

The Role Of The Diaspora In Promoting Tourism For The Valorisation Of Cultural Heritage. Case Study Romania

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Abstract: The consumption of cultural heritage tourism products and services is supported both by the residents in that country, but also by the non-residents, such as members of the diaspora, as well as foreign tourists who have no blood or affectionate connection with Romania. In this article there is analyzed the cultural tourism consumer consumption model of the diaspora members, with an emphasis on Millennial generation representatives. The technological progress has a significant impact on the promotion of tangible and intangible assets specific to the area, and the valorisation of cultural heritage helps to increase the knowledge of the patrimony elements and the economic and social development of the area concerned. The research is based on information on the cultural heritage of Bucovina and South Transilvania. The results highlight the fact that diaspora plays an important role in the process of consumption and promotion of cultural heritage.

Key words: diaspora, migration, millennial generation, cultural tourism, cultural heritage

1 Introduction

Diaspora represents an ethnic group situated outside the borders of the country of origin. This group may include people who are in the second or third generation of migrants who have a connection with Romania. Diaspora tourists are consumers interested in cultural tourism products and services in their country of origin, and can influence other people's choices through various reviews in the "adoption" countries of traditional places, specific traditional dishes, national port, traditions and local customs, all of which result in the capitalization of Romania's cultural heritage. Also, cultural tourism supports the development of the respective area on a large range of human resources, cultural, tourist and so on.

The cultural tourism has a number of features, conferred on the one hand, by its complex nature, by the fact that it involves both the consumption of a package of ordinary services (accommodation, food, transport) and cultural goods and services.

Another characteristic refers to the fact that cultural tourism essentially addresses to a well-informed audience with a high level of education and culture. This does not exclude, however, the promotion of simple forms of initiation, of knowledge of this type of tourism, thus ensuring greater addressability. As such, another feature relates to the defining features of potential visitors and those who are loyal to this form of tourism.

The exceptional tourist potential of Romania is marked by two essential components: the natural component, represented by spectacular landscapes, the varied configuration of the relief and the anthropic component, represented by the vestiges of the civilizations that have succeeded on the territory of Romania, monuments and objectives of secular art or religious, museums, the ethnographic and folklore elements of great beauty and originality, the present achievements of prestige. These constitute the elements of great attraction of the Romanian tourist offer, presenting a wide range of forms of tourism.

Among the most representative tourist areas of Romania there can be distinguished some with special characteristics: Northern Moldova, Bucovina or "Upper Moldavia" - it is renowned internationally through its monasteries and churches - Voroneț, Moldovita, Sucevita, Humor, Arbore , Dragomirna, Putna, etc. and the Transilvania region - under this name it is known since the Roman conquest, the geographic region of Romania contained within the Carpathian arch. The conservation and development of historical sites can be particularly attractive to the tourists from the diaspora, but will also attract international tourists.

The paper is structured as follows: the next section analyzes the specialty literature on cultural consumption, in the second section there are discussed the models of promotion of cultural tourism used by the members of the diaspora, and in the last part there are presented the conclusions and recommendations of the article.

2 Analysis of the specialty literature regarding the cultural consumption

The role of diaspora in the promotion of cultural tourism is extensively discussed in the specialty literature, cultural tourism being defined as a form of "visiting the persons outside the host community, wholly or partially motivated by the interest of history, art, science or lifestyle, met in a community, area or region of a country, this representing the country's cultural heritage offer. The aspect of migration is the phenomenon that is analyzed more and more in literature and can contribute to opening the markets for tourist destinations and goods produced and associated with the culture of their country of origin.

In the case of Romania, the members of the Diaspora are important consumers on the tourism market, influencing further, through the opinions transmitted oral or on social media, the consumption in the areas of cultural interest.

These aspects concern the use of tangible goods such as the accommodation services in historic areas, the exposure of traditional meals to specific areas and others, but also intangible, such as the connections between various activities for the benefit of cultural tourism consumers.

The cultural tourism differentiates itself from other forms of tourism through a specific demand for goods and services, determined mainly by the characteristics of cultural life and the particularities of the segment of tourists to whom it is addressed.

The complexity of cultural tourism is also given by the diversity of customer motivations, generated mainly by increasing the level of training, tourist experience, quality of life and especially the improvement of tourist facilities.

2.1. The perspectives of cultural tourism

Romania is the owner of a huge treasure of archaeological vestiges, historical monuments, of architecture or art, as well as an invaluable patrimony that attests the evolution and continuity on these lands, the development of culture and art of the Romanian people.

The areas analyzed in this chapter are Southern Transylvania and Bucovina. Diaspora tourists can be attracted to these destinations through various forms and methods. A first method is achieved through the creation of public-private partnerships in rural areas, where an alternative development strategy has been adopted in the face of the changes brought by the technological advance. The strategy may be to encourage the "bottom-up" development, which will enhance the visibility of local customs and traditions.

The members of the Millennial generation or the young members of the diaspora, up to 25 years, use mobile technologies to improve their experience, and social networks. Thus, technology facilitates the information process on less known areas. These tourists connect virtually to the tourist services provided by various electronic platforms and thus discover the uniqueness of the destination. Such virtual cultural tourism methods take into account the current technological advances and satisfy the Millennial generation's connectivity for connectivity.

2.2. The advantages and disadvantages of tourism and cultural consumption.

The advantages of cultural tourism consumption are mainly the wide-ranging knowledge of the beauty of our country. Romania has many UNESCO heritage assets, both tangible and intangible, to be discovered. The consumption of cultural products and services can support the local development and social cohesion.

The disadvantages of cultural tourism refer to the preservation and management of heritage assets. Without a proper management, the heritage activities in heritage assets can lead to a lack of understanding and appreciation of local culture and heritage within the community, for example as a result of inappropriate presentation. These tourism activities can affect the degree of protection of the monuments and their preservation. The challenges are related to the involvement of the political factor, by the need for additional

investments for heritage preservation, but also by the development of the infrastructure necessary to facilitate the consumption of cultural tourism.

Thus, the general public interest inducing the responsibility of the state guaranteed by the Constitution must prevail, preserving the cultural heritage in the face of individual interests in decisions that might interfere with the ownership of items that are legally protected.

After analyzing the specialty literature, it is noticed that the ideas of the authors converge towards the identification of sustainable tourism development methods, these representing an important sector for the economies of the countries and becoming an industry that stimulates the economic growth. The tourist destinations can adopt various techniques to attract tourists interested in traveling and discovering the cultural heritage of these areas.

3 Methods of promoting cultural tourism by members of the Diaspora

The promotion of cultural tourism can be done in several ways:

- Through "mouth-to-mouth" promotion; this method can attract potential tourists from the circle of friends, relatives, etc. of actual tourists.
- Through posts on social media platforms; this method is specific to the Millennial generation, its members being described as influencers for younger generations.

By purchasing souvenirs by tourists who refer to that area, for example the purchase of national port objects, clothing components or traditional design elements, decorative carpets, etc.

The areas of Bucovina and South Transylvania hold a cultural-historical and ethnofolcloric heritage of high value and tourist attractiveness. In Bucovina we meet: the History Museum in Suceava with the "Throne Hall", a unique achievement in Romania, the Museum of the Bucovina Village in Suceava, the Museum of Natural Sciences in Suceava, the Ethnographic Museum in Suceava, the Museum of Folk Habits in Gura Humorului and many other museums that show the high level of cultural heritage of this area.

The rural areas are preserving the customs, traditions, crafts and ancient customs, where talent and attraction towards beauty materialize in true works of art - ceramics, hand-woven rugs, coats, fabrics, folk instruments, masks, etc. Bucovina is renowned for its ethnographic museums, well-drawn and thematic, as well as for the important creative centers or individual workshops of the popular craftsmen known for their crafts. The artistic manifestations and traditional folk celebrations throughout the year bring to the attention of the general public the authentic, authentic spirit of the Bucovina lands, through the folk port, songs and dances, ancient customs - festivals of art, folklore, customs and customs. Southern Transylvania combines the picturesque with the fascination for culture and art, with a true cultural treasure left in the possession of famous personalities from all walks of life. In this area we find the Memorial House of the poet and philosopher Lucian Blaga from Alba County, cathedrals, fortified churches, castles, castles, but also craftsmanship, traditional harbor and many other cultural heritage elements.

4 Conclusions

Diaspora has an important role in the process of consumption and promotion of cultural heritage. The methods of promoting cultural tourism are diverse and can satisfy all target groups of tourists and potential tourists. The evolution of society at global level shows that tourism has started to have its own history and to represent an irreversible process with ascending continuity in time and space.

Carefully organized cultural tourism can also be seen as a form of ecotourism. As arguments are the efforts to protect cultural heritage, interference with tourism in protected areas, which is an area that is gaining increasing importance. Also, considering that according to the status and structure of UNESCO World Cultural Heritage, protected areas, as wild spaces, very little modified by anthropic activities, are included in the cultural sphere, it is easy to argue the inclusion of cultural tourism in the wide sphere forms of sustainable development.

Also, the rapid progress of technology has influenced the tourism industry and led to the support of new experiences, as well as a change in consumer behavior and preferences on the new tourism market, with reference to the Millennial generation.

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