sub-assemblies) and so on. The industrial profile of the locality represents the secondary sector.

The tertiary sector comprises the full range of services and has a share of 38%. In regards to rail transport, Jimbolia has access to the secondary railway routes: Timisoara - Jimbolia - Kikinda (Serbia) and Jimbolia - Lovrin. Even if the existing infrastructure allows the link between Jimbolia and Kikinda or Jimbolia and Lovrin, the only functional link at present is the one towards Timisoara. In the roads domain, Jimbolia has access to national roads 59A: Timisoara - Jimbolia – Srpska Crnja (Serbia), 59C: Jimbolia - Sânnicolau Mare; the connection with Lovrin is made on the county road DJ 594.

At the same time, due to the implementation of the Romania-Serbia cross-border cooperation project through the Interreg IPA Programme, the idea of connecting the two countries by using bicycles has materialized. Thus, the "Tour de Banat" project brought together three partners: Nova Crnja municipality as project leader, Jimbolia city and the Regional Center for Socio-Economic Development Banat. The aim of the action is to contribute to a sustainable economic development of the region by strengthening and promoting local, regional and cross-border tourism potential, as well as creating conditions conducive to the development of cyclo tourism.

Also, the City Hall of Jimbolia has started the procedures regarding the implementation of the project entitled "Increasing mobility through road development in Banat - IBC 2" funded by the European Union through the INTERREG IPA Program for Romania-Serbia Cross-border Cooperation and co-financed by the partner states in the program.

The project brings together four partners: Serbia Public Road Authority (as project leader), Jimbolia City, Kikinda City (Serbia) and the Banat Regional Socio-Economic Development Association of Serbia.

The main objective of the project is the contribution to mobility in the eligible cross-border area, by improving the quality standards of public transport services and the safety conditions of those traveling by bicycle.

Bike lanes and running tracks will connect the city of Jimbolia with the border crossing point to Serbia.

They will be located near the national road DN 59A, on the right hand side, on a length of about 2700 m, from the exit from Jimbolia, to the border crossing point.

With this investment, a number of advantages will be created such as:

- providing an alternative means of transport on the Jimbolia-customs route;
- increasing traffic safety;
- increasing the comfort level of the residents of Jimbolia;
- development of cross-border cycling.

Jimbolia has 14 catering establishments, restaurants, bars and fast food outlets. As for its hotel activity, this sector comprises 3 hotels: Hotel Santa Maria (3 stars), Milano Classic Restaurant and Hotel and B&B Eden.

### **1.3 Social situation**

Society represents the totality of the people who live together in the community, being bound together by certain reports. Thus, for the proper functioning of a community, social development is an extremely important factor. An active society offer the dynamics of the place, strengthening the idea of belonging and relations between individuals. For instance, over time, in Jimbolia, more than 50 societies and associations have been present, excluding sport associations. A striking example in this regard is the formation of volunteer firefighters who have been operating on the same principle since 1875. Currently, the Volunteer Emergency Service is gathering the community together when it organizes traditional firefighter-specific holidays, such as The Mai Tree. A long tradition is also enjoyed by associations working in the field of the elderly - in 1880, thanks to the Csekonics family, a space was established for the care of the elderly. After World War I, an "Asylum for the Poor and Elderly" opened, an initiative of the Joseph and Georgina Bayer family that donated the building where the Home for The Elderly currently operates.

As for social services, the Public Social Assistance Service (within City Hall), the Home for the Elderly and the Day Center for children with disabilities "Forget me not" all operate in the city of Jimbolia, offering specialty social services.

The "Blythswood" Day Center, a center dedicated to children coming from families in difficulty, is also operating in the city territory. The center's main purpose is to lower the drop-out rate, as well as to provide children who attend it with help in school subjects. In addition to solving homework and recovering and clarifying possible lacks or perplexities, children also partake in other types of activity: music, theatre, dance, pottery, cooking, etc.

An important place in the development of the city is, since 2012, occupied by the Local Action Group "Banat-Vest". The purpose of this entity is to implement LEADER projects under the National Rural Development Programme (NRDP) in the territory of the association, as well as the development and implementation of an integrated strategy for local development, the promotion of public-private partnerships, the interconnection of local partnerships, cooperation between LAG-s at regional level. The development plan of the territory comprises the town of Jimbolia and the surrounding localities: Cărpiniș, Cenei, Checea, Nagykomlós, Gottlob, Iecea Mare, Lenauheim, Ótelek, Săcălaz and Újvár. At the same time, the association wants to develop the area to which the aforementioned localities belong through an Integrated Local Development Strategy, by managing non-refundable European funds with the aim of increasing economic and administrative competitiveness, improving the environment and rural area and increasing the quality of life and diversifying economic activities.

From the beginning, German settlers were concerned about ensuring children's education. This is how the first private schools came to be, where young people learned basic things: reading, writing and mathematics. Later, these private schools were merged into the Elementary School. Until 1901 the teaching was done in German, then Hungarian was introduced as an official language, and between 1918 and 1924 Serbian was the language of teaching. 1924 was the first year teaching was done in Romanian. Currently the Jimbolian education system comprises five kindergartens (with normal and extended hours), a school with grades 0-VIII and a high school. The school population comprises more than 2700 students (of which 416 in pre-school education, 1297 in secondary and near 100 in high school), and 138 teachers (educators, teachers, trainers and professors) are involved in the school activity. More than 1200 students are enrolled in the four buildings in different areas of the city: Futok district, Lorena Street, Tudor Vladimirescu Street and Clarii Vii colony. Within the Secondary School there is a section with Hungarian teaching language. The Technological High School consists of classes with specializations such as mathematics-informatics, philology, electrical profile, mechanics, electronics and automation, construction and public works, trade (services), or leather textiles.

#### **1.4 Cultural life**

Over the years, Jimbolia has been an important cultural center in this part of the country. The cultural atmosphere of the settlement will cause the valuable people of culture to establish their creative place here. Thus, the painter Stefan Jaeger, the greatest Swabian painter, settled in Jimbolia in 1910, painting most of his work here. Musicians Emerich Bartzler, Josef Linster, Nikolaus Maser and Mathias Svoboda are also active here. Poet Peter Jung also creates more than 12000 poems and hundreds of publishing articles in the locality. Between 1962 and 1983, the priest Mihail Avramescu, an important collaborator of Mircea Eliade, was active here. Since

1994, Petre Stoica, the writer with the greatest literary longevity was established in Jimbolia. By the end of his life (2009), Petre Stoica contributed decisively to the development of the cultural life of the locality by organizing cultural events with great significance.

The Jimbolian press played a special role in the city's cultural life. In 1883, the first newspaper appeared on the territory of the locality: "Hatzfelder Sonntags Zeitung". Later, the weekly publication "Hatzfelder Zeitung" (between 1900 and 1920 by this name, later called "Zsombolyaer Zeitung"), where the poet Peter Jung also worked. During the interwar period, three large publications appear: "Vorwärts", "Hatzfelder Volksblatt" and "Banater Arbeiter presse". After a long time, in 1995 the first issue of the weekly "Observator de Jimbolia" appeared, which will turn into the "Noul Observator" and cease to appear in 2002. In 2003 the publication "Jimbolian" appears, then "Gazeta de Jimbolia", and nowadays, the informative publication "Jurnal de Jimbolia" appears periodically.

The first cultural institutions appear in the second half of the 19th century. In 1866 a casino with a library was opened, which in 1934 would reach 10,000 volumes, and in 1887 the reading association "Leseverein" which is later transformed into "Bauerheim" (Peasant's Home), which had its headquarters in a building which later will become the House of Culture. An important role in cultural life was played by the event "Reuniunea de cântări a meseriaşilor" or the „Landestreu” culture-sport meeting of the farmers. The first public library in Jimbolia was founded in 1948 and later became the Mihai Eminescu City Library.

Currently, the cultural life of Jimbolia is highlighted by the 6 museums and memorial houses, as well as the House of Culture and the City Library "Mihai Eminescu". Thus, the Stefan Jäger Museum, the "Florian" Fire Department Museum, the Museum of The Romanian Railways, the Dr. Karl Diel Museum, the Memorial House "Petre Stoica" or the Press Museum "Sever Bocu" are entities that can be visited by those interested and organize cultural-artistic manifestations.

At the same time, since 1998, the House of Culture organizes, in partnership with other cultural entities in the locality, the Jimbolian days - a large-scale event comprising cultural and sports events such as: concerts (folk, rock, pop), exhibitions, book launches, symposiums, sports competitions (handball, tennis). Also, an event with tradition is the International Christmas and New Year's Festival of customs and traditions „O, brad frumos!", as well as the holiday of "Ignat" - a holiday that highlights the culinary traditions related to cutting and preparing pork. The JimboBlues Festival gathers artists from the country and abroad who delight the participating audience since 2003.

Jimbolia City Council established twin locality relationships with Kikinda (Serbia) in 1992, Pusztamerges (Hungary) in 1996, Dunajska Streda (Slovakia) in 2012, Csanádpalota (Hungary) in 2015, Mórahalom (Hungary) in 2016, Trebur (Germany) in 2017.

## **2. Cărpiniș**

### **2.1 Economic situation of Cărpiniș**

The commune of Cărpiniș is predominantly agrarian, having 8073 ha of agricultural area (7815 ha tillable land, 182 ha natural pastures and grasslands, 76 ha vineyards and orchards, and 8 ha forest fund – including households - respectively).

In the structure of the cultivated area and vegetable production the largest share rests with cereals (wheat, corn, barley, two-row barley) followed by sugar beet, sunflower, potatoes. The occupational share of agriculture by organizational structures is reflected as follows: 30% associations, 60% farmers and 10% livestock farmers.

In regards to industrial activity, an ice cream factory, a chocolate factory, a mill and a grain reception base are operating in the commune, with the share of the industry in the locality economy being around 10%, with the number of enterprises having a percentage of less than 10.

A post office, two CEC Bank banks and the Bega Coop Cooperative Bank operate in the locality.

### **2.2 Social situation of Cărpiniș**

Monuments: In the local cemetery, in the place where the fallen of the battles of the 1989 Revolution were buried, through the contribution of the inhabitants of the commune, a granite obelisk was erected containing the following words: "Ye traveler who pass through here, bow your head, paying homage to those who have fallen for freedom, brotherhood and equality".

In memory of those who fell in World War I, a hillock was erected in the center of the local cemetery, at the top of which, on a granite pedestal, the life-size copy of an infantry soldier with his gun and helmet in his hand was placed, standing with his head bowed. The statue depicts the scholar Petru Folk, a soldier who fell on the front of Galicia. On the hillock<sup>37</sup> granite burial monuments are placed circularly inscribed with the first name, last name, the year of birth, as well as the year and place of death. This statuary complex was made by the Cărpiniș native sculptor Sebastian Rotsching. Near this monument is a commemorative plaque that commemorates those who died during World War II, as well as those deported to Russia or Bărăgan.

As is known, in the historical period between 1700 and 1850 throughout Europe there were devastating diseases such as cholera and plague, making their presence felt in the commune of Cărpiniș as well. With the development of hygienic-sanitary sciences, diseases were eradicated and the population of the commune, in memory of those passed away, at the entrance to the cemetery, erected an earth hillock, which in the eastern part has a cavity used as a chapel, the

hillock being flanked at the bottom, in a circular pattern, by crypts for burial. A cca 3 m iron cross is placed on the top of the hillock, at the base of which there are two bells. This monument was completed in 1932, called "Calvary Mountain".

Road-side crosses were erected at the main entrances to the commune. Thus, on the south side lies the "Plague Trinity ", and on the north lies the "Cholera Trinity ".

A memorial was also erected in honor of those who fell in the 1989 Revolution. It is located in front of the chapel in the cemetery, being built from the contribution of the Local Council of the commune.

### **3. Csanádpalota**

#### **3.1. Economic situation of the locality:**

- Family doctor
- Dentist
- Pharmacy
- Post office
- ATM
- Grocery stores
- trade - grocery stores
- catering units - confectionery, pizzeria
- Accommodations
- gas station
- Car wash
- hairdressers
- cosmetics
- Library with internet, WiFi
- gym
- Culture House with internet, WiFi.

#### **3.2 Social situation of the locality**

##### **Foundations**

- The Social Assistance Foundation "Honoring the years" of Csanádpalota
- Foundation of Csanádpalota for the creation of a modern school
- Csanádpalota Foundation for preschoolers
- The public foundation of Csanádpalota
- Cultural foundation in memory of KelemenLászló

## **Associations**

- Association for a healthy life and for a more beautiful environment
- Csanádpalota Football Club
- Csanádpalota Fishermen's Association
- The Equestrian Association of Csanádpalota
- Csanádpalota Civil Guard Association
- CSIBÉSZ Public Youth Association of Csanádpalota
- Gold Fire Cultural and Dance Association
- Csanádpalota Group of the Association for Persons with Disabilities of Csongrád County

## **NGOs**

- The "Cornflower" Folk choir and cither orchestra
- The "Nest" Club
- Circle of the patriot craftsmen
- Traditional folk dance group for adults
- Traditionalist circle
- Kelemen László theatre group
- "Afternoon tea" club.



### **III. Contact details**

#### **1. Jimbolia**

- Jimbolia City Hall, T. Vladimirescu 81, tel. 0256 360 770
- Jimbolia Local Council, T. Vladimirescu 81, tel. 0256 360 770
- Jimbolia City Police, Republicii 16, tel. 0356 478 861
- Regional Customs Directorate, Road 59 A, tel. 0256 360 593
- Jimbolia customs, Republicii 1, tel. 0256 360 690
- Home for the Elderly, T. Vladimirescu 63, tel. 0256 360 630
- The Tax Office and the Treasury, Jimbolia branch, Republic of 31, goal. 0256 360 905
- Day Center for people with disabilities "Forget me not", V. Babes 13, tel. 0256 360 303
- SC Aquatim SA, str. Towards Est 74, tel. 0256 360 490; 0256 360 588
- The House of Culture, T. Vladimirescu 88, tel. 0256 360 455
- Jimbolia Children's Club, T. Vladimirescu 94, tel. 0256 360 875
- „Stefan Jäger" Museum, T. Vladimirescu 100
- The "Sf.Florian" Fire Museum, L. Rebreanu 9, tel. 0256 360 312
- The "Dr. Karl Diel" Memorial House, Dr. Diel 4 Street, tel. 0755 087 365
- The Railway Museum, str. Republicii no.1
- The "Petre Stoica" Memorial House, Bartzer Em. 14, tel. 0755 087 365
- "Sever Bocu" Press Museum Lorena 35, tel. 0755 087 365; 0256361 463
- „Mihai Eminescu” City Library, T. Vladimirescu 83, tel.0256 360 711
- Jimbolia Elementary, T. Vladimirescu 81, tel. 0256 360 785
- Jimbolia Technological High School, Gh. Doja 14, tel. 0256 360 940
- The "Banat Ripensis" Micro-Regional Association, Stefan cel Mare 9, tel. 0256 360 078
- The City Hospital „Dr. Diel ", Count Csekonics 4, tel. 0256 360 655
- TBC Hospital, Stefan cel Mare 23, tel. 0256 360 537

#### **2. Cărpiniș**

- Cărpiniș City Hall - str.aIII -a no.42 tel./fax 0256365001 0256365492
- Cărpiniș Police Station -str. aVI- a no.98 tel.0256365003 or 0722403259
- Cărpiniș human dispensary str aIII- a no.30, tel.0256365011,
- Cărpiniș veterinary dispensary str.aIII- a no.39 tel. 0721247134 or 0256365019
- The Cărpiniș post office str. AIII -a no. 45 tel. 0256365079
- CFR (Railway) station str. Pav.CFR Cărpiniș Div.linii tel. 0256365082
- Cereal silo Carpiniș 6th street no. 117 tel. 0256365008

- Cărpiniș General School str a-III a no 34 tel. 0256365066
- CEC unit - 3rd Street no. 27 tel. 0256365017

### **3. Csanádpalota**

- Csanádpalota City Hall str. Kelemen Laszlo tel. 0036 62 263 001

## IV. Tourism and forms of tourism in the area

### 1. Jimbolia

Jimbolia is a cosmopolitan town, its origins being closely linked to colonization with a Population of German origin since 1766. The city, located in the western part of Romania on the border with the Republic of Serbia, can surprise you with a variety of sights.

The center of the town is marked by two alleys of particular importance, namely the "alley of writers" and the "alley of composers". Thus, the busts of Peter Jung, Mihai Eminescu and Petőfi Sándor, as well as George Enescu, Béla Bartók and Emmerich Bartzler are reminiscent of the multiculturalism of this space.

The other attractions for tourists that help shape a visual identity of the city are listed below.

**The Press Museum "Sever Bocu"** (str. Lorena, nr. 35) is a unique institution in our country, opened in 2007. This represents the efforts of Petre Stoica to put the mountain of values he held in one place. Thus, the museum offers trips to other times by making newspapers, always opened, available to those interested.

**The CFR Museum in Jimbolia**, located near the train station, it provides visitors with old items typical for rail transport, as well as an exhibition of postcards, travel passes and coin types from different periods.

**The Firefighters' Museum "St. Florian"** (str. L. Rebreanu, nr.9), representative for the town of Jimbolia given the long tradition of fire fighting activity in the city, hosts objects over 130 years old such as various helmets, discharge pipes, gas and smoke masks, as well as various intervention equipment or even trolleys intended for fire intervention.

**„Stefan Jäger” Museum** (str. T. Vladimirescu, nr. 100) The entity is representative of The Swabian culture. Thus, the museum includes ethnography and archaeology sections, a Swabian room, as well as the painter's workshop where paintings and sketches can be seen.

**The Memorial House "Dr. Karl Diel"** (str. Dr. Diel, nr. 4) Jimbolia of the late 19th century – early 20th century is marked by the personality of the illustrious local physician Dr. Karl Diel. The memorial house bearing his name houses medical instruments, medical volumes and theses, as well as personal items that belonged to the man who founded the hospital in the city.

**The Memorial House "Petre Stoica"** (str. E. Bartzler, nr. 14) is home to numerous scientific and literature volumes, an impressive collection of medals, photographs, and other old objects that provide a special atmosphere to the place highlighting the scent of old times.

**St. Florian Statue.** The monument in the city center was erected before 1866 in honor of Saint Florian, patron of the city and defender against fire and flood, catastrophes that have repeatedly affected the village after the swabian colonization.

**Jimbolia Town Hall.** The town hall building and the nearby park were part of the domains of Count Csekonics, a prominent personality in the history of the city of Jimbolia. The "interior castle", erected in the 18th century, impresses with the sophistication of its architecture.

**Roman Catholic Church "Saint Vendelin".** The Roman Catholic church in the center of the city dates back to 1766, being erected at the same time with the locality on this area of swabian settlers. Inside the church is a copy of Rafael's The Sistine Madonna. The main architectural elements fall into the neo-Romanesque style.

**Orthodox Church "Feast of the Annunciation".** Within walking distance of the town hall building is the imposing edifice of the Romanian Orthodox Church. The cornerstone of this church was laid in 1933, with the works completed in 1942. From an architectural point of view, it fits into the neo-Byzantine style.

**Roman Catholic Church "Saint Michael".** The Roman Catholic Church "Saint Michael" in the "Futok" district was built between 1928-1929. The edifice is built in neo-Gothic style according to the plans of Jimbolian architect Hans Jänner.

**The train station.** The history of the railway station begins in 1857 when the railway line connecting Timisoara with Szeged passed through Jimbolia. It has Pfaff Ferenc, famous in the world of railway stations, as architect. The building dates back to 1900 and was recently renovated.

**Jimbolia's lakes.** At the exit from Jimbolia towards Comloșu Mic, the "puddles" (as they are called by the locals) are in fact lakes that formed from clay excavations necessary for the manufacture of bricks. They are an ideal space for walks, relaxation and escape from the daily hassle.

**The thermal spa** is a great alternative to the summer heat. It is equipped with three swimming pools, including two with thermal water and one with cold water, volley-ball and basketball courts, food points and a picnic area. As for thermal waters, they are recommended for their beneficial effects.

Every year, cultural events take place in Jimbolia, some of which become a local tradition. These type of events are important because they responds to the needs of the community. As a city with ethnic diversity, the events held here must also include this feature, must cover as wide of a scale of demands as possible. The biggest event organized is "Jimbolian Days". It is a three-day celebration that includes cultural, sports and musical events. In the winter season, the following events are organized: "O, brad frumos!" – international carol festival - Feast of Ignat – an international gastronomic competition promoting traditional recipes from the Banat area - and the National Day of Romania.

Important events are also considered those that have in the foreground the three main churches in Jimbolia. On the day of the Assumption of the Virgin Mary, the Orthodox

community celebrates the dedication of the church. At the same time, the Roman-Catholic churches celebrate their dedication in the fall, for Saint Vendelin and Saint Michael, respectively.

There are also two sports events with tradition. One of them is a cross dedicated to a world champion from Jimbolia, and the other is a wrestling competition.

Taking into account the tourist objectives of all three localities, as well as the traditional events that take place over a year in each of them, the types of tourism we find in the cross-border area that includes Jimbolia, Cărpiniș and Csanádpalota are cultural tourism, event tourism, fishing tourism and cycling.

## 2. Cărpiniș

**The Orthodox Church** in Cărpiniș has been operating since 1947 in a private house, and since 1995 the construction of the new church has begun. The cornerstone was laid in 1994 on July 24. Construction took 13 years to complete. The church was consecrated in 2004 in the presence of His Holiness Father Lucian and of the parish priest Cotuțiu Macedon. The Church has 2205 members. The first feast of the church took place in the same year, on October 26, on the occasion of Saint Dimitrie Izvorătorul de Mir, and since then the locality's orison is celebrated annually, having events at the church and cultural home.

**Iecă Mică Orthodox Church** – The services of the Orthodox church in Iecă Mică were held for 20 years in the Roman Catholic church, because an Orthodox church was not built, as in the village was predominantly of German ethnicity. In 2007, the cornerstone of the church was laid, due to an increase in the number of Orthodox Christians, today, with 728 members. Construction was completed in 2018 when the painting of the church began. The architecture of the building is Brâcovenian monastery style with Saint Elijah as patron of the church.

**Calvary Mountain.** Between 1700 and 1850 throughout Europe, implicitly in this area, there were devastating diseases such as cholera and the plague, which also resulted in casualties in the commune of Cărpiniș. With the evolution of medicine, these diseases have been eradicated. In memory of those passed away during this time, at the entrance to the cemetery, erected an earth hillock, which in the eastern part has a cavity used as a chapel. Crypts for burial are placed around the hillock, on the top a cca 3 m iron cross is placed, at the base of which there are two high quality bells. This monument was completed in 1932, and is called "Calvary Mountain".

**Storks Ella and Chris** became famous through the Wildlife Romania project, having been nesting for over 30 years on the chimney of a local man's house, which is one of five nests still placed on chimneys in Timiș County. 3 years ago a camera was mounted on the roof, broadcasting live images, 24/24, with stork activity. The two "stars" are expected with great interest every spring, enjoying vast popularity among the citizens of the commune and beyond. The white stork is a large bird, a summer guest in Romania. The area of occurrence of the white

stork spans: Europe, North Africa, Western Asia and part of the Middle East. In Europe they cannot be found in the UK, Scandinavia and Italy.

**The beach and the pond "Bagher"**. In the area of Cărpiniș there are several fishing ponds and stagnant waters specific to the plains, which have their own natural water spring. The place is suitable for sporty and amateur fishermen. The place is suitable for competitive and amateur fishermen. The most modern of the ponds is the "Bagherul", which is concessioned and transformed into a leisure area, comprising two swimming pools, a children's playground, a sand volleyball court and a terrace with a bar serving ice cream, cold juice and a great draft beer.

### 3. Csanádpalota

**The Roman Catholic Church** was built in 1768 in baroque style. The original sculpture of the altar, which depicts St. John Nepomuk, can be seen under the canopy before entering the church. The assistant pastor of this place of worship (1885-1886), then parish priest (1894-1910), Lajos Kálmány (1852-1919), is a well-known researcher of Hungarian folk poetry and the memory of folk religion. A memorial plaque depicting him (sculptor Árpád Világhy, 1999) is located at the top of the church.

**"Kelemen László" Memorial Park.** Kelemen László (1760-1814), the first Hungarian theatre director who settled at Csanádpalota towards the end of his life, rests in the memorial park named after him.

**The Szekler Gate** was inaugurated on June the 3rd, 2017, on the occasion of the National Union Day in the "Kelemen László" Memorial Park. It arrived here from Kőhalom with the help of the Toró family. The work of art belongs to the master who manufactured the gates of Căpânița. On it we can read the inscription "THE SZEKLAR GATE HAS OPENED FOR US".

**The Town Hall.** The construction of today's town hall building was established in the assembly from May 1, 1895, in memory of the millennium. The building was built in an eclectic style by the master architect József Krim, on May 1, 1897, following the plans of Adorján Vertán.

**Magistrate's building.** On str. Kálmány Lajos nr. 8, is one of the most beautiful buildings in the community, which was designed for the offices and home of the county magistrate in 1927. After 1945, it served as border guard barracks until the mid-1970s. The building is included in the local heritage.

**The town sport hall** - 2016. It was built under the National Educational Infrastructure Development Programme. It is suitable for basketball, volleyball and indoor football.

**Field with artificial turf** - 2017. The 20x40 m artificial turf field was carried out under the National Field Construction Program of the Hungarian Football Association.

**Sports park** - 2019. The sports park totals 90 m<sup>2</sup> of outdoor terrain with 11 different training equipment, all available free of charge.

**Zápor fishing lake.** The Fishing Association, which was founded in 2000, has a fishing lake spanning an area of 1,2 ha. It has both a sports and leisure function. Major fishing competitions are held here every year.

## **V. SWOT analysis**

### **1. Jimbolia**

Coming from the acronyms of the English words Strengths, Weaknesses, Opportunities, Threats, SWOT is one of the methods of analysis, which is increasingly used at the base of medium and long-term development. This tool makes it possible to quickly analyze key strategic points as well as identify strategic alternatives, thus helping communities in making the right decisions, as well as strategic planning.

The role of SWOT analysis is to achieve a generalization and a critical essentialization of the territorial reality starting from the diagnostic analysis (territorial audit), in order to better base the development strategies and policies in the dialogue with local, regional or national decision makers. In any SWOT analysis, we are dealing with an internal environment, which includes the analysis of strengths and weaknesses, and an external one, represented by the opportunities and the risks that may call into question the achievement of the development objectives at community level.

Strengths and weaknesses are "static" concepts, based on the descriptive parameters of an area, in a given period of time, representing "what exists". Opportunities and risks are about 'what will be' and help decision makers in the planning process.

In the process of their analysis, a hierarchy is established regarding their positive and negative importance for future development. For a community, development strategies must be constructed in such a way as to include several variables, in order to be flexible and able to adapt to changes occurring in society. They must make the most of the strengths, mitigate or even eliminate the weak points, detect and read the opportunities offered by the external environment and reduce the risks.



STRENGTHS	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>- The presence of valuable buildings and building assemblies, religious edifices and monuments.</li> <li>- well-developed, diversified cultural infrastructure including a house of culture, six museums and memorial houses, private collections</li> <li>- intense cultural activity organized by cultural institutions, artistic bands of various nature, with support of the local authorities</li> <li>- developed, varied infrastructure of accommodation, adapted to the standards of compliance of services.</li> <li>- The upward trend of the average length of stay.</li> <li>- Existence of geothermal water.</li> <li>- The proximity to Serbia.</li> <li>- The existence of a leisure space generically referred to by locals as 'puddles'.</li> <li>- Festivals with tradition.</li> </ul>	<ul style="list-style-type: none"> <li>- The state of degradation in which some buildings can be found in the areas identified as valuable.</li> <li>- The library's headquarters is old and requires rehabilitation.</li> <li>- Number of readers of the library, visitors of the museums in decrease.</li> <li>- Fluctuating number of tourists.</li> <li>-modest leisure infrastructure.</li> <li>- Unprepared human resource.</li> <li>- Work on the sewage network affects the image of the city.</li> <li>- The proximity to Serbia.</li> <li>- Quality of service.</li> <li>- The menus provided by the restaurants are not diversified.</li> <li>- The green spaces are not adequately furnished.</li> <li>- Lack of effective promotion.</li> </ul>	<ul style="list-style-type: none"> <li>- The presence of the priority axis 5 in the ROP, regarding conservation, protection and sustainable use of cultural heritage</li> <li>- Increasing affirmation of the interest in cultivating and affirming local identity in response to globalization which could enhance the public's interest in the cultural field</li> <li>-Increased assertion in schools, of the concern for knowing the local horizon (the county, the region) that can stimulate the practice of school tourism and therefore the visitation of the museums and collections in Jimbolia by the students from the county</li> <li>- Integration of Jimbolia into circuits outlined at the level of the Tourism Development Strategy in Timiș County.</li> </ul>	<ul style="list-style-type: none"> <li>- Increasing tendency of lower appetite for reading and visiting museums and collections, as well as the interest for cultivation of cultural skills in context of the modern, technological society</li> <li>-Small budgets of cultural institutions may cause the inability to provide the necessary conditions for the collections and, in the medium and long-term, the quality of exhibits</li> <li>-Increasing media broadcasting of subcultural products and services, which can alter the authentic culture.</li> </ul>

## 2. Cărpiniș

STRENGTHS	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>-Landscaped fishing ponds</li> <li>-Swimming Pools</li> <li>-Historical monuments</li> <li>-Road infrastructure</li> <li>-Utilities</li> <li>-Festival</li> <li>-Culturally active spaces.</li> </ul>	<ul style="list-style-type: none"> <li>-Geographical position</li> <li>-Human resource</li> <li>-Unqualified human resource</li> <li>-No accommodation structures</li> <li>-No sufficient restaurants</li> <li>-No budget</li> <li>-No specific indigenous traditions</li> <li>-Heterogeneous population</li> <li>-No touristic/cultural opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>-Gyms</li> <li>-Sports fields</li> <li>-House of Culture</li> <li>-Festival</li> <li>-Spaces for recreational activities</li> <li>-Neighborhood of local partner localities of the PROJECTROHU300</li> <li>- Railway infrastructure</li> <li>-Road infrastructure</li> <li>-Neighborhood of the Republic of Serbia</li> <li>-Creating a tourist information point.</li> </ul>	<ul style="list-style-type: none"> <li>-marshy ground</li> <li>-Violent weather</li> <li>-Lack of interest of the public to participate at in events</li> <li>-Population migration</li> <li>-Lack of funding (budget allocated).</li> </ul>

## 3. Csanádpalota

The internal processes of the Tourist Information Point (strengths and weaknesses) or external influences (opportunities and threats) can be divided into 4 groups: internal aspects include those things that can be changed within the Tourist Information Point, external influences include issues that cannot be altered.

The SWOT analysis carried out at the Tourist Information Point is important because it helps us to take the most advantage of opportunities in the long term while we have the possibility to try to avoid weaknesses and threats.

The SWOT analysis helps us with the annual planning, the preparation of individual applications and projects and is also an excellent element in the control of processes by which we identify the points where intervention is needed.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>-ideal positioning</li> <li>-the building has been renovated</li> <li>-partnerships that work well</li> <li>-the Community public information center</li> <li>-creative employees</li> <li>-flexibility</li> <li>-Internet connection</li> <li>-role in population education</li> <li>-problem solving capacity</li> <li>-responds to individual requests</li> <li>-organizes free entry events</li>   <li><b>-historic buildings:</b></li> <li>- court,</li> <li>- church</li> <li>- City Hall</li> <li>- Kelemen Park</li>   <li><b>- festivals:</b></li> <li>-Butcher's Day</li> <li>- gourmet</li> <li>- equestrian</li> <li>- fishing</li> <li>- sheep farming</li> <li>-Childrens day</li> <li>- Day of the Locality</li> </ul>	<ul style="list-style-type: none"> <li>-lack of specialists</li> <li>-ageing population</li> <li>-lack of jobs</li> <li>-youth migration</li> <li>-lack of leisure possibilities</li> <li>-lack of swimming pools</li> <li>-lack of promotional materials</li> <li>- poor transport</li> <li>-the lack of a tourist center.</li> </ul>	<ul style="list-style-type: none"> <li>-exploitation of opportunities</li> <li>-own website</li> <li>-connections with the new media</li> <li>-involvement of the local population in projects</li> <li>-involvement of new sponsors</li> <li>-partnerships with regional institutions</li> <li>-creating their own publications</li> <li>-promotional materials</li> <li>-Periodic online newsletter</li> <li>-the introduction of new services that meet the needs of the population</li> <li>-organizing a micro regional workshop</li> <li>-advertising via the internet</li> <li>-obtaining benefits from the exploitation of sports activities</li> <li>-motorway</li> <li>-diversity of events.</li> </ul>	<ul style="list-style-type: none"> <li>-lack of adequate projects</li> <li>-problems related to sources of funding</li> <li>-the danger of a negative impact on the environment</li> <li>-lack of support from local government</li> <li>-lack of specialists in fields</li> <li>-an unmotivated community</li> <li>-accentuating the trend of poverty of the population</li> <li>-ageing population</li> <li>-migration of young people</li> <li>-increasing the tasks of the administration</li> <li>-Legislation.</li> </ul>

<p><b>- cultural:</b></p> <ul style="list-style-type: none"> <li>- Folk music and dances</li> <li>- classic (theatre)</li> <li>- programs of the House of Culture</li> <li>- programs of the Library</li> </ul> <p><b>- leisure activities:</b></p> <ul style="list-style-type: none"> <li>- City of the Storks</li> <li>-the bank of the Mureş river</li> <li>- bike paths</li> <li>- sports (gyms, field with artificial turf, sport field)</li> <li>- Adult sport base</li> <li>- playground</li> <li>- fishing spots</li> <li>- accommodation</li> <li>- restaurants</li> </ul> <p>Road- M43motorway.</p>			
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## **VI. Strategy**

The city of Jimbolia embeds, together with the partner localities, Cărpiniș and Csanádpalota, a consistent heritage, represented by both monuments and religious buildings, with an important role in perpetuating the tradition and collective memory of local communities, as well as extended and dispersed architectural assemblies, with a role in shaping a powerful visual identity. The needs that are imposed in this area are related to maintaining the proper physical state of the monuments, respectively ensuring the rehabilitation of buildings with architectural value within the city. The tourist infrastructure of the localities plays an important role in ensuring a continuous flow of visitors. The needs, in this area, are related to the physical state of some buildings, the maintenance of museums and memorial houses, the state of leisure spaces and the declining cultural consumption respectively.

Tourism can become a component of the smart growth of localities, contributing to the functional diversification and development of the tertiary sector. Tourism needs are related to the diversification of the leisure infrastructure, which will determine the intensification of the tourist circulation and the increase of the average length of stay.

Thus, through the constant allocation of funds for the proper maintenance and highlighting by artistic lighting of the monuments, by supporting the rehabilitation of important buildings for the perpetuation of the visual identity of the localities, by organizing larger events and impact at the level of the different potential groups, cultural consumers, through the rehabilitation and diversification of the leisure infrastructure, but also by defining micro-regional and cross-border tourist circuits, we can stimulate the exploitation of the potential of the three partner localities.

Promotion can be done by different means, but the one that is most accessible and easily available is the Internet. Through this, specifically, through social media channels, we can promote partner localities in the project as spaces that provide different tourist objectives, as well as large events that take place over a year in each of them.

Thus, campaigns can be created to promote the cross-border area and each locality. These campaigns can either describe the cross-border area and what it can make available to tourists or be "did you know?" so that potential tourists are familiar with the events or objectives that the municipalities can make available in the event of a few days spent in the area.

At the same time, sustained and constant work on social media channels such as Facebook or Instagram creates communities and thus exposes a greater possibility for the information transmitted to reach a greater number of people, increasing exponentially the chances that potential tourists will be interested in what the localities can offer.

Another operation that can be carried out to produce the expected effect, i.e. that the cross-border area is visited by tourists, is the creation of content on a platform or blog. For instance, the creation of stories around events or outstanding figures for localities can be a campaign that motivates tourists to take the initiative and to use the action.

Thus, stories can be built as to the life of the swabians (those who colonized Jimbolia), making different tours of the locality to highlight the place on these lands and connecting to their specific holiday, which extends for two days, the kirchweih.

The industry that once was flourishing in Jimbolia can become a point of interest for tourists, and the tour of the places where the famous tiger and brick factory is located in the past can become an attraction for potential visitors, given that at present, the area from which the extraction of land necessary for the production of tiles and bricks was carried out has become a leisure area, ideal space for admiring sunbathing and taking pictures - which is extremely important, because the publication of photographs, taken by tourists, social media has a visual and decisive impact for other potential visitors.

In addition to posting photos on different channels, tourists will be encouraged to tell about the experience they had when they visited the area, which also gives credibility, a program of loyalty or prizes can be created for those who resort to leave feedback - which becomes twice as important and takes on double impact - the message is seen by people interested in the area and the individual who left the message is determined to return, given the fact that he is offered something promotional (special offers).

#### Promoting cultural tourism

Given that the cultural-historical potential of Jimbolia is insufficiently known, the overall objective of the strategy to promote this product is to make potential tourists aware of the attractiveness of this product, in order to increase its number and the income from tourism.

The main lines of action in this regard will be:

- setting objectives within the real or mobile cultural heritage;
- promotion of thematic tourist circuits;
- attracting some journalists, opinion creators for the purpose of making advertising materials to promote cultural tourism with the support of tourism companies in the region;
- the joint development with the local communities involved of educational actions that would inform and raise interest in this form of tourism (conferences, advertising exhibitions, other events with specific themes for cultural tourism);

- promotion of new tourism products that will capitalize on the main traditional cultural events;
- improving and diversifying the offer of advertising materials to promote cultural tourism (leaflets, brochures, albums, etc.).

The way we travel is changing periodically. The development processes in information and communication technology and the Internet in particular have revolutionized the entire tourism industry, generating new ways of promoting the local, regional, national and even cross-border tourism. Such a tourism marketing method is the virtual tourism. Virtual tourism can provide the visitor with information that he overcomes the landscapes, the touristic objectives, which he sees in real time using a digital device. Creating a digital platform, within which the main stakeholders: cultural institutions, tourism promoters, travel agencies will try to provide to future visitors with useful information regarding the touristic objectives that they can visit can be a beneficial solution for making the promoting methods used more effective. The value of a tourist objective increases with its popularity and with its visit, both physically and virtually.