

MAGISTRATURAL STRATEGIES OF THE URBAN PUBLIC ADMINISTRATION OF IMPERIAL TIMIȘOARA. THE ADMINISTRATIVE TRANSITION PROCESS

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Abstract: *The article highlights the existence of a non-deliberate strategic approach in the process of urban transformation and development of Timisoara city, in its imperial period, strategic approach practiced by the city magistracy. As a way of treating the subject, we used multidisciplinary analysis of the historical contexts in holistic optics (urban analysis, community analysis, territorial organization analysis, etc.). Deconstructing the historical language (Derrida, 2009, 29-70) and the related concepts, in order to theorize, from a strategic point of view, the reality unexplored so far, namely the strategic valences (Koselleck, 2009, p 42) of magistrate activity of Timisoara during 1716-1776. The practice of this research methodology helps us confirm the strategic character of urban transformation development and to make intelligible the evolution of europeanness of the city in the period mentioned.*

Keywords: *Urban Strategies; Urban Planning; Urban Planning; Imperial Timișoara; Regional Development.*

JEL Classification: *N93; R58; O43.*

1. General introduction

The administrative transition from the Ottoman administration, which was present in Timisoara until 1716, to the Austrian Imperial administration, underwent urban transformations of European inspiration through the European character of the Austrian administration.

These changes have occurred mainly in the field of public administration, introducing, adapting and regulating various aspects regarding the performance of public institutions, as well as interventions in socio-cultural aspects. Due to the regional and local self-government capacity, earned from the decision to not including the region to the Empire (Feneșan, 1997, pp 16-18) and by regional and local imperial much more flattened hierarchical structures (CDNAT, 1/1718, CDNAT, 5/1773) than the Ottoman were (Vicze, 2006, p. 98-99), the Magistracy of Timișoara city, became the first imperial local administrative institution (CDNAT, 1/1718, Vicze, 2006, p 202-203).

Subordinated at regional level to the Command General or, in some cases, directly to the Vienna Court through the Imperial Administration of Banat (Landes Administration - CDNAT, 3/1718), the activity of this local public administrative institution proved to be innovative, having the ability to aligned the region and implicitly the city of Timisoara to the level of development and the European spirit of the developed cities of the Empire.

The analysis of the work of this institution during the administrative transition, and the organization of Banat and the city of Timisoara as part of the region, has

attracted curiosity in terms of strategic planning and parallel development of multiple urban aspects and elements.

2. Research methodology

This research aims at creating a record of the main categories of magistratural strategies implemented in Timisoara during the transition and administrative organization of the region.

Identifying these strategies was possible due to the research methodology used. This methodology proposes creating a melange between research methods in two distinct scientific fields and represents a pioneering attempt in contemporary managerial research.

The two areas are history and management, and the combination of historical research methods (Koselleck, 2007, p. 7) and research methods in strategic management (strategic diagnosis) we believe has the ability to highlight, nuance and substantiate untested issues so far regarding the potential of knowing the interference area of the two domains.

From the historical research methods we have chosen to use the deconstruction and reconstruction of the historical language (Derrida, 2009, p. 29-70, Cuțitaru, 1997, p. 10-11) and the related concepts drawn from the historical documents contained in the County Directorate of National Archives form Timisoara, Fund No. 2 regarding the activity of the Magistracy and City Hall. From the point of view of interference with managerial research methods, common areas have been outlined by the interpretation of activities, facts, historical events, applying the logic of strategic management.

Thus, it was possible to identify the similarities or even the correlations between the description in the historical documents, using the historical language, the behavior and activity of the Magistracy of Timisoara and the contemporary concepts used in the strategic management to describe those behaviors and activities.

This mix of research methods made possible the identification, knowledge and translation in contemporary terms of the strategic valences of the Imperial Magistracy's activity in Timisoara during the transition and organization period, 1716-1776, respectively the identification of the manner in which we witnessed the alignment of the region and the city to the spirit of Europeanity through Imperial integration (Dinand, 2006, p. 12). The difficulties of the research were due to the large amount of existing data in the County Directorate of National Archives.

3. Results and discussions

The applied methodology, analysis of the documents and the rebuilding of the contexts of those public administrative activities that carry strategic valences allowed the categorization of the reformulated strategies in contemporary terms.

3.1. Signs of the first attempts to secure the city of Timisoara

Since the beginning of the administrative transition process, the first main concerns of the administration that were newly installed in Timisoara in 1716, had non-deliberate strategic valences. The attention was spread over many public urban aspects and can be conceptually assimilated to what we call today urban security strategies.

As an example, we can highlight the first works of fortification of the walls of the fortress, carried out only a few days after the installation of the new administration and the construction of a new massive fortress that will later become of great importance in the Empire. By rethinking and reforming in contemporary terms, we can say that the new administration has developed and implemented non-deliberately strengthening fortification strategies or fortress management strategies. Another strategic concern has emerged around the activities of institutionalizing military security in the form of urban public administrative structures. The facilitation of institutionalization through the construction of the Transylvanian Warehouse, which was destined for the garrison, was also the longest in Europe. These activities can be assimilated to urban military security strategies. The construction processes of buildings that would function as public administrative institutions can be assimilated with administrative infrastructure development strategies.

Another dimension of urban securitization can be assimilated to demic control strategies (CDNAT, 3/1728), exclusion and urban penitentiary strategies. These strategies were earned through the reconstruction of the language and concepts, assimilating the administrative function of controlling the ethnic structures and the number of inhabitants accepted in the city.

Besides strategies, the contextual factors of urban securitization play an important role. Derived from the formal organization of security structures with emphasis on prevention against natural disasters (CDNAT, 1/1731).

All these activities and concerns of the city's administration are strategic in ensuring the conditions of institutional security and stability necessary for long-term city development and alignment at other Imperial cities.

3.2. Introducing community spiritualization processes

Another direction of assurance or security that the public administration has developed was the spiritual securing or uniformity of spiritual and civic values.

Due to the administrative change, there were also extensive confessional changes. In order to ensure a common set of confessional values, the administration wanted to develop and maintain spiritual connections (networks), desirably assimilated to regional spiritualization strategies. Parishes and bishops had the role of developing the spiritual network by installing the priests and building in the Romanian and Serbian villages' churches of their rites (Grisselini, 1984, p. 126).

Although Roman Catholic religion was not among the only religions allowed and practiced, there was a need of conformation of other religions to Roman Catholic one (CDNAT, 3/1752). These strategies can be assimilated with what we can now call strategies of community spiritual compliance and food-spiritual compliance, regarding post days. Some historical documents contain information on positive stimulation (CDNAT, 4/1764) or what we could call today, in terms of human resource management, empowerment or positive spiritual motivation through the development and implementation of community spiritual education strategies. Spiritualization strategies are not deliberate, but have strategic valences because they shape or remodel civic, spiritual and public value set, civic and administrative model of thought, and common regional culture.

3.3. Initiating regional and urban territorial organization

The importance of territorial organization is important at the time of an administrative transition, as it was in the case of Banat region and implicitly the city of Timișoara.

This regional administrative process has strategic valences and can be assimilated with what we call today territorial strategies.

The first organizational direction, which gave the region administrative distinctiveness, (CDNAT, 1/1718) can be assimilated to non-deliberate self-management strategies, deduced from the region status of not included or annexed to the Empire. The region was administered directly through the court in Vienna through the Imperial Commission specially created for Banat in 1716, and later by the Provincial Administration of Banat. At the level of local organization, resulting in local public administrative structures, we can identify the innovation strategies of some hierarchical structures that have been taken from the empire and adapted locally, others already developed by the German and Serbian Magistracy (CDNAT, 6/1772).

Other effects of the territorial organization are caused by the setting of the first major development directions of the city (CDNAT, 1/1718) by what we call today urban public organization strategies. These strategies had interventions in regulating urban commerce (CDNAT, 2/1756) and can be assimilated to fiscal and commercial organization strategies and also had impact on the regulation of judicial issues (CDNAT, 11/1718) and to judicial subordination assimilated to local judicial innovation strategies. According to a historical document (CDNAT, 1/1762), which includes the determination of the spheres of jurisdiction of the civil and military authorities of the German hereditary provinces, the standardization of judicial competence throughout the Empire was carried out, including the Banat region and the city of Timișoara. Thus we can talk about the integration of the judicial competence of the civil and military authorities in the city of Timișoara.

3.4. Urban and interurban logistics development

During the period of the region organization and implicitly of the city of Timișoara, the main urban and interurban logistics projects (CDNAT, 2/1756) focused on two development directions: land and river transport, and could be assimilated to innovation of goods and passenger transport diversification strategies.

The public channelling works of the Bega river have benefited from increased attention due to both the low transport costs and the capacity to connect Timișoara to the central European river system. Low costs have played an important role both in developing the commercial network, rigorously regulated by the local administration (CDNAT, 2/1756, CDNAT, 13/1768). Importance was also identified in creating and maintaining inter-human and interinstitutional relations with European people and institutions.

The importance of developing transport innovation strategies in the first phase of the river has strategic valences due to the ability to connect Timișoara to other European cities, to the European spirit and value system and to facilitate the perceptual opening and travelling possibilities to passengers from and in the city of Timișoara.

3.5. The onset of agricultural development

Among the administrations objectives of regional organization we also find agricultural development, expanding the practice of agriculture through what we could call today diversification strategies of the source of income in the region.

The first agricultural extension strategies were supported by geological and logistics projects that were necessary for their implementation: mowing, dumping, sewerage,

locking, harvesting available agricultural areas, increasing agricultural productivity, new methods of soil fertilization (Stelu, 2010, p. 137-153).

In addition, there were also emphasis on strategic landmarks of cadastral redesign (CDNAT, 5/1776), reorganization of land, reallocation of agricultural parcels, street fronts, development of agricultural road networks assimilated to the urban and rural cadastral organization strategies.

4. Conclusions

Due to the multidisciplinary treatment and the design of a holistic vision on the subject, the objective of identifying knowledge of the strategic valences of the Imperial Timisoara magistrate was achieved.

One can identify among the strategies identified in the article a logical order in their development and implementation, based on the systematic and substantiated development of the various urban planning elements.

At the same time, through the implementation of the strategies, the local public administration intervened on the status of Timisoara as a European city, not only in terms of political-territorial affiliation but also of the civic spirit.

By deconstructing language we can rebuild concepts (Koselleck, 2009, p. 41) to understand in the everyday language the strategic approach of the work of Magistracy of Timișoara between 1716-1776, the period of its organization. Reconstruction and categorization of the concepts presented in the resulting chapter highlight the multitude of possibilities to enhance the proactive conceptual theoretical basis (Koselleck, 2009, p. 43) and the importance and potential of innovation of the applied research methodology.

References

1. The development of concepts (and their valences) over time has meant semantic differences of the same concept due to the environment, factors of influence (military, economic, etc.). The concepts have different valences over time and they offer different taxation powers. Thus, concepts have a different internal structure at the temporal level than events. They develop post-eventually. (Koselleck, 2009, p. 42)
2. The concept of history has to be categorized, it is not enough to talk about history (Koselleck, 2009, p. 7). There are at least two major categories: social history or conceptual history. Conceptual and social history have a universal character, being the application of other subcategories of specialized history.
3. Dinan (2006, p. 12) presents previous forms of the existence of an economic and political union before 1945, long before the First World War. He names it Imperial Integration. As an example, it also offers the Habsburg Empire.
4. The problem of conceptualization is actually the link between language and history. The facts of the language, the concepts around which the political debate focuses, relate to the historical experiences that have generated them sometime. In other words, concepts exist due to past events. (Koselleck, 2009, p 41)
5. Language (represent the concepts) develop more slowly than events, they need time and multiple events of influence to change semantics. Concepts are reactive to events. Proactive concepts (Koselleck, 2009, p. 43) are linguistic or conceptual innovations.

6. Historical documents from the County Directorate of the National Archives in Timișoara, Fund 2. City Hall of Timișoara (n.n. CDNAT)
7. 1/1718, file 1-6: Provisions given by the Imperial Commission for the organization of the city of Timișoara
8. 3/1718, file 1-2: Report of the Timisoara City Magistrate to the Imperial Administration (Landes Administration) regarding the use of mistakes and false measures by Serbian merchants and the need to unify weights and measurements. Possible negative effect on local business relations and implicitly on local development which was based on commercial activities.
9. 11/1718, file 1-2: The request of the German magistracy that the tolerated Serbs within the city should be brought under his jurisdiction.
10. 3/1728, file 1-2: Nominal specification of the German Jews in the Timișoara fortress, on the reverse the resolution of the provincial administration regarding the arrest of people who are not tolerated.
11. 1/1731, file 1-20: Firefighting regulation made up of 21 sub-points briefly developed.
12. 3/1752, file 1-15: File with the provisions of the Administration regarding the observance of the Roman Catholic holidays needed to be celebrated by the population of all rites.
13. 2/1756, file 1-8: Provisions of the Administration to the magistracy on the regulation of food trade made by foreigners from foreign commercial vessels that stop in the so-called "Navigable Mercy Channel".
14. 4/1764, whole document: Meetings record of the German Magistracy of the city of Timișoara on gifts for pupils in order to stimulate the learning of Roman Catholic religion.
15. 13/1768, file 1-40: Registry of the sessions of the German Magistracy of Timisoara (*Sessio in publicis et oeconomicis*), comprising the following:: acquisition and export of gold and silver, import of coffee and sugar surrogates, etc..
16. 6/1772, file 1: The President of the Administration, Count Brigodo, tells the Serbian magistracy that the Mehala suburb is removed from his administration and moves to one of the newly created perceptions (Rentämter).
17. 5/1773, file 1-2: The administration communicates to the Serbian Magistracy that on the occasion of the Emperor's arrival anyone (personally) can file complaints or requests to him. Direct transmission, direct communication, the possibility of approaching the emperor can be assimilated to a flattened hierarchical structure.
18. 5/1776, file 1-6: Observer order controlling land partitioning, improving agricultural labor organization, etc. in the Mehala suburb.
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