

Romania, Tourism and Culture - Major Drivers of Regional Attractiveness

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Abstract: Tourism has undertaken a vital role in the development of destinations in the entire world. In most cases, the culture is a major advantage for the development of tourism, as well as one of the main beneficiaries of this evolution. The culture is a major factor in the attractiveness of most of the destinations, not only from the tourism point of view, but also in the attraction of residents and of investments. In this article, the relation between tourism and culture is analyzed, as well as the manner in which they have become major drivers of regional attractiveness and competitiveness.

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.

During most of the 21th century, tourism and culture were viewed as largely separate aspects of destinations. Cultural resources were seen as part of the cultural heritage of destinations, largely related to the education of the local population and the underpinning of local or national cultural identities. Tourism, on the other hand, was largely viewed as a leisure-related activity separate from everyday life and the culture of the local population. This gradually changed towards the end of the century, as the role of cultural assets in attracting tourists and distinguishing destinations from one another become more obvious. In particular, from the 1980s onwards “cultural tourism” became viewed as a major source of economic development for many destinations.

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.

Key-Words: tourism, culture, attractiveness.

Motto: “A traveller without knowledge is like a bird without wings”¹.

¹ Kotler, P., *Marketing Management: Analysis, Planning and Control*, 1984.

1 Introduction

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.

2 Problem Formulation

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 NewsIn.

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.*²

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. 1 and fig. 2).

3 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

² 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).

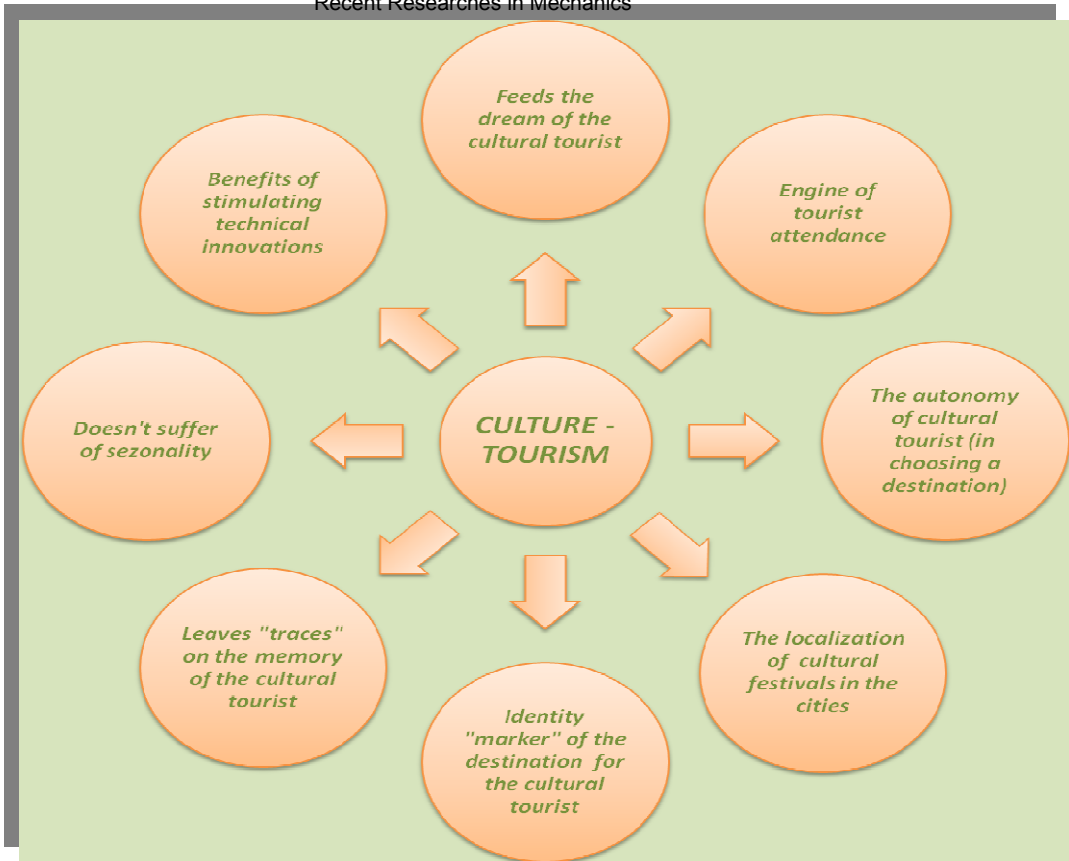


Fig. 1. Advantages of the PRESENT relation Culture – Tourism – Sustainable Development

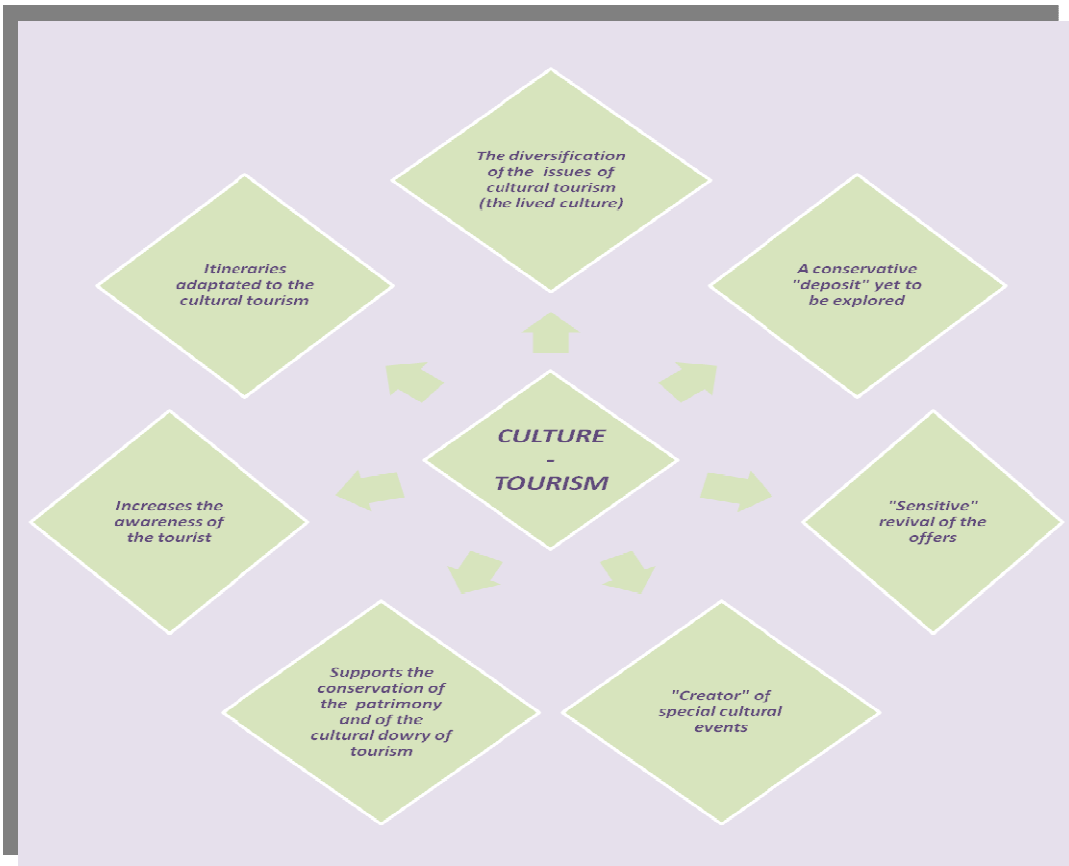


Fig. 2. Advantages of the future relation Culture – Tourism – Sustainable Development

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 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.

The idea is to choose a place on each continent and try to 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 cultural heritage, the landscapes and the quality of life”*³.

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 chapter.

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 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

³ The conclusions 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.

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"⁴, true „magnets" of tourist attraction.

⁴ 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.



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 multilinguistic 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 this status is only a tile, the investments in the city's infrastructure

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

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

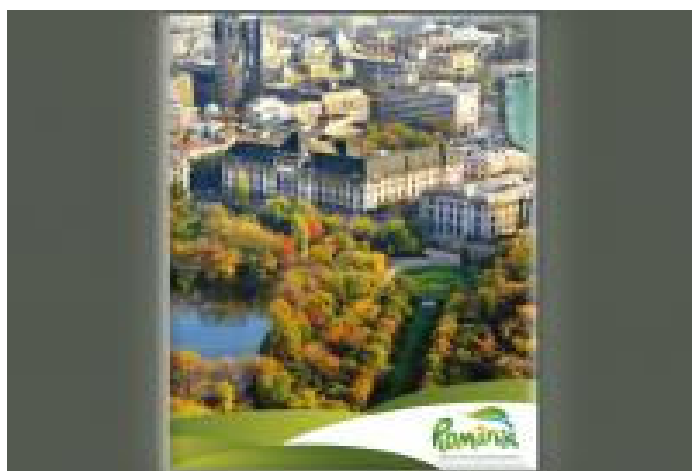
You can also discover the fortified medieval fortresses, you can follow the footsteps of history, on the narrow streets of the old settlements, you can step beyond the gates of the castles, admire the old churches and cathedrals, breathe the fresh air from the mountain, can enjoy the golden sun on the 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 țării” (“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”); “Mangalia - steaua sudului” (“Mangalia - The Southern Star”).

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 11th 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 m², 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 evolutional 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,⁵ 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. The long term protection and the preservation of cultures, sets of heritage and collections, as well as their physical and ecological integrity in their environment context, should be an essential component of social, economic, legislative, cultural and tourist development policies.

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

⁵ ICOMOS: Charte internationale du Tourisme Culturel, La Gestion du Tourisme aux Sites de Patrimoine Significatif (1999), *Adoptée par ICOMOS, Oct. 1999.*

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.

4 Conclusion

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.”*⁶

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.

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*** UNESCO convention on the protection and the promotion of cultural expressions diversity (20 October 2005);

*** Regulation (EC) no. 1083/2006 of the Council from 11 July 2006 to determine certain general stipulations on the European Regional Development Fund, the European Social Fund and the abrogation of Regulation (EC) no. 1260/1999

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*** The conclusions of the Presidency of the European Council (13 – 14 March 2008) recognising the fact that

⁶ 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 key factor for the future growth is the full development of the innovation and creativity potential of the European citizens, who count on European culture and scientific excellence (7652/08).

***The conclusions of the Council on the intercultural competences (22 May 2008).

***The conclusions of the Council on culture as a catalyst for creativity and innovation (12 May 2009)

***Europa 2020 – A European strategy for an intelligent, ecological growth favouring inclusion (3 March 2010).

*** The Green Card on the revaluation of the cultural and creative industries potential (27 April 2010).