Management of Tangible and Intangible Assets in Rural Tourism - Conflict between Old and New

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Abstract: In a world where development and technology has took over the entire human life, the preservation of cultural heritage elements has become an important subject of interest and major actions has been taken in this direction. An example is the United Nations Educational, Scientific and Cultural Organisation, which selects an item based on its uniqueness in some respect as a geographically and historically identifiable place having special cultural or physical significance (such as an ancient ruin or historical structure, building, city, complex, desert, forest, island, lake, monument, mountain, or wilderness area). So, the management of the most important cultural heritage aspects in which concerns the preservation, the maintenance and the selection of the patrimony goods, represents an aspect of the cultural heritage. The most important axes refer to tangible heritage such as build patrimony and intangible heritage such as traditions, customs and all that embodies the ethnicity of a certain area. The global wealth of traditions is one of the principal motivations for travel, with tourists seeking to engage with new cultures and to experience the global variety of performing arts, handicrafts, rituals and cuisines. Managing heritage sites (in which concerns the tangible assets) acts as a link between the national heritage institutions, cultural heritage consumers (tourists) and local community. The last item is a factor, without which it would be impossible properly interpret the heritage and create an authentic experience for tourists. Management in which concerns the cultural heritage implies some characteristics triggered, also, by the peculiarities of the tourism market that is, overall, a service market. So, this paper will describe some peculiarities and will outline the specific models of management in which concerns the tourism market and cultural heritage.

Keywords: tourism, cultural heritage, tangible, intangible, models

1 Introduction

Cultural heritage has a determinant role in the development of bilateral and multilateral cooperation between countries, and is a factor contributing to diminishing economic, social, scientific and environmental gaps between developed and developing countries. CHE involves an important dimension spirit of creativity where the first priority could be considered cultural value and a second one the economic value or vice versa. In many cases, CHE prefer the economic motivation, exploitation over the cultural value.

CH can be considered as a complex set of goods and services including the following main groups:
• tangible culture property (building, books, monuments, works of art, artefacts, landscapes);
• intangible and digital culture heritage (language and knowledge, folklore, oral history, traditions customs, aesthetic and spiritual beliefs etc) which are more difficult to preserve in comparison with physical cultural goods;
• cultural natural heritage (countryside, natural environment, flora and fauna, bio and geo diversity, cultural landscape which is an important part of tourist industry).

Tangible cultural heritage represents the archaeological artifacts, ethnographic objects, artistic creations, handicrafts, works of popular culture, archives, manuscripts, private and public collections that, from a scientific, historical, anthropological, artistic, aesthetic or traditional point of view, have a national value or universal, whether they are isolated items or collections. Culture consists of material and non-material characteristics, appraisal values and codes of conduct that differentiates a) a settlement of any kind, b) a group of people of any size, or the interaction between both past and present. These physical and non- physical mature produced and

121

cultural identities of the places and people. As the figure below shows, cultural tourism is on the same position with other types of tourism market which is the best for rest, recreation and restoration of working capacity, representing a way of expansion of the horizon of knowledge, education of aesthetic taste, respect for national values.

Figure 1. Tourism market
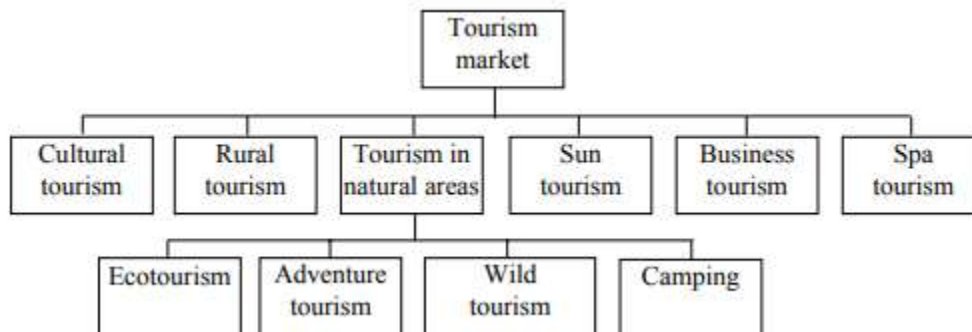
Source: adaptation Megan Epler Wood, Ecotourism: Principles, Practices and Polices for Sustainability, 2002 and Eagles P., International Ecotourism Management, 1997

Valorising cultural and historical heritage of the Romanian people, contributing to the revitalization of modern tourism and cultural acts are a way of asserting their traditional culture and promoting Romania's image abroad. In terms of cultural tourism in our country can say that it needs better training in the promotion of historical sites, churches, monasteries, museums and other elements that are part of the cultural heritage of Romania. It also requires improving accommodation, facilities and access roads to these sights and this is how it starts the conflict between old and new. The old with its immaterial patrimony, traditions, customs, value placed in a rural patrimony that comes along with its tangible patrimony assets like traditional artfacts, houses, museums, etc. and the new that comes to make easier the access to the old. In this sense, the manner in which the old copes with the new can rise a problem regarding the ITC technology, the infrastructure that is needed in order to access the touristic objectives, etc.

Romania, as a member of the European Union needs a law in the legislative resolution tourism, heritage, environment, general or specific regulations. Development of cultural tourism in Europe requires, first overall modernization and development, the conservation and protection of monuments and historic areas, environmental protection, including the use of national parks and protected areas for tourism, specific legislation for travel agents and proper promotion modern cultural objectives; Absence of comprehensive legislation, poor infrastructure and outdated, unqualified personnel, high incidence of undeclared work, high prices compared to the quality of services, significant foreign investment, lack Romanian destinations in catalogs large tour operators are weaknesses for Romanian tourism.

2. Romania

Transylvania is a historical region of Romania with a diverse cultural heritage, an area of multiculturalism with different ethnicities among which we recall: Hungarians, Germans, Saxons, Jews. The most important minority is the Hungarian - 1.23 million inhabitants (about 58.9% of the total minority), which has the majority in Harghita (84.6%) and Covasna (73.8%) counties, significant proportions of the population of Hungarian ethnicity (over 20%) also exists in Mureş (39.3%), Satu Mare (35.2%), Bihor (25.9%) and Sălaj (23.1%) counties. Thus, the multiculturalism existing in Transylvania has also made its mark on the tourism that has become a radial tourism, comprising traditions and customs from different ethnic groups, all conglomerated in the same Transylvanian area, constituting an advantage for rural tourism.

Previous research has revealed different aspects regarding foreign visitors to Transylvania, this is that 49.45% of foreigners travel to meet their cultural tourism needs; while 26.37% travel for professional and business purposes.

Figure 2. Tourist reception structures with functions of tourist accommodation on total, counties and localities 2016-2018 - Alba, Brasov, Covasna, Harghita, Sibiu counties
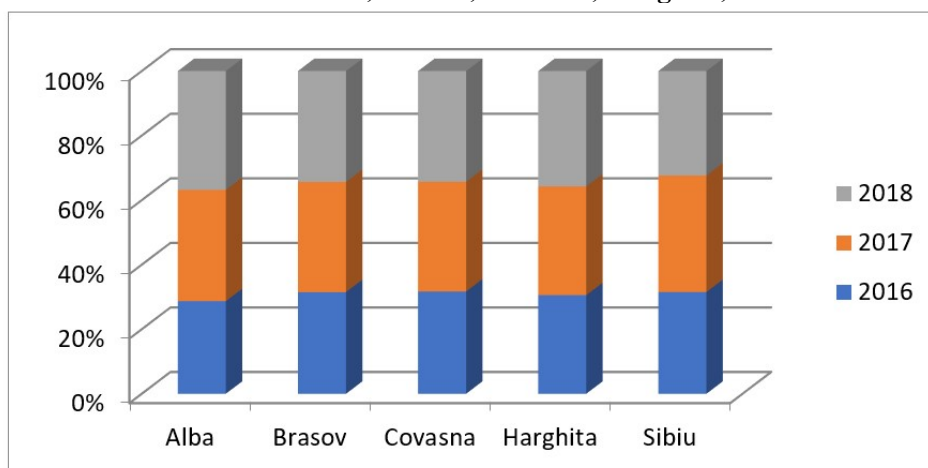
As we can see the evolution of the tourist accommodation structures as a whole regarding the counties of Alba, Brașov, Covasna, Harghita and Sibiu is a favorable one, the trend being ascending, with a positive evolution of the number of accommodation units, Brașov county is the leader, followed by Sibiu.

Fig.3 Tourist reception structures with tourist accommodation functions grouped by tourist units, counties and localities in 2018 - Alba, Brasov, Covasna, Harghita, Sibiu counties
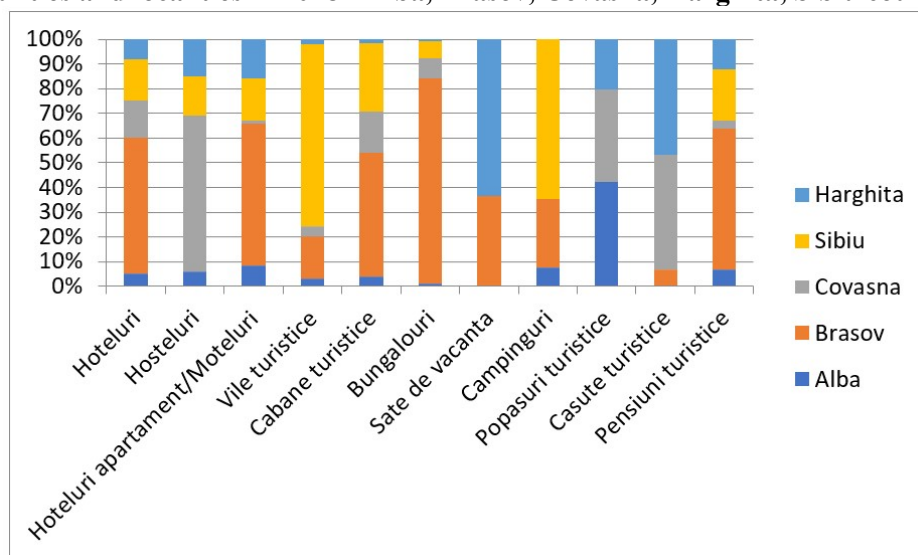
In figure 2, we can see a breakdown of the accommodation units, which analyzes the weight of each unit per total, in 2018. Thus, the largest share is held by hotels, followed closely by the agro-tourism pensions in the counties of Brasov and Sibiu, Sibiu- the one with the largest share in terms of tourist villas, campsites and Brașov county, hotels, motels and bungalows.

The comparative analysis with the year 2017 shows us an increase of the agro-tourism pensions and of the tourist pensions in the native landscape of Transylvania, with a slightly greater balance regarding the distribution of the accommodation units in the counties of Brasov and Sibiu, compared to the year 2018.

According to a research conducted in Alba County, consumers of rural tourism are interested in ethnographic tourism, in rural settlements where there are still a number of traditional activities (weaving, wood processing, painting), as well as numerous anthropic attractions, such as buildings. religious sites, archaeological sites, fortresses, fortifications or medieval castles (eg, in Alba county: Fortified church Câlnic (UNESCO monument), Râmeț monastery, Aiudului fortress, Urieșilor fortress or Boz fortified church. There are, on the other hand, settlements specialized in certain crafts such as Laz (painting on glass), Patrăhăiştişti (wood processing) or Şugag (wood processing). Also within the known anthropic attractions, we can, also, mention events such as the Fair of Girls on the Mount Găină and tourist attractions of local interest in Apuseni - Albac and Arieșeni.

A total analysis of the year 2018 compared to the tourist activity for the year 2008, regarding the number of Romanian tourists participating in the internal tourism actions organized by the tourism agencies, by tourist areas, shows a significant increase of cultural tourism and of religious pilgrimages from 14,414. to 19,652 in terms of internal potential. Also, the religious pilgrimage increseas from 4732 to 30022, the spa area also along with the number of persons undertaking tourist activities which doubles.

Tourism management is generally based on coordinating tourism activities, highlighting the local tourism potential through appropriate marketing strategies, increasing the quality of the tuirstical services offered and adapting them to the local specific and integrating know-how, communications and information technology into the available touristic services. This in terms of rural tourism can be a challenge, first of all, due to the infrastructure, the degree of integration of the equipment within the already existing tourist objectives and, on the other hand, the level of use and acceptance to the final consumer.

A good tourist management must have as a central element the increase of the internal or external quality. Thus, the following theoretical models can be standardized, adapted to the local specificity of Transylvania depending on the local context, climate, impact factors, culture, innovation in tourism, environment or tangible or intangible heritage.

Figure 4. The structure of the internal quality and colateral activities
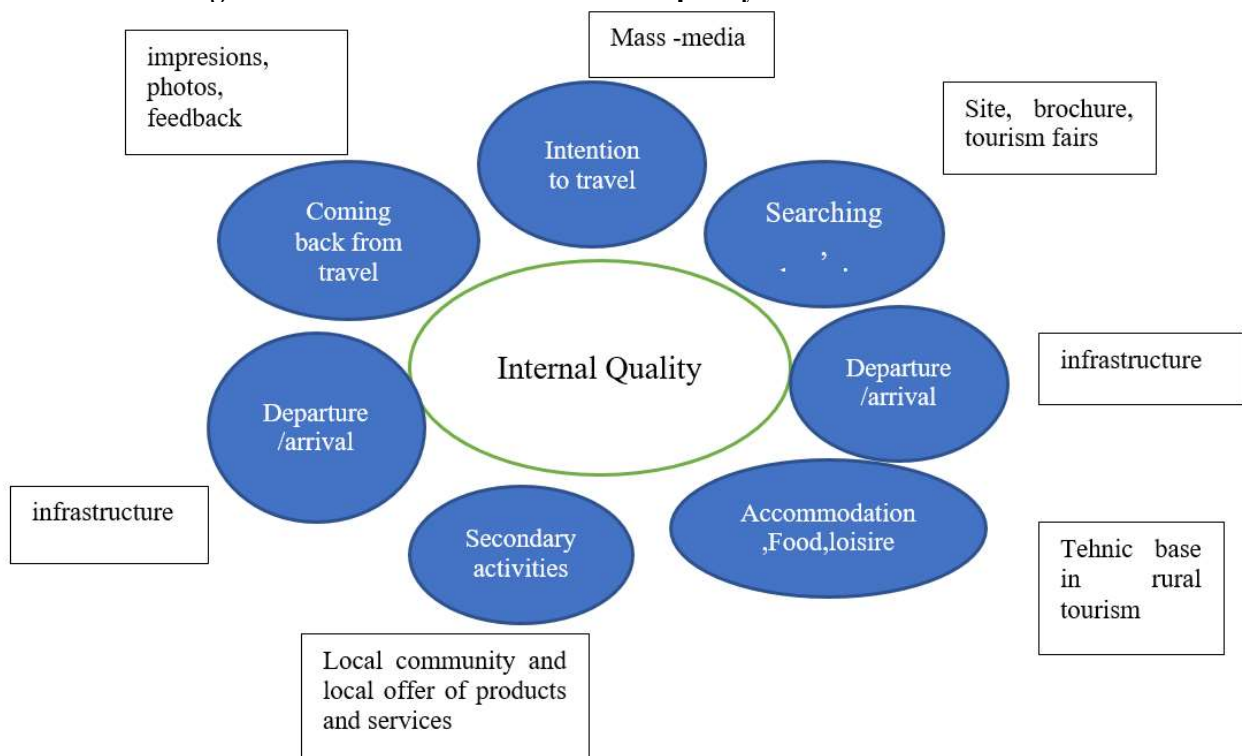
Source: The quality management in rural tourism, Stoican Mirela, Cristinel Gigi Sonea, Adina Camarda, 2013

In Transylvania, the rural tourism infrastructure has major problems, especially the poor condition of the roads that connect the communes to the major road network. Also, the condition of the village streets and the access roads to agricultural crops are problems, due to the direct impact of the quality of life of the citizens. The peripheral localities are affected by the development of the reduced connectivity, the connection to the small urban, itself with development problems, does not present significant advantages nowadays. Access to major transport routes - such as the future Transylvania highway, does not present an advantage *per se* if the territorial administrative units do not generate a development plan correlated with this connection. In terms of access to air transport, these are possible through the existing airport in Sibiu.

Transylvania has about one third of the nationally available accommodation places and has almost half of the total available nationally. Although the largest number of places is available in the Center region, followed by North-West and West, in terms of places in operation we must draw attention to the fact that, in the North-West region, almost as many have worked places as in the case of the Center region. The hotels contribute to the national accommodation offer with almost 19% of the total units and with about 53% of the total places, and in Transylvania with just over 14% of the accommodation structures and 36% of the places.

The analysis of the last time period shows us an increase of agrotourism and tourist pensions in the Transylvanian native landscape, with a slightly greater balance regarding the distribution of accommodation units in the counties of Brasov and Sibiu. Regarding the number of tourist arrivals and overnight stays by types of structures (figures 2 and 3), we can say that the leaders are the counties from the south of Transylvania, Brașov with 1648558, Sibiu 510207 and then Alba 154427 regarding the arrivals in hotels, and if we consider the agrotourism pensions Alba county has a rapid evolution, reaching the main opponent Sibiu county. Tourism in Alba County is, in general, a "family tourism", practiced rather itinerant, with an average of 2 nights per trip and with the visit of 1-2 famous touristic objectives.

The internal quality is, also, conferred by the existence of additional activities, the interaction with the local groups and with the offer of local products and services. For example, in Suceava the local traditions and customs related to the egg-laying, the making of black ceramics, local gastronomy, such as the fried bread in the belt, cozonac or sarmale, etc., while in the area of Transylvania it is highlighted by the diversity of ethnicities, traditions and customs. borrowed from Saxons, Hungarians, an atypical local gastronomy compared to other areas of the country, vineyards and chosen wines, etc.

If we talk about the area of Transylvania, certain villages can be considered representative. This area is characterized by the fact that multiculturalism is a meeting point of mixed populations and traditions, such as East German, Hungarian, Romanian, Eastern influences. In the category of *ethnographic and folklore tourist villages* may be included the localities in which the traditional port, the architecture, the furniture and the interior decoration of the tourist village, the folk music and the folk choreography are predominant and are necessary, as essential attributes of the village. (Talaga, Rural tourism, Course notes, 2010)

The villages of this type can offer accommodation services and meals for tourists in authentic conditions (furniture, decoration, traditional style bed linen, traditional dishes served in special dishes and cutlery - kitchenware, wooden spoons, etc.). And for tourists who do not live in the locality is possible to visit only one or more households with an ethnographic outdoor museum, so both touristic needs are covered.[1]

Tourist villages of art and crafts- the interests of many tourists are known for their artistic creation and their desire to purchase such creations directly from the source, by the producer himself. So far only local tourism is practiced in the circulation of these localities. Such villages offer the possibility of practicing holiday tourism, in which, in specially arranged workshops and with the guidance of renowned artists and craftsmen, tourists will be able to initiate popular archeological techniques: glass icon, naive painting, sculpture and stone, fabrics, clothing and folk seams, ceramics, folk music and dances.[2] etc.

A specific feature of tourism management in the area of Transylvania is rendered by multiculturalism. The depression of Transylvania, inhabited by Romanians, Hungarians and Germans, is nothing more than a model of maintaining balance in often difficult conditions, and cultural tourism is today required as a link between the economic and the cultural element, highlighting itself as a catalyst for development sustainable.

The landscape tourist villages (for quiet, solitary walks in a picturesque natural setting) are the natural location and the geographical location isolated from crowded centers and large traffic arteries. The villages and mountain hills, with houses scattered on valleys and hills at a certain distance, with meadows or orchards, satisfy the fundamental motivation of many tourists to "return to nature". Examples are localities such as Valea Viilor, Mărginimea Sibiului.

Conflict can arise when discuss the element of innovation that complements the tradition, the return to the roots but which must act as an anchor to the present.

The innovation process can lead to different results. Innovation is a process that involves a complete circle and depends on the degree of innovation strategy (gadget, IT equipment, virtual area presentation) and the level of entrepreneurial innovation that leads to types of innovation. Thus, the results are important for the development of the area, in order to put into light different traditions, different particularities regarding a country or a niche sector.

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[1] Entrepreneurship models and rural development in Romania based on the cultural heritage, Stroe Mihaela Andreea, CKS e-book 2019, pp.1124

[2] Entrepreneurship models and rural development in Romania based on the cultural heritage, Stroe Mihaela Andreea, CKS e-book 2019, pp.1125

One of the most important results is the effect on the social economy, the social cost, the improvement of the way of life. And if we talk about a qualitative output, the emphasis is on the perpetuation of traditions, the protection and preservation of the rural cultural heritage, the improvement of the living environment of the communities, the framing of the areas within the European coordinates regarding the promotion of the cultural heritage and of the innovative technologies.

Cultural tourism is based on cultural heritage. It calls for a journey back to our roots, for rediscovering who we are in the eyes of the others and it also helps us find and bring to light our own inner world. In the same time, multiculturalism brings us closer to each other. Living together in a town, a region, a country or a continent, means not only sharing material goods, but spiritual treasures as well. We all have to preserve our cultural values, not just the ones belonging to a special ethnic group.

3. Conclusions

Cultural tourism is based on cultural heritage, there is a strong connection between the tangible patrimony that is put into light by the intangible patrimony in the context of modern society.
Living together in a city, a region, a country or a continent means not only sharing the built heritage, but also the spiritual treasures. We must all preserve our cultural values, not just those belonging to a particular ethnic group. That is why the Transylvanian Depression is a model of maintaining balance in often difficult conditions, and cultural tourism is today required as a factor of connection between the economic and the cultural element, highlighting itself as a catalyst for sustainable development.

The conflict interfers when the innovation process has to be integrated to put into light the cultural heritage adapted to local features, cultures. The conflict management depends on the degree of innovation strategy (gadget, IT equipment, virtual presentation of the area) and the level of entrepreneurial innovation that leads to different types of innovation. Thus, the results are important for the development of the area, in order to put into light different traditions or cultures. This type of conflict can be related to the appearence of regret aversion when it comes on deciding which cultural heritage we might visit, which touristic objective and so on, but this represents the premises of a different research.

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