

# Tourism and culture - a vital role in the development of Romanian's destinations

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**Abstract**— There are many studies talking about the "anonymity" in which our country is sinking, in terms of international tourist identity, of the symbols that define us.

The economy of knowledge facilitates the collaboration between cultural professionals worldwide, the small-scale specialization stage being surpassed. This phenomenon leads to the possibility of a broader promotion of cultural products and the emergence of a global type culture.

Culture and tourism have a reciprocal beneficial relationship, which can consolidate the impact of attractiveness and competitiveness of the regions and the countries in their development. Culture is a more and more important element of the tourist product, which, also, creates distinctively on an agglomerated market, at a world level, new metamorphoses of the local, regional and national tourist product. At the same time, tourism offers a very important means of consolidation of culture and the creation of incomes which can support and consolidate the cultural heritage, the cultural production and creativeness. The creation of a strong relationship between tourism and culture can help new destinations become themselves more attractive and more competitive as places to live, to visit and to work or to invest in their sustainable development.

The cultural tourism may offer alternative sources of income for the rural localities, cities, areas where the traditional industries have declined and whose economies or local communities have suffered. A flourishing cultural economy may improve the social and economical status of a city and may positively contribute to the life of the local communities.

Beyond the traces of the past, the landscapes and the cultural treasures of Romania, what the traveller or the cultural tourist discovers is the spirit of the place he/she visits, the vital energy of the people he/she meets.

Though strongly attached to their cultural norms and traditional values, these are special tourist flow gradually embraced contemporary history, the rapid processes of modernization of today's world, globalization and standardization in progress.

**Keywords:** treasure, heritage, cultural tourism, tourism, culture, attractiveness, globalization.

## I. INTRODUCTION

The classical tourism seems to be in crisis, maybe because of the oversaturation of certain traditional areas or of the autonomy of movement of the European population who tries to allocate the holiday period along an entire year distributing the periods of stays in traditional places, reaching other alternatives in the rural environment. A tourist destination means a multitude of elements, practically its natural ensemble, which is also built and human. "The artificial

destinations" such as the holiday clubs, the cruises, start to be less popular, these being the image of a chaotic globalization in tourism. The clients who afford to tour return to the authentic. The effort must belong to the entire community: not only have the personnel from the tourist sector contributed to its success, but also all the people, including the local population. It is obvious that the Romanian tourism construction must be started from the "destination"<sup>1</sup>.

For now, from the perspective of global tourism, of the tourist destinations, the Romanian tourism exists partially, but it does not operate at all wanted parameters. We must insist due to the importance of this concept. The destination is built for the tourist as well as the local people. It is also different from others, but it has a similar level of comfort and organization of other destinations, so that the local person as well as the tourist should feel like home, through the natural facilities, in a clean and sustainable environment.

Or, the economic crisis Romania has entered is especially an internal crisis, determined by the wrong mix of microeconomic policies adopted during the last few years.

The economic growth proves to be an unhealthy one. This happens because we have had these years an increase based on consumption, financed on debts. The private consumption was excessive, but the population should not be blamed: all the macroeconomic measures have been pro-cyclic, stimulating the consumption. The most damaging of all, the lump share, is still protected by its initiators, who would not admit that they were wrong. The lump share stimulated the consumption, so we have today the first crisis of over-consumption from Romania. What should be done?

If there is no development strategy of implementing a quality tourism, based on a sustainable development, including a selective and planned construction of accommodation places and the reconstruction and improvement of the existing one, the gradual development of a supplementary offer (culture, sport, welfare, entertainment, recreation etc.), the development of the family tourism, organisational tourism and business tourism, activating the potential of the entire territory, then no successful results will exist: the tourist sector itself must adopt a proactive attitude.

<sup>1</sup> Melinda Căndea, Felicia Aurelia Stăncioiu, Mirela Mazilu, Roxana Cristina Marinescu - The Competitiveness of the Tourist destination on the future Tourism Market, published in WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS, VOL. 6, Issue 7, August 2009, pg. 374-384

## II. PROBLEM FORMULATION

Economic branch of interference, with culture, sport, art and of great interest and important availability, Romanian tourism should become a dynamic component of the global economic system. Subsystem of the national economy, tourism bears influences from other subsystems and exercises, in turn, an increasingly influence on their evolution. The tourism sector in Romania currently holds only a modest share of GDP, in particular because it has not been strongly supported by decision factors, its development being left to chance. It is widely recognized the ability of tourism to become a primary sector of the national economy, in a context that will meet national targets in this area.

These predictions, both economic and psycho-sociological are needed to make a cultural touristic offer appropriate to market development and requirements. This is a macro-economic approach that will have to be deepened by short-term market analysis. To truly become an engine of economic growth, tourism should be given due consideration for the purposes of considering it a priority sector of national economy. Once this goal is achieved, a long-term strategy for cultural tourism development can be achieved, while developing the national economy.

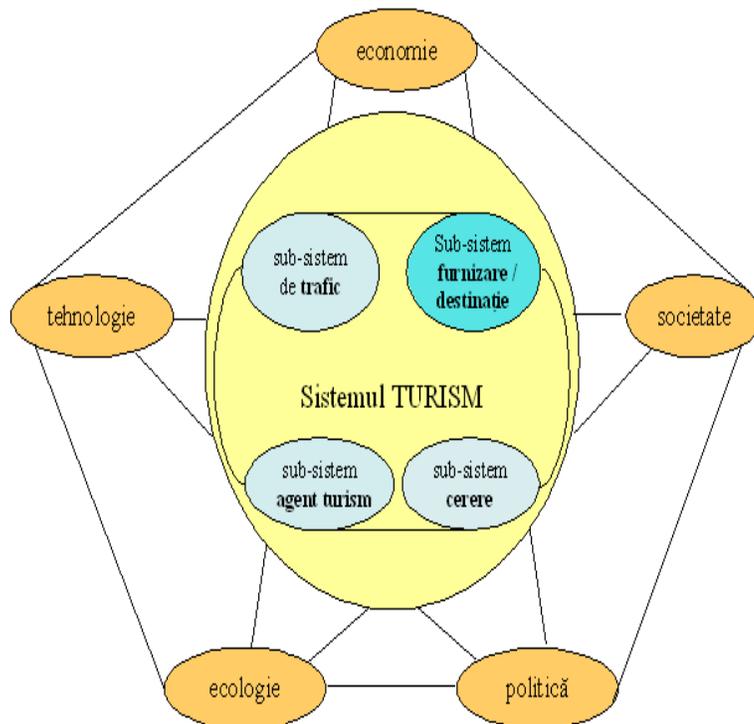


Fig.1 – The Tourism System an its interrelationships with other society's subsystems.

According to WTO officials, tourism is very important in the countries with an emergent economy, because tourism

influences the entire economy through the reduction of the external debt, of the commercial deficit and through the creation of workplaces. The Master Plan achieved by the World Tourism Organisation, at the request of the Ministry of Tourism and Regional Development from our country, together with the Romanian specialists, shall be applicable in the period 2007 – 2013. "The Government of Romania has set forth that the only way to have a good tourist industry is through a tourism development plan," the technical assistance manager of the World Tourism Organisation, Harsh Varma, has declared, quoted by News In.

The Master Plan objective is to identify the weak points from the tourist industry from Romania and to draw the strategic directions regarding the manner in which it can be restructured and in which the resources may be ensured, as well as the manner in which it may be renewed to compete efficiently on the world market.

The Master Plan consists of several main directions, such as:

- ❖ The tourist market research,
- ❖ The availability of functional institutional structures,
- ❖ A marketing strategy aiming at the markets with potential
- ❖ And the professional training of the employees from the field of tourism.

"Our vision is that, until 2013, we should transform Romania in a quality tourist destination, **based on its cultural and natural heritage**, which corresponds to the standards of the European Union on the supply of the products and services, and to achieve a sustainable development - from the point of view of the environment - of the tourist sector in a higher development rhythm of other tourist destinations in Europe", according to the Master Plan.

According to the form of the Master Plan, the regional development program of tourism must be oriented towards the following directions: tourist weekend in Bucharest - culture, recreation,

✓ *The tourist circuit in Transylvania - cultural tourism, nature, ecotourism, ski and spa tourism,*

✓ *Black Sea seaside - beach, recreation, spa tourism,*

✓ *Bucovina – cultural tourism, ecotourism, nature, ski,*

✓ *Maramures – cultural tourism, ecotourism, nature, and*

✓ *The Danube Delta – nature, ecotourism and recreational tourism.*

Beyond the traces of the past, the landscapes and the unique cultural treasures, many of them being the pride of Romania (Transylvania, Bucovina, Maramures, Dobrogea, etc.), the lonely traveller discovers the spirit of the place he/she visits, the vital energy of the people the tourist meets.

Although strongly attached to the norms and the traditional cultural values, these people are gradually understanding the flow of contemporary history, the rapid processes of modernisation of today's world, which is globalising and

standardising by the world financial crisis (the tourist product is no exception from their metamorphoses), the culture being the first level affected: *“The current economic downturn, triggered by the financial crisis, is closely related to the inability of governments and international institutions to address what experts call the ‘global governance problem’ – the growing mismatch between the forces of globalization (largely financial), and the capacity of governments to steer and regulate. Firstly, in the arts and cultural field – and in the non-profit sector overall – there is very little interest in the origins of the current crisis (i.e., financial markets that were beyond the control of policy-makers and business leaders). Rather, the field is focused almost entirely on dealing with the immediate fallout, with some energy placed on developing strategies for surviving in the medium to long term.”*<sup>2</sup>

Romania has a cultural-historical and ethno-folkloric heritage of great value and tourist attractiveness. There are over **680 values of cultural heritage of national and international interest**, among which: churches and monasteries, monuments and ensembles of architecture and art, urban architectures, historical centres and archaeological sites, of which part of them has become value of the Universal Heritage of UNESCO (the fortified churches, the churches with exterior frescoes, the Dacian fortresses, the fortress of Sighisoara, etc.).

The Romanian ethnographic and folkloric treasure is also very original, being represented by: the specific architecture of the villages from the Romanian historic provinces; the wooden churches from Maramures and Salaj; the wood processing; the folk costumes; the art of decoration; ethno-cultural events and traditional religious events; fairs and ethnographic museum exhibitions in open air or exhibiting pavilions, etc.

This form of tourism is supported by an accommodation capacity representing 12.9% from the total existing places in the whole country. There has been a reduction of this number lately, as a consequence of the change of destinations for some accommodation units. The number of foreign tourists in the religious cultural tourism has increased with 28.5%.

The problematic aspects which this type of tourism faces are connected to the access infrastructure to the archaeological sites, the old and insufficient architectural monuments, the lack of parking spaces endowed with information and promotion points of the cultural objective, the lack of belvedere points for the fortification, medieval fortresses, churches, historic monuments and monasteries, the lack of special spaces for camping while on pilgrims.

**The cultural tourism is one of the most affected fields by globalisation;** it creates the premises for globalisation and amplifies under the impact of globalisation. In addition, we can hardly imagine an economic activity outside tourism, which could fit globalisation, because tourism through its nature and content "consists" of all the features of globalisation and at the same enriches the fund with essential elements.

**The SWOT analysis** emphasises the following elements for the **Romanian cultural tourism:**

#### **Strong points:**

- The richness of the material and immaterial cultural heritage of Romania;
- The multiculturalism of the Romanian space;
- The relatively large number of tourist objectives included in the list of world heritage by UNESCO; - the existence of a tourist structures network with accommodation functions with 3\* and 4\* in all the important cities from Romania, respectively the main ethnographic regions;
- The existence of some world known personalities in our culture - Enescu, Brâncuși;
- The competitive advantage from the cultural tourism point of view in comparison with the main destinations from the region;

#### **Weak points:**

- The relatively poor training level of the guides from the cultural tourism (especially the circuits) and of the guides from various tourist objectives;
- The failure to perceive the tourist objective as an additional financial source or they are not managed by the local community;
- The marketing of the cultural tourist points of interest is reduced especially at regional level/local level, thus not knowing their value;
- The market researches are reduced from the point of view of the number and regions where they have been performed;
- The rigidity of the cultural institutions in the unfolding of the visiting program regardless of the tourist season
- The lack of cultural events connected by name to some tourist points of interest;
- The lack of awareness/education of what national cultural heritage means and of its importance at the moment, but, especially, in the future;

Cultural tourism presents great advantages in its bilateral relationship with culture, but also real future advantages of the inseparable trinomial relationship: Culture - Tourism - Sustainable Development (fig. 2).

### III. PROBLEM SOLUTION

The specialty studies show that the **cultural destinations (the Romanian one, as well as the international ones)** request more and more money from the tourist pockets, these being more and more attracted to such kind of trips. During the last five years, the allocated sums for this type of holidays have increased with over 50 percentages, sufficient reason for the European countries to focus on the internal promotion of the cultural objectives. Romania is one of the countries that can boast with a vast cultural potential. The Danube Delta, the monasteries from Moldova, the monastery from Horezu, the villages with fortified churches from Transylvania, the Dacian fortresses from Orastie Mountains, the historical centre from Sighisoara and the wooden churches from Maramures are only a few points of interest attracting thousands of foreign tourists, despite the total lack of promotion of this sector. Nevertheless, the lack of infrastructure remains the main obstacle in the way of this field development: And the World Council for Tourism

<sup>2</sup> Helmut Anheier, How can the cultural sector survive the financial crisis? *Cultures and Globalization: The Cultural Economy*. (LabforCulture is a partner initiative of the European Cultural Foundation).

and Travels recommends Romania to consider a priority the promotion of the historical monuments using as reference sites Brasov, Sibiu or Sighisoara. If our country took into account these recommendations, tourism would represent almost 6% of the GDP and almost 7% of the total workforce by 2016, data which should not be neglected. The bureaucracy gets in the way related to this sector as well. In other words, where we could have spent less and done more, we have spent more and have done less.

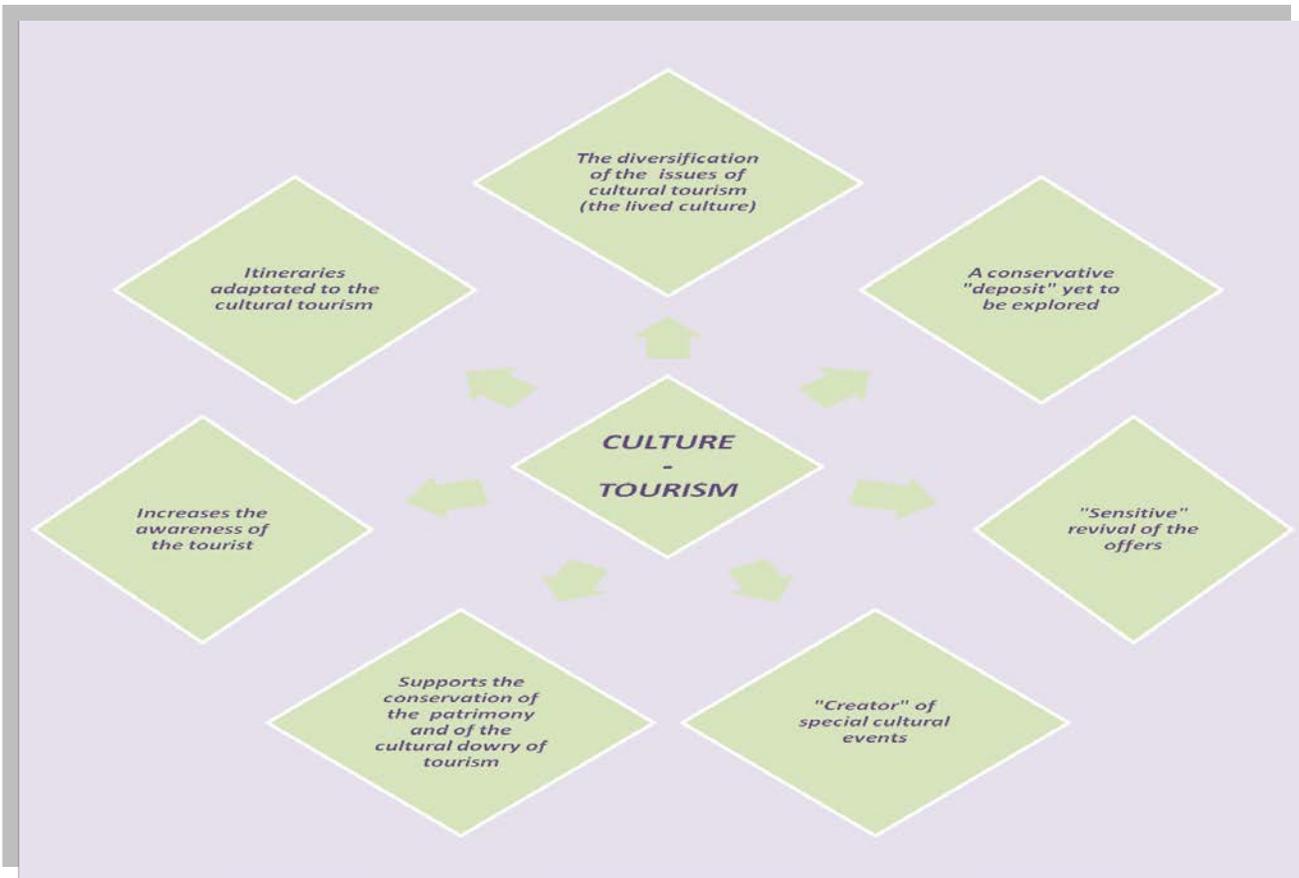
**Fig. 2. Advantages of the future relation Culture – Tourism – Sustainable Development**

The idea is to choose a place on each continent and try to

*cultural heritage, the landscapes and the quality of life*<sup>3</sup> (see.fig.2) .

The foreign tourists choose the Danube Delta because it is the entry gate for all the cultures and civilisations from Central and Eastern Europe and, based on this theory, we shall try to build another type of economic development.

The Ministry of Tourism proposes that, through **the International Conference dedicated to the Cultural Tourism**, which took place at the end of 2008, Romania should be placed on the map of countries that organise major events in the industry of tourism. It remains to be seen how many projects shall become a reality in the next period within this



see if we can obtain a sustainable economic development starting from culture, which should respect the environment, the people and their culture. This would be another form of cultural tourism, unlike the current form of tourism, which has already created problems and risks to create new ones,” given the fact that the **European Commission** invites all the member states to “*encourage the contribution of culture to the sustainable tourism as a key-factor for the local and regional attractiveness and for the economic development, as well as an element of emphasis of the cultural importance of heritage in Europe, and to encourage the development of cultural tourism as a key element of the sustainable tourism and to offer the deserved attention to the protection of the environment, the*

chapter.

Many cities have created integrated ‘cultural districts’ or ‘cultural neighborhoods’ as part of regeneration strategies, tourism and urban revitalization.

<sup>3</sup> The conclusion of the Council from 10 May 2010 regarding the contribution of culture to the regional and local development, the Official Journal of European Union, 26.05.2010.

Wynne describes the ‘cultural neighborhood’ as that geographical area which centralizes the largest part of cultural and recreational facilities in a city’. In most cases, these areas of development aim at providing attractions and facilities for locals and tourists alike. **Sudjic (1999)**<sup>4</sup> describes the tendency of cities to redefine through ‘big projects’ according to the French tradition. These include: building conference centers, universities, airports or cultural attractions such as museums and festivals. Bilbao, for example, managed to transform itself from a little known industrial town into the Basque Country cultural center, becoming popular on the European market especially due to its cultural symbol – Guggenheim Museum. Some cities use projects based on cultural symbols and events as catalysts for a region’s environmental, social, economic, tourist and cultural regeneration. These may include the development of new cultural attractions such as museums, galleries or theaters, or events of the type of festivals and exhibitions. **Richards**<sup>5</sup> examines how the European Capital of Culture initiative was used as a tool for urban redevelopment, especially in cities that are not usually cultural centers or capitals. For example, this is the case with Glasgow, a city that has managed to ‘beautify’ its external image attracting investors and encouraging tourism. For Romania, Sibiu is the example of European capital in 2007, receiving a well defined, durable tourist image.

**Bianchini**<sup>6</sup> gives the example of other European cities, such as Barcelona, Frankfurt, Liverpool, and Montpellier who have used cultural symbols. Cities ask to hold the next Olympic Games, World’s Fair or the European Capital of Culture. The heritage of mega-events and their contribution to urban regeneration is a concern for many researchers in the field of tourism, culture and urban planning.

In Romania, **cultural tourism** means more theory (ideas, projects, strategies, papers that we have a lot), but less practice. As a tourist, who still sees Romania as a country with places that one may fall in love with, I have suffered countless times because of the indifference that surrounds these places, about which we never seize to boast: bad roads, lack of signs, lack of information. Assuming hypothetically that all these functioned, would cultural tourism develop? Only with signs, roads, information, memorial plaques, visiting programs, guides? Probably not!

The cities and the medieval fortresses from Transylvania, together with Danube Delta and the monasteries of Bucovina, represent a true gold mine for Romanian tourism. The season lasts all year round, there are accommodation and food facilities, while other new ones are developed quite rapidly, and the tourist points of interest attract, regardless of their conditions - excellent or ... bad. But the historical centres of the beautiful Transylvanian

cities have been mostly renovated and restored. Sighisoara, world UNESCO heritage, is the proud example of the fortresses that have achieved their ambition of making tourism the main means of living

Founded (according to the tradition) in 1191, by German colonists brought to Transylvania for the protection of the old Hungarian kingdom borders, Sighisoara of today is a true illustrated history book, that may be studied by anyone. It is enough to walk the small streets of the fortress and the streets of the historical centre, in order to believe that you are living other times, when the worries were fewer and life simpler.

Sighisoara (Castrum Sex, Schaessburg, Sagesvar) has always been considered the **Pearl of Transylvania**, even nowadays tourists and experts are very serious when they state that there is no other inhabited medieval fortress more beautiful in all Europe! In the past, Sighisoara lived exclusively from crafts and trading. During communism, unusual industries have been implemented in the area. Nowadays, the local people see clearly that tradition is the solution, so they have abandoned the factories and have returned to the trading and the old crafts,



along with the development of the cultural and historical tourism. The architectural legacy is impressive and it is worth very much in the snapshots of the tourists, and the legends surrounding the old walls may be easily accompanied by good food and a traditional drink, much appreciated by Romanians, as well as the foreign people.

The national and international tourism has been and remains the major engine for cultural changes, an opportunity of work experience, not only from what has survived from the past, but

4 Sudjic,D (1999) between the metropolitan and the provincial in: Nystrom, L.(ed) City and Culture, The Sweden urban Environment Council, Kalamar, Sweden, p.178-185.

5 Richards,G.(ed) (2005) Cultural Tourism: Global and Local perspectives, Atlas (Association for Tourism and Leisure Education), Arnhem.

6 Bianchini,F, and Ghilardi,L (1997), Culture and Neighbourhoods; a Compararative Report, Council of Europe, Strasbourg.

also the current life of other human groups. It is more and more acknowledged as a positive force promoting the preservation of the natural and cultural heritage. Tourism may capture the economic features of heritage and its preservation for the use of the developing resources, developing education and influencing policy. This represents an economic key challenge for many countries and regions and may be an important factor of development, when they are successfully managed. Tourism has become a complex development phenomenon. The development plays an essential role in the economic, social, cultural, educational, scientific, ecological and aesthetical fields. The touch beyond the intrinsic value of the cultural offer, we unfortunately remind the pressure and the conflicts that may exist between the expectations and the desires of the visitors and the host communities, proving a challenge as well as an opportunity.

**The pressures of tourism on Culture** may be seen through:

- ✓ The actual desire to diversify tourism (more and more various forms of tourism, offers and requests from the scientific tourism to the tourism of congresses, forums, etc.);

- ✓ The tourism – cultural relation is not fully harmonious, many times people from the field of culture feel betrayed, even invaded by the people from tourism;

- ✓ Tourism brings a large number of tourists that culture rejects: the case of museum "suffocated" by the flux of tourists, the large number of visitors, daily;

- ✓ Culture remains a competition factor at world level- the case of the "European Capitals"<sup>7</sup>, true „magnets” of tourist attraction.

Sibiu, the first city from Romania that benefited from over 337 projects, summing 2062 events – a mixture of types and tourist directions for the most different tastes: from theatre and painting, music, film, dance, literature and architecture to contemporary art and gastronomy. The events included in the Sibiu 2007 Program have shown the multicultural and the multilingual features of the city and confirmed the slogan: "A city of culture – a city of cultures". The cultural partnership with the Grand Duchy of Luxembourg has transformed into 40 common projects Sibiu – Luxembourg, rendering the European feature of the Program. The great gain of Sibiu after this year is certainly the increased visibility it benefits from. The city has become "famous" in a very short time, maybe the best known city in Romania after the country capital. Although at first sight

<sup>7</sup> The European Cultural Capital Program was setup by the Council of Ministers of Culture of the European Community in 1985, at the initiative of Melina Mercouri, the Greek Minister of Culture. The program has been designed "with the purpose of connecting the people of Europe" and to celebrate the contribution of cities to the development of culture. The nomination procedure is performed after the principle of rotation, meaning that each of the member countries of the European Union may propose one or more cultural capital in the year set for each, by rotation.

The nominations are examined by an independent jury formed by experts in the cultural field. The jury is composed of two members appointed by the European Parliament, two appointed by the European Council, two representatives of the European Commission and a member appointed by the Regions Committee.

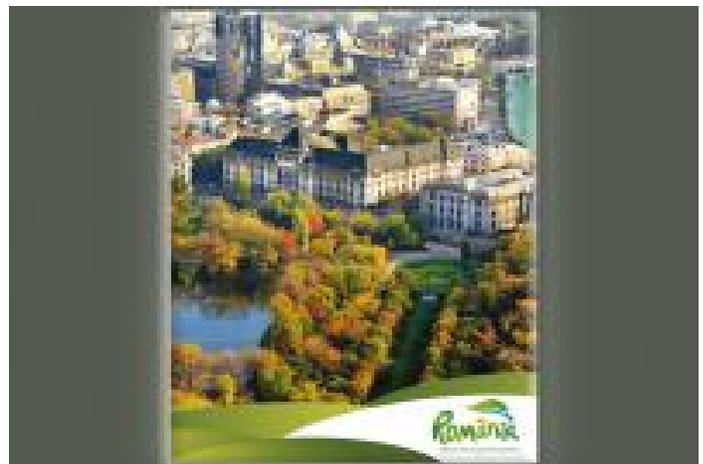
Over time, the popularity of the program has grown, the cultural, social and economic influence being increased by the larger number of tourists.

this status is only a tile, the investments in the city's infrastructure achieved for 2007, these are investments that must be continued the following period.

Another positive aspect resulting from the program Sibiu – European Cultural Capital 2007 is the increase of visibility of the municipality of Sibiu nationally as well as internationally through the means of cultural events of high class, involving Romanian and European actors. Sibiu has proved through this program the fact that the cultural act in Romania and especially in Sibiu raises at the value of the European cultural act. Another benefit would be the experience achieved from the organisation of such a program, which shall be considered by the cultural operators. They shall choose Sibiu as a partner in the unfolding of their projects in the future as well. Through this Program, the cultural operators from Sibiu shall have the experience of an international program, shall gain a broader experience regarding the cultural management. Thus, in the following years Sibiu shall use this experience to generate the cultural events of high class and great visibility on a European level and internationally. For a year, Sibiu the European Cultural Capital has marked the excellence of a city whose cultural legacy is identified with the one of European destiny.



Another initiative meant to promote the Cultural tourism from Romania bears the name of "**A trip through the cities of Romania**". The Ministry of Regional development and tourism has published the English brochure "A Romanian cities journey". The potential cultural tourists of Romanian are



invited in the pages of the brochure to visit the most beautiful cities from Romania, in a special cultural trip.

You can also discover the fortified medieval fortresses, you can follow the footsteps of history, on the narrow streets of the old settlements, you can step beyond the gates of the castles, admire the old churches and cathedrals, breathe the fresh air from the mountain, can enjoy the golden sun on the beaches of Romania, visit Bucharest, also known "little Paris".

I have to mention the articles meant to select 13 Romanian cities (an unlucky number): “Orasele din România - o privire de ansamblu” (“Romanian cities - an overview”); “Bucuresti - micul Paris din est” (“Bucharest - Little Paris of the East”); “Sibiu - Capitala Europeană Culturală” (“Sibiu - European capital of Culture”); “Brasov - inima Tării” (“Brasov - Heart of the Country”); “Cluj-Napoca – Centrul spiritual al Transilvaniei” (“Cluj-Napoca - Spiritual Centre of Transylvania”); “Timisoara - capitala Banatului” (“Timisoara - capital of Banat”); “Sighisoara - fortareata medievala” (“Sighisoara - A Medieval Fortress”); “Iasi - orasul celor sapte coline” (“Iasi - the City on Seven Hills”); “Suceava - capitala voievodala fortareata a Moldovei” (“Suceava - Voivodal Capital Fortress of Moldavia”); “Curtea de Arges - necropola regala” (“Curtea de Arges - The Royal Necropolis”); “Targoviste - capitala istorica a Valahiei” (“Targoviste - Wallachia’s Historic Capital”); “Targu Jiu - orasul lui Brancusi” (“Targu Jiu - Brancusi’s City”); “Constanta - magie la malul marii” (“Constanta - Magic by the Sea”);

The final advice of this brochure: “Discover the history and the cultural richness of these places, whether you have a weekend at your disposal or several weeks or whether you are from Romania or abroad!” urges but does not convince!

#### *A JOURNEY THROUGH ROMANIA'S CITIES*

✓ **The increase (especially in the last 20 years) and the diversification of the cultural offer** in the benefit of tourism and of those who practice it, accompanied by the diversification of cultural themes. scientific cultural elements with tourist attraction (Futuroscope), contemporary art, industrial technology, etc.;

✓ **The internationalisation of the cultural offer:** the case of the mobile exhibitions, the trips, the opening of some “branches” of the parent museums (Luvru Museum from Abu DHABI. If Dubai has been the first in the fields of innovation, building and tourism, the hierarchy might change. The Emirate Abu Dhabi shall host a cultural complex of 27 billion dollars consisting of 3 well known museum on the island Saadiyat (in translation “the island of happiness”): a branch of the Luvru Museum from Paris, one of the Guggenheim Museum from New York and the National Zayed Museum. Besides these, there shall be a maritime museum and several other pavilions. **Luvru Abu Dhabi** was born following the agreement on 30 years between the Arabian Emirate and the French Government, a very controversial agreement ever since its conclusion in 2007. The amount of the transaction is approximately 1.3 billion dollars. Besides the money that Abu Dhabi has paid the French State to use the name “Luvru” and to borrow a part of the art works, the Arabian state has undertaken to perform a donation to the Luvru Museum meant to renovate a pavilion of the famous Parisian museum. The declared purpose of this controversial agreement (besides the material gain) is the creation of a cultural connection bridge between the art of the east and the art of the west of the continent. The building shall have the shape of a floating dome and a size of 24,000 metres, and its opening is set forth for September 2013.

Another remarkable branch follows the exponential multiplication example of the Madame Tussauds Museum, a famous wax museum from London, with branched in many cities of the world (the Wax Museum of Barcelona, the Wax Museum of Sankt Petersburg, bringing to Bacau, Romania, an exhibition titled “The History of torture and punishment”, the Wax Museums from other 2 Romanian cities: Bucharest, Pitesti). The 11<sup>th</sup> Madame Tussauds Wax Museum shall open in Wien, in the Amusement Park Prater from Wien, which shall become the new interest point starting with spring 2011. On a surface of 1,500 m<sup>2</sup>, visitors from the capital of Austria shall be able to admire and shall take photos of the 65 wax statues of the different national and international personalities.

✓ **The internationalisation of the cultural offer promotion and of the inseparable binomial relation: Cultural tourism – Cultural offer** (leaflets in language considered inaccessible up to the present, leaflets for all the types of tourists, including the ones with hearing handicap, souvenirs, the desire to leave with a “piece” of the museum or tourist point of interest visited, etc.

✓ **The Theatricality of the tourist activity**, as well as the most visited museum in Canada, located in city of Gatineau from the province of Quebec – the Museum of Canadian civilisations. The museum collects and illustrates the history and the diversity of Canadian inhabitants. The unique architecture of the building, the quantity and the uniqueness of many exhibits has become the main tourist point of interest. The maximum curiosity consists of the fact that the museum disposes of guardians, tourist guides, the visitor organising the “tour” of the “museum” by himself/herself.

✓ **The powerful identity of culture** – the cultural factor “does not have an expiry date”, extending over the elements and cultural tourism forms as well;

✓ **The non-exposure of culture and cultural tourism to evolutionary pressure** (culture and cultural tourism supports to a small extent the consequences of climate changes, of terrestrial geomorphology, etc.)

✓ **The natural and cultural heritage**, as well as the diversity of cultures, is the main tourist attraction. Excessive tourism may, at the same time, affect the physical integrity and the cultural heritage through a bad management. Tourists may lead, also, to the degradation of the natural areas and cultures, but also to the lifestyle of the host communities. The purpose of tourism is to bring benefits to the host communities and to offer substantial resources and motivation to support and maintain their heritage under sustainable condition and cultural practices. The participation and the cooperation of host communities, representing the ecologists, the tourism operators, the private owners, the politicians, the developers and the program administrators, as well as the managers of the site are force to apply the sustainable tourism industry and promote the protection of the resource heritage for future generations.

ICOMOS,<sup>8</sup> The International Council for Monuments and Sites, as author of this Charter, and other international organisations and the tourism industry are willing to answer this challenge. The second principle of this **Charter of Cultural Tourism** stipulates the relationship between heritage and tourism, which is dynamic and must exceed the values conflict. These must be managed in a sustainable manner, in the benefit of present and future generations. According to this charter, the significance of the cultural heritage is a value for all the people and has an important basis for the cultural diversity and social development. In addition, the interaction among the heritage and tourism resources is dynamic and in continuous change, generating opportunities, challenges, as well as potential conflicts. The projects, the activities and the tourist evolutions should reach positive results and minimize the negative impact which could affect the heritage and the lifestyle of host communities, while answering to the needs and the aspirations of visitors.

The preservation of authenticity of places and heritage collections is important. It is an essential condition because their cultural significance is expressed in materials, while the collective memory and the traditions come from the past. The programs should present and interpret the authenticity of the heritage so that to promote the meaning and the revaluation of the cultural heritage.

The cultural tourism development projects and the tourist infrastructure must take into account the aesthetic, social and cultural sizes, the natural and cultural landscapes of biodiversity and of the environment. We must only consider the local resources a priority and to take into account the local architectural features and the local building particularities.

**The promotion programs of cultural tourism** should promote a large allocation of human profits and relieve the pressure on the most popular tourist sites. These should encourage the visitors to experiment the manner in which the natural and cultural heritage are different from a region or locality to another.

#### IV. CONCLUSION

Regarding the promotion of cultural products, both nationally and worldwide, most responses for a sustainable development of cultural tourism show the growing importance of partnerships. The purpose of these partnerships is to export national culture globally, as well as to support and promote creativity.

To achieve the objectives, cultural players of respondent states adhere to international networks and develop programs in that sense.

In Romania, two main axes of action were developed: on a bilateral level, intergovernmental and inter-ministerial cooperation programs are developed in collaboration with departments and institutions under the ministry and with similar institutions abroad, and, on a multilateral level, the Romanian

participation to international organizations' programs – the Council of Europe, UNESCO, the International Organization of La Francophonie – are developed and / or monitored. In this respect, for most countries surveyed, cooperation with the UNESCO is significant for the purposes of regulating culture. International collaborations are highly valued in all participating countries, who view them as an incentive to creativity and promoting national culture.

On the other hand, in this context of promoting cultural and linguistic diversity, the need to support foreign cultural products nationally is found. Among the most common measures adopted are included the holding of festivals of music, film or theater involving international artists, and organizing book fairs, international conferences, intercultural exchanges.

*Good news for Romania's image! The "George Enescu" 2011 Festival was included in an annual selection of the most prestigious thematic tourist destinations – cultural, musical and artistic – made by Austrian economic magazine Gewinn.*

*Good news for Romania's economy:* Economic growth beyond expectations: The highest advance in the last three years The economy grew in the third quarter by 1.9% compared with the previous three months and by 4.4% compared with same period last year, recording the fastest growth in the last three years, say the first estimates of the National Institute of Statistics (NIS). According to preliminary estimates, the gross domestic product in the third quarter of 2011 was, in real terms, higher with 1.9% compared with second quarter in 2011 (seasonally adjusted information). Compared with the same quarter of 2010, GDP grew by 4.4% grossly and by 4.5% seasonally adjusted. During the first nine months of 2011, the gross domestic product increased comparatively with the corresponding period of 2010 by 2.7% grossly and 2.6% seasonally adjusted. Romanian President Traian Băsescu said **recently** that he believes that an economic growth of 3% in the third quarter of 2011 compared to the third quarter of 2010 will be registered, adding that the highest increases are registered in agriculture – 12%, construction – 10% and tourism – 19%. Romania has to choose between the risks of austerity that does not stimulate growth and a situation in which loans to cover the deficit are very high. For this year (2011), the growth forecasted for Romania is 1.1% throughout the year. We have had 1.7 in the first quarter, 1.4 in the second one, we have 4.4 in the third quarter and hopefully we will have 2.5 in the fourth one. This would allow us to close the year with a growth of over 2%. In practice, because this figure and those in the first and second quarter are not in theory, are practical, given that we had a low consumption. The increases recorded by the National Institute of Statistics are as follows: 7.2% in construction, in agriculture an average increase of 25%, industry 5.5%, and tourism a growth of 17%” (Wall Street Journal, Nov. 15, 2011). Or, an increase in tourism by 17% also lends us wings and gives us hope for an imperative revival of Romanian tourism, culture assuming the primary role.

Romania is ranked 16 as destination, being recommended for the “George Enescu” 2011 Festival (to be held September 1 to 25, 2011). The article recommending Romania as a tourist destination is titled: “Holender conducts Bucharest”. In the first

<sup>8</sup> ICOMOS: Charte internationale du Tourisme CultureL, La Gestion du Tourisme aux Sites de Patrimoine Significatif (1999), *Adoptée par ICOMOS, Oct.1999.*

issue of 2011 of the monthly Austrian magazine this selection is published that has as topic the most important cultural, musical and artistic events this year.

The festival also benefits from an international promotion campaign which began on November 1, 2010 on CNN and will continue on Euronews, Eurosport, Mezzo, Radio France Internationale (RFI) and Deutsche Welle.

**The “George Enescu” International Festival can become a Country Cultural Brand, knowing that:** *“Music can restore the glory of a nation”, says the prestigious British daily ‘The Telegraph’ about this event, adding that “the Festival in Bucharest shows how classical music can overcome language and history barriers”.*

The 20<sup>th</sup> edition **programme** of the **“George Enescu” Festival can now be accessed online**, has already been launched and includes information on orchestras and guest artists. Actions to promote foreign cultures locally are supported by several institutions, in most cases, governmental.

To facilitate the spread of culture worldwide it is necessary to facilitate the mobility of tourists and artists who promote such activities (facilitation of border control systems, obtaining visas for those engaged in conferences’ tourism, etc).

The emphasis lies on promoting Romania’s image, on supporting actions that respond to the need to “export” artists and works within recognized international events, not directly related to the geo-political priorities, on promoting written culture (for example, the Romanian representation at Biennial events, at Book Fairs, theater, film festivals, etc.), and on promoting national cultural heritage. Another perspective is reflected in the importance of cultural identity in the global context. If some countries underline the importance of maintaining national values and traditions, others focus on intercultural dialogue. In terms of its promotion, the steps taken by Romania are remarkable.

The growing importance of culture in the current economic and social context for the creative industries, including the tourism industry, are essential for developing the knowledge economy, most responses indicating their importance for national economic growth.

Shall the world financial crisis affect culture and cultural tourism? What shall be the reaction at an international and national? What about the counterattack answers?

*“Responding to a crisis requires both a reduction of uncertainties and capitalizing on opportunities. Above all, mastering the crisis demands a proactive stance on the part of Europe’s cultural leadership – not by asking for old wine to be served in new bottles (as the American car giants or European banks and manufacturers have been doing), but by embracing what cultural policy stands for: making space for creativity and innovation and preserving past achievements for the benefit of all.”*<sup>9</sup>

The knowledge economy facilitates the collaboration between the professionals from the field of culture at an international level, overcoming the stage of specialisation at a

reduced scale.

This phenomenon leads to the possibility of more extensively promoting the cultural products and the appearance of a global culture.

Europe is a major tourist destination and six of the Member States are among the world's top ten destinations for holiday-makers. As a result, cultural tourism plays an important role in terms of its economic and employment potential, while presenting social and environmental implications; these twin characteristics drive the demand for reliable and harmonised statistics within this field.

**Or, Culture has been and will be the future of Cultural Tourism!** **Another good news for Romania’s cultural tourism:** In the editorial “Lost in Transylvania”, Clive Aslet tells what meant his trip made in “the world which seems to have more in common with the novels of Thomas Hardy than with modern Europe”. Accompanied by Paul Lister, the founder of “European Nature Trust” (an international NGO campaigning for wildlife conservation, and in Romania in reserves such as those in the Carpathian Mountains), also known as the producer of the documentary “Wild Carpathia”, translated into 20 languages and watched in 119 countries, Aslet has toured Transylvania’s basin and the Carpathian slopes from the center of the country. Lister believes Transylvania as the European equivalent of Yellowstone National Park in the United States.



Televising station Travel Channel aired a documentary on October 30 entirely dedicated to Romanian. The film, in terms of some Britons, who are the strengths of Romania and that, deserves to be visited. Wild Carpathia, the documentary Prince Charles promotes Romania’s tourism.



Improvement of tourism legislation, continued investment in tourist infrastructure, qualification of personnel in tourism, attracting promotion budgets from the Ministry of Tourism for special programs conducted by employers and, most important, unifying Romanian Tourism Employers are the main priorities for 2012, that employers have announced at the conference organized by the Romanian Tourism Employers’ Federation (RTEF), Friday, November 4, in Romania’s Tourism Fair.

<sup>9</sup> Helmut Anheier, How can the cultural sector survive the financial crisis? *Cultures and Globalization: The Cultural Economy*. (Article present in LabforCulture- is a partner initiative of the European Cultural Foundation).



The action is part of the annual plan to promote Romanian tourism and is eligible from EU funds allocated to Romania under the operation of creating of a positive image of Romania as a tourist destination. The operation is carried out by the Regional Operational Programme 2007-2013, Axis 5, Key Area of Intervention 5.3 “Promoting tourism potential and creating the necessary infrastructure in order to increase Romania’s attractiveness as a tourist destination”.

One of the priority fields of the Strategy is Tourism and the revaluation of the natural heritage and of the cultural and historical inheritance through the development of specific infrastructure and intense promotion actions.

❖ Especially due to the passion for a "forgotten" field for many years, although the tourist potential contradicts this unexplainable sleep for many experts. Endowed with an especially varied, diversified cultural tourist potential, (8 UNESCO objectives) due to the existence of some relief forms that are combined all over the territory, of a climate favorable for the practice of tourism almost all year round, of a fauna and flora potential rich in unique species and ecosystems in Europe, with natural factors adequate for treatments, with a cultural, historical and architectural reference heritage, developed along the years, the cultural tourism may be classified among the attractive tourist destinations from Romania and even from Europe.

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