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The Geoheritage value of the iconic buildings of Iași City, Romania

Ana-Maria Anastasiei¹, Lilian Niacșu², and Andrei Enea³

¹Faculty of Geography and Geology, Department of Geography, „Alexandru Ioan Cuza” University, Iași, Romania (anastasiei.anamaria@yahoo.com)

²Faculty of Geography and Geology, Department of Geography, „Alexandru Ioan Cuza” University, Iași, Romania (lilianniacsu@yahoo.com)

³Faculty of Geography and Geology, Department of Geography, „Alexandru Ioan Cuza” University, Iași, Integrated Center of Environmental Science Studies in the North Eastern Region - CERNESIM, Iasi, Romania (andenea@gmail.com)

Iconic buildings in Iași City are an expression of the local geologic and geomorphologic settings, because building materials are locally procured. We analyse and highlight the reasons why this particular city – characterised by many emblematic buildings and a high potential in terms of building materials, may successfully develop its geotourism sector. A case study of the geotourism enhancement of the Repedea site as a source of construction and ornamental stone for some iconic buildings in Iasi City is presented. We want to argue that geotourism in Iasi city can be integrated as part of urban tourism. Its traditional sense, namely as the kind of tourism specific to such landscapes, should be understood as a catalyst of urban architecture and building materials. This explicitly reflects the local geomorphological and geological environment, thus being an important element of the trips that aim to offer the experience of a special place in the city.