Abstract: - The paper refers to some principles to define a new methodology for integrated sustainable tourism strategy, considering as a starting point the landscape, as defined by The European Landscape Convention, Florence, 2000. The fundamental concept for a new perspective regarding the sustainable tourism management projects consists of a switch to new vision from sustainable development to transdisciplinary integrated sustainability, which has to consider the unity of interrelations between anthropic and natural elements, material or not material, including all aspects regarding: economics, social-cultural, demography, environment etc. The paper refers as a case study at Hateg County a land with his own history, consisting of a system of cultural values and particular virgin natural landscape attractors, as a potential to develop a sustainable tourism.

Key-Words:  - integrated sustainable tourism, landscape, transdisciplinarity, built environment memory, planning and management

1 Introduction
Within the problematic of sustainable tourism management, landscape plays a key role, being heritage and resource in the same time, reflecting an ancestral human need to territorialize, to belong to a certain community, to find and to give significances to a landscape. The research project developed by the group from the University of Architecture and Urbanism Ion Mincu in Bucharest takes into account the landscape of Hateg County as a community associated with the population of the region, including the traditions and the customs. The new plan management for the area is a result of an integrated study where the eco-semiotic indicators play an important role.

2 Problem Formulation
The study referring to analyse the landscape as resource in an integrated sustainable tourism strategy tries to find answers at questions as:

- What needs to be protected, what needs to be changed, what needs to be enhanced or recreated?
- How can people's perception, attraction for a vacation land and images be influenced?
- What are the costs of changing and the costs of nonaction?
- How can we find a counterpoint for the rhythm of interventions which does not improve but destroy the sustainable tourism potential?
- How can the research results become operational?

Trying to find an answer for these questions, the paper refers to the potential of The Hateg County, a land including the Sarmizegetusa Citadel, monument of the UNESCO Heritage List, and The Dinosaurian Geopark of The Hateg County and some others National Parks, to develop an integrated sustainable tourism.

In antiquity, the landscape concept has been associated with the *chora* and *genius loci* concepts and now the research is focused again on the new concept, the chorography. The landscape significance was connected not only with a piece of land, but also with the community related to that region, including the traditions and the customs of the people. Having in view the strong character of these collective traditions, they become reflected as real laws, having higher value than the state rules. The terms of land and county refer to the landscape in this complete way. So, the landscape is a real peoples' matrix, a pattern proof of the interaction between nature and people, living within that nature, organized by a community with his own strongly character immediately to be recognized.1

This considers the following aspects:

**2.1 Analysis of the integrity of the places**

founded on the recognizing of the archetypal characteristics as a starting point for a sustainable tourism;

**2.2. The typological study of the historical buildings,**

as a result of the empirical knowledge associated with an aesthetic and architectural qualities, which takes into account the potentiality for offering typical elements to the contemporary architectural landscape;

**2.3. Chorography of the building traditions and**

the relation between the cultural historical policy and the spatial policy.

**3 Problem Solution**

This paper takes reference to the most important changes regarding the subject of the research and the management of the landscape as an integrating concept in the sustainable development. The transdisciplinarity and the holism are discussed in the new context of the participatory landscape planning. Landscape research developed during the time along different directions which are not yet integrated into a transdisciplinary landscape science. In the transdisciplinary approach [1], reality must be discovered following the interaction between science, culture and sacrum.

Cognition *IN VIVO*, different from the cognition *IN VITRO*, implies:

- Correspondance between external (Object) and internal world (Subject)
- Understanding and wondering;
- Intelligence between mental, feelings and body;
- Including the values.

At the end of the 20th century different approaches in landscape research were formulated. Landscape ecologists focused on the relations between spatial patterns and ecological processes, historical geographers and archaeologists focused on the time dimension and the genesis of the landscape as a mental and social construct with important symbolic architecture and scenery. Each of these approaches
used their proper definitions, concepts, methods, but a full interdisciplinary integration was still lacking. Also, it became gradually clear that a sole academic interdisciplinary approach was insufficient as well.

Although Sergio Conti considers the aspects of integrated sustainability: demographic, economic, ethic, geographic, environmental, socio-cultural [2], and Peter Dauvellier formulated a matrix of interpretation of the space qualities (as standards and values) [3], there is no enough clear support for a real transdisciplinarity regarding the landscape problematic.

Passing from the relation settlement-landscape, to a bigger scale landscape, which forms unities of definition, analysis and correspondance of development, takes into account interconnectivity between volumes, plots and the free space.

Landscape is too complex and too many stakeholders are involved in making the real changes in the landscape. Insiders and lay people need to be included in participatory processes of managing and planning landscapes. The need for a transdisciplinary approach is growing, meaning the integration of the whole process from scientific data gathering and analysis to practical application.

In the transdisciplinary landscape analysis, the attention switch from the individual objects to the history of the processes have generated the objects, from the historical inventory to the dynamic evaluation of the transformings generated phenomena: in the natural as well in the anthropic sphere.

The perspective starting from the historical procesuality, encouraged by The European Landscape Convention from Florence, enhancing the conscience of the historical dynamics, being them still alive, latent or dissapeard, is essential for the study, for innovative strategic proposals.

The main switches in the tourism management are:

1. Transdisciplinary research programs, including the participative research in which the landscape perception should be analyzed from historical perspective, but also considering the recently significances;

2. Enhancing the interest for architecture values, reusing existing buildings and in this way including archetype, identity and diversity, the study is focused not only on the historical center, but on the historical structure of the whole settlement, with all the natural and anthropic resources. Landscape conservation has material or immaterial advantages like:

- visitors attraction, encouraging pedestrian routes and the slow mobility;
- maintaining of the authenticity and character of a place;
- human scale.

In the landscape as integrated concept, the human settlements constituted an organic integrated network in the natural area, strongly connected within the relation interior landscape - exterior landscape.

Fig.2
Landscape as a potential attractor for a sustainable tourism in Hateg county
3. Education and involving of the citizens;
4. Implementing of natural parks, to preserve pure the non-anthropic ecosystems;
5. Development of the oenogastronomy and ecological gastronomy, including the enhancing of the interest for the local small scale economy;
6. Enhancing the recreative and therapeutic services;
7. Developing of the ornithologic tourism in the natural protected areas;
8. Enrichment of the touristic potential through enhancing religious, mythical and cultural routes, linguistic geography, transhumance routes, relational trade, rediscovering of old transport routes and old routes of the persons, ideas, traditions.

The recent developments in landscape research are influenced by different elements from the past and which are trying to actualize and to keep up with the permanent changes in the landscape, environment and in the mental perception of the people.

When it comes to management and landscape planning all approaches are regarding to specific areas and a synthesis is needed and transdisciplinarity as a research method is compulsory to be used, being unavoidable, as well as considering all the elements of the landscape: manor houses, bysantine churches, national parks and old Dacian citadels as a inter conditioning systems, forming a complete system.

4 Conclusion

The sustainable tourism has to become a discovering and knowledge lesson, of understanding of the relations and contacts between different
cultures, of the ideas and the form which they are representing.

References:


