Cultural Village - A Form of Exploitation of Spiritual and Cultural Wealth of the Romanian Village

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Abstract
Under the impact of intense urbanization processes occurring in the second half of the twentieth century, rural areas experienced large structural changes.

Expansion of urban areas, migration to the city of villagers, the introduction of new techniques and technologies in the processing of land, infrastructure development are all key elements in the transformation of traditional rural values.

Romanian rural tourism is represented by a multitude of symbols: crafts, dance, music and costumes, gourmet products, ancestral customs and traditions. By combining these symbols and recovery in tourism, the Romanian village can become a cultural village with real meanings of medium and long term development.

This paper aims to highlight the relevance of cultural tourism in rural areas, and how to exploit the intangible heritage of Bucovina Cultural Village Ciocăneşti.

Key words: rural space, creative economy tourist village, cultural village, cultural heritage

1. Introduction
The accelerated renewal of the technological base of society, the formation of the knowledge economy, human activity makes the reform, which lead to a new way of life for many. [1] In concentrated form, the essence of these global trends is to increase socialization and humanization of social and economic relations, principled change the place and role of human intellect decisive transformation of social progress with direct effects on human behavior.

Changing role of individual cost element transformation of the main factor of production and social development led to new guidelines regarding its priorities.

Daily circuit flows have led to major social phenomena, ie recording a significant increase in urban population, per capita income growth and not least an increase in average life expectancy to about 75 years.

All these elements have competed in increasing the availability of individuals to travel and spend time outside his residence to convert it into "homo turisticus". [2]

This willingness to travel slowly starts acquiring new connotations. Mass tourism practiced no longer provides fully meet its needs as a result tend to retreat from the busy areas of our daily lives "industrialized" contributed significantly to the emergence of alternative tourism.

Simultaneously take place under the impact of urbanization major changes in rural areas, and design improvements to increase production capacity of land and changes in habitat areas.

"Homo turisticus' that by his wishes to make a connection with nature has led to the development of an extremely valuable segment which has long been poorly capitalized, ie rural areas.

The twentieth century is bringing profound changes in rural areas.

Contextual factors such as requests for holidays focused on a better quality environment, changing leisure options at the end of the week, the economic crisis and the crisis involving agriculture, led to a breakdown in the period 2009-2014, in the tourist, of rural tourism.

Gradually tourist flows were increasingly directed more towards areas where overcrowding is not present and where cultural and ecological diversity the key to true wealth. Rural tourism becomes a "drug" for tourist’s soul.

The happy complementarity of the peasant with the village, "new entity downright advances in environmental development, geomatics engineering and tourism"...
sacred" directly contribute to the "miraculous healing" of individuals eager to discover new cultural and spiritual trends. From these positions, rural tourism becomes king tourism.

2. Theoretical background

Currently, in the enlarged EU, the new philosophy of rural development is based on the concept of local development, which requires both a strong rural component and an agricultural based economy, preserving the natural environment and assuring the social sustainability. [3]

Rural tourism appears as a viable solution to rural development policy mix. Thus, rural tourism, creative economy concept, developed by experts, is particularly topical and interesting as performances, visual arts, heritage and cultural activity actually intangible heritage can become engines of rural economy. Romanian traditional village, in the context of the creative economy, acquired new meanings.

In the vision of Henri Stahl Romanian traditional village is a "form of social life on a body of land, a closed biological group, often linked to family lights, living in family households, related in a community which, by decisions taken general meetings, have the right to interfere in the private lives of each household, according to legal rules of the common property and he mechanism of community-based mental diffuse tradition"[4].

In this definition we see that there are all symbols that determine the specificity of the Romanian rural area, namely customs, crafts, cookery, art, relationships between people full of eloquence in village life, cultural heritage and spirituality. With such spiritual wealth, a combination of material wealth leads to what we call "Romanian tourism treasure" of inestimable value space with its own identity.

The identity of a rural area in fact is "material and immaterial elements overlap" [5]. Rural tourism appears as the superior promoter of this identity, otherwise element meshing engines creative economy.

The concept of cultural identity has several meanings, including experiences that enable discovery of tangible and intangible heritage of communities, focusing on products gastronomic experiences, experiences of art and not least those related to the discovery of links between the natural environment and human settlements. According to Steven Thorne specialist in cultural tourism, "where is the product" and he states that "Once on the market, a destination for cultural tourism / heritage based on a settlement, invites visitors to discover more than cultural attractions of the place. This place does not embody culture, that they are the expression of this culture. Brands, pictures and messages designed marketing campaign transmit cultural identity and spiritual destinations of this place, all describing the city as such."[6]

By adapting to the specific Romanian village, we can say that rural cultural identity is given by the following:

1. **Heritage human** experiences that enable discovery of tangible and intangible heritage of settlements and their development consists of:
   - rural local architecture;
   - Landscape;
   - memorial houses (Santa Ion Wheel of fields, Vrancea);
   - statues and monuments;
   - archaeological sites (Sarmisegetuza)
   - customs and traditions (carols)
   - folklore
   - religion.

2. **Cultural Heritage Farm**, which is reflected in the experiences which allow discovery Romanian village heritage to agriculture:
   - festivals related to agricultural activity (harvest festival of Alba Ampoita)
   - farm visits;
   - stan tourist visits;
   - visits to wineries;
   - boarding-house,
   - visits to handicraft workshops;

3. **Cuisine**-experiences of traditional foods:
   - events and festivals focused on a drink (wine festival);
   - gastronomic competitions and festivals (Trout Festival Ciocăneşti Suceava)
   - exhibitions culinary products;
   - fairs of traditional products;
   - beverages and artisanal foods obtained by the villagers;
   - wine tasting festivals;
   - festivals of traditional local products.

4. **Arts** - which include those experiences performances, visual arts, literature:
   - artistic centers (center for painted eggs from Ciocăneşti, Suceava County);
   - rural libraries provide local or regional meetings with authors;
   - commercial art exhibitions and handicrafts;
   - local exhibitions of sculpture;
   - music and dance festivals.

5. **Covers the natural** history experiences that enable discovery of links between the natural
environment and human settlements, resulting in:

- natural history museums;
- Geopark;
- protected natural areas of national interest and monuments of nature;
- information centers on natural history.

Based on the elements of the traditional village Romanian cultural identity, cultural rural tourism, is the bridge between tangible and intangible heritage and those people willing to experience new emotions, based on spirituality, cultural heritage, traditions, etc..

Cultural tourism as a conceptual element, know more definitions. Canadian Tourism Commission defines cultural tourism as tourism that: "[...] is based on participation in cultural or heritage activity, activity that becomes an important reason to justify moving. Cultural tourism includes performing arts (theater, dance, and music), visual arts and crafts, festivals, museums, cultural centers, archaeological sites and centers for interpretation."

In another sense, the World Tourism Organization and European Travel Commission define cultural tourism "..... the form of domestic and international tourism whose object is, among other things, the discovery and appreciation of historical monuments and sites, focusing on built heritage (movable and immovable), including cultural landscapes of travel destinations and experimentation activities and places that represent genuine cultural history of the host communities."

These definitions outlined a colorful image, given its many dimensions. Thus rural cultural tourism in our view we can define all the feelings and experiences as visitors to discover the identity of the Romanian countryside, everything can provide Romanian village tourists for its cultural interpretation.

Basic elements of cultural tourism (cultural and heritage sites, events, cultural visits and property, historic regions, cultural landscapes and heritage, local products and services), all the riches of the Romanian village, contributing to its sustainable development, being found in what the literature calls "cultural village".

Cultural village in AFSR theoretical sense is a common host a cultural program performed, conducted a national partnership.

Tourism activity in the cultural village generates a number of economic benefits, social and environmental.

A) Economic benefits:
- diversify the local economy and creating jobs,
- fundraising; [8], [9]
- supporting small businesses and providing opportunities for expansion.
- encouraging conservation and protection of important local resources;
- establishing relationships between communities and each of them;
- promote the establishment and maintenance of community facilities.

B) Social Benefits:
- improving community image and increase its recognition; [10], [11], [12],
- encouraging village planning activities;
- creating opportunities to build solid relationships and partnerships in the community; [13], [14],
- provide experiences for visitors drawn to history and art conservation;
- preserves the traditions, customs and culture of the community;
- provides opportunities for education, research and job placement for students.
- generate increased local investment in economic resources and tourism services.

C) Social Benefits:
- contribute to creating a culture of conservation;
- encourages locals and visitors to realize the impact that they have on the environment and traditional houses;
- increase awareness of place and the importance of the region's attractions Currently, in the enlarged

3. Problem solution

3.1. Hypotheses of the research

This paper aims to highlight the relevance of cultural tourism in rural Romanian by the potential that it has such activities as setting up "cultural villages".

3.2. Means and tools of research

The methods used in this research are documented study, theoretical analysis and empirical study of information synthesis. We also conducted a survey on the motivations of tourists to rural cultural tourism in the period January-May 2014, a representative sample of 120 people.

This type of documentation aimed at identifying and reviewing the state of knowledge of cultural tourism and the rural way of unlocking the potential of cultural tourism through implementation of the "Cultural Village in 2014" in the village
3.3. Research results and interpretation

A review of the main indicators of the global tourism reveals that the number of tourist arrivals increased in 2013 by 5% since 2012, according to data provided by the WTO, reaching record million arrivals in 1087 compared to 1035 million in 2012. Regarding revenue from tourism and they have grown by 5% in real terms in 1159 billion $, this confirming the close correlation between the two indicators.

Global situation leads to the conclusion that tourism activity is back in an uptrend, and the variety of tourism directly contributes to this situation.

In Romania, a brief analysis reveals the same situation. If national number tourist arrivals in 2013 increased by 3.7% since 2012, and Romanian tourists around 5%, this situation leads to the idea that there is a positive change regarding Romanian attractive destination, with a clear tendency towards the countryside. Romanian rural area was chosen by 5.16322 million tourists, about 9% more than in 2012. Visitor who are interested in art, customs, traditions, crafts, cookery, increased, which clearly shows that the intangible heritage Romanian village became part of Romanian rural tourism offer.

Analysis of a survey conducted during January-May 2014, revealed that in the cultural tourism market areas identify different segments of demand that choose destinations based on "the amount of things you can see and do."

In general terms, the main segments tend to refer to people who have an interest in culture, and who see culture only as an aspect of the destination, and those with a specific interest in culture, where culture is the main reason to travel. (fig. 1)

This research suggests that people want to learn and expand their personal boundaries, but especially want to rest in a pleasant place surrounded by nature, where they can participate in more activities.

This has a huge impact on how it will develop rural cultural tourism offer. Local communities have their own ideas about what visitors should see. But if Romanian villages do not have these experiences more enjoyable, relaxing and attractive message of these communities may go unnoticed, or worse, to be misunderstood.

In this respect in Romania has implemented the program to promote perennial values, entitled "Cultural Village" by the Association developed the most beautiful villages in Romania (AFSR) with the patronage of the Embassy of France in Romania.

Through this program, Romania joined the European way of capitalization of assets, where the culture is recognized as an economic and tourism ambassador of the country. "Cultural village" is actually a cultural and tourism promotion program of the Romanian rural area, a deep cultural roots, a place of eternal Romania where Romanian culture gives its meeting to be reborn.

Participation in the program involves several steps, after which the winner will "Romanian Cultural Village" with a major impact on the lives of the respective village.
A representative example of rural culture in the many rural areas existing in Romania, Suceava County is Ciocăneşti village.

Through careful care AFSR and French Embassy in Romania, the city acquired in 2014 the status of "cultural village of Romania".

For this whole process complied the village Ciocăneşti made an application which consisted of:
1. Submitting the letter of intent thereof;
2. Declaration capacity thereof;
3. Cultural program;
4. Recommendations and partnerships;
5. Cultural management experience.

The application included the following elements:
1. Musical events (mandatory criterion);
2. Dance events and choreography (mandatory criterion);
3. Event painting, carvings, arts;
4. Theater and film events (events provided AFSR, which is required);
5. Events photography (events provided AFSR, which is required);
6. Gourmet-art events (mandatory criterion);
7. Dedicated sports events;
8. Debates, symposia, exhibitions, (mandatory criterion);
9. Other events and competitions.

The winner was designated was on the base of an evaluation grid with a score of 120 points table, comprising:
- Quality events (40 points);
- The number and diversity of events (25 points);
- The quality and diversity of partners, collaborators (15 points);
- Experience of the applicant-partnership (20 points);
- The total number of participants, artists and tourists (15 points);
- Accommodation capacity in the region and organization (15 points)

Ciocăneşti village represents a genuine common Bucovina, a village of rare beauty, hardworking people who care to leave descendants, through an unwritten covenant, beauty ancestral habits.

It has a total of 13 B & Bs with a capacity of operating at May 31, 2014, 183 seats, ranked 2-3 stars. Regarding the number of tourists, namely the number of tourists arriving in the village Ciocăneşti show a variation in the period 2008-2013, but what particularly attracts attention is the number of tourists already arrived in this village, in the short period since obtaining title "Cultural Village in 2014" and in February. (Fig. 2)

![Fig. 2. Number of tourists in the village Ciocăneşti](image)

Source: City Hall Ciocăneşti

During this year, here to carry out a series of specific events area, to be known both Romanian and foreign tourists who will lie in this region, was completed program of events organized by other partners from winning the competition.

The manifestation program includes 32 events, including national festival of painted eggs, Mount Week Festival Creative Europe Music Festival, Tourism Camp - Conference to promote cultural and rural tourism, rafting on the Golden Bistrita Week Festival of Film, Photography and Travel documentary - BEAUTIFUL ROMANIA / BEAUTIFUL EUROPE, National trout Festival, Festival Râscolu Stânii Festival creative - Hand Made. Hand made in house - camp creative YOUNG Festival without old - stories and tales by the fireside, Exhibition, Painting on glass, festival folk customs and traditions, etc..

4. Conclusions

Cultural tourism is a vast subject area that involves many specialized niches. Instead of a "mass market" for cultural tourism can be identified a growing range of niche cultural tourism related aspects of culture that appeal to tourists or are in the process of developing new destinations.

The most important of these new market niches can include: creative tourism, educational tourism, religious tourism,
volunteer tourism, gastronomic tourism, spiritual tourism and holistic.

One of the reasons for the resilience of rural cultural tourism is that the range of cultural reasons to travel is large and growing rapidly, due to the fragmentation of postmodern.

The important aspect is to see cultural tourism as tourists attracted more than culture. Tourism itself is a creative force. Tourists do not only consume culture, they can also culture.

In some cases, this may be negative, but in other cases lead to the creation of new positive phenomena, including new creative activities and organizations, and new forms of intercultural dialogue.

The idea is to use the creative potential of rural tourism to create new possibilities not only for tourists but also for local communities.

Cultural tourism as a tool for global communication must become an agent of sustainable development and apply basic values are education, respect for our differences, our projects authenticity and protect our heritage.

Cultural and heritage experience is actually AUTHENTICITY, QUALITY, ORIGINALS.

References:
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