

# CULTURAL TOURISM

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## **Abstract**

*Cultural tourism is the form of tourism which represents a country, a nation through culture, habits, and traditions. The beauty of a place or a region can be known and promoted by the different forms of cultural tourism. The tourists are increasingly attracted by the real experiences to meet and know other people and other cultures. The policies of tourism will have to be adapted to these market desires and to these trends. Europe needs to create, to develop and to provide a sustainable tourism and of a high quality, based on its advantages, and especially on the diversity of landscapes and wonderful cultural wealth. Therefore, will have to be realized quality offers for the promotion of the culture and local traditions. Particular attention should be directed to several sustainable aspects, such as: the preservation of the cultural patrimony, the wonderful landscape and of the local culture.*

**Key words:** *cultural tourism, impact, destination, tourism potential*

**JEL Classification:** *L83, O13.*

## **I. INTRODUCTION**

Etymologically, the word "tourism" derives from the English term "tour", or "to tour", "to make a tour", a term created in England around the 1700s to designate travel in Europe - in general and in France - in particular. This English term, in turn, derives from the French word "tour" (travel, walk, movement), being taken over by most European languages in the sense of leisure travel. The French term has deeper roots, it derives from the Greek word "tornos" and respectively the latin "turnus", and means traveling in the circuit. The term "tourism" has also been derived as the "tourist", the person who makes the trip for his own pleasure.

Cultural tourism is a branch of tourism that studies the culture of a country or region, especially the lifestyle of people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped them to form the way they live. Cultural tourism includes tourism in urban areas, especially historic or large towns and cultural facilities such as museums and theaters. It can also include tourism in rural areas highlighting the traditions of cultural communities (for example, festivals, customs) as well as their values.

This form of tourism is also becoming more and more popular in general around the world. A recent report highlighted the role that cultural tourism can play in regional development in different regions of the world.

Cultural tourism was defined as the movement of persons to cultural attractions away from the usual

place of residence, with the intention to gather new information and experiences for their culture. ([https://en.wikipedia.org/wiki/Cultural\\_tourism](https://en.wikipedia.org/wiki/Cultural_tourism))

The beauty and the importance of a region can be known and promoted by the different forms of cultural tourism. Cultural tourism is practiced in urban areas, especially in big towns, with a past history and cultural sites (museums and theaters). In the cultural tourism can be included the tourism in rural areas also, when it's about to various outdoors festivals, memorial houses of writers or famous artists.

The culture is represented us and by it will be created the tourists opinion about a country, city or even a touristic objective.

The promotion of cultural tourism is very important to the places which have what show for tourists. There are wonderful places, wonderful destinations, but which are not promoted. Without promotion, in vain there exist habits, culture, art and tradition.

In the framework of the cultural tourism, tourist flows consist of building up one's own customers, willing to follow different distances, small or big, to add something of culture and passion for culture.

## II. GENERAL CHARACTERIZATION OF THE CULTURAL TOURISM

After an analysis on the cultural tourism, it has been concluded that the tourists who practice cultural tourism spend more than other types of tourists. They are interested in the religion, philosophy, history so they visit places filled with culture to enrich their knowledge in culture.

Cultural tourism is also practiced in the attempt to organize various cultural festivals, art festivals, or events where different groups from different countries participate, for exchanging experiences. Here, groups of tourists can mix work and involvement in the evolution of events, with fun and leisure time.

The tourists are increasingly attracted by the real experiences to meet and know other people and other cultures. The policies of tourism will have to be adapted to these desires of the market and to these trends. Europe needs to create, to develop and to offer a sustainable tourism at high quality, based on its advantages, especially the diversity of landscapes and wonderful cultural wealth. Therefore, quality offers must be made to promote culture and local traditions. Particular attention will have to be focused on a few sustainable aspects, such as: preservation of cultural heritage, special landscape and local culture.

Europe is an important destination of cultural tourism, with a large number of visitors from all over the world. It is estimated that the cultural tourism represents 40% of the total European tourism. ([http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/index_en.htm))

The market cultural tourism is in a continuing development. For this reason, there are more and more travel agencies, with different tourist offers. The tourists who practice cultural tourism are much more interested to have a quiet holiday, to visit, to rest, to have fun, unlike those who are tourists for business purposes, for example.

In the case of the cultural tourism, tourist flows consists of the creation of one's own customers, willing to go through different distances, small or big, in order to add something to the culture and passion for culture.

The tourism is invert commerce (the consumer goes to the ware), and the culture is the main element of the motivation, it's important to have a clear idea concerning the structure of the culture and the phenomenon that affect this field, for understanding the causes of the lasts mutations in tourism. If a cultural product like world wide web can be consumed home, it can determine the decision of a travel for effective consumption (to the place presented in www) or maybe it can become a "virtual trip", a sick tourism, in the case of persons touched by the "Internet syndrome". As a coincidence at the cultural revolution with the ones from informatics and communication, the tourism passes from service packets to selling life experience, actually art, culture

or a part of life time, of existence for the subject (the tourist), blended through the intimate process of culture and the object (raw material in the tourism activity). For example, as a reinforcement of this information, we mention the fact that the tourist who goes in a tourist agency isn't asked where he wants to leave, but what kind of destination he desires: a family environment, adventure, sport, for youth, or an exotic or classic one. Unlike rich countries, for a tourist from a transition country, the first question refers to the allotted budget. (Hapenciuc and Kyfyak, 2007) It is now widely acknowledged the idea that tourism has become one of the major socio-economic sectors. It recorded a steady expansion over time, with a growth rate of 5-10% in the last half century. Tourism is not only an increase in the number of tourists, but it has also showed that activity turn into more diverse and complex ones. Although mass tourism remains the predominant form other types of activities related to culture, environment, education and health have emerged. They reflect preferences for environmental quality and a more vigorous and participatory form of recreation. Skiing, hiking, cycling, and canoeing activities have become much more enjoyable than ever, satisfying the need to be close to nature, exploring and learning through motion. (Bejinariu, Cozorici, 2007)

"As other destinations that have as central values the rural life, for Bucovina traditional architecture and authenticity are important resources. The last evolutions in the landscape are not necessary positive ones. The rapidity of architectural changes in rural landscape of important destinations, will determine a new face of the destinations that will no longer fit with tourists expectations and their search for authenticity and rural way of living. The analysis presented in next pages started in 2011, in all ethnographic areas of Bucovina, with the goal to make and inventory of traditional houses and to identify the motivation behind the changes observed within the areas. This process is not characteristic only for Bucovina. The insertion of urban elements, under the pretext of modernization, could be found in Transylvania and in Maramures as well. If in Transylvania the changes made to the brick Saxon houses can be corrected in most cases, the situation in Bucovina and Transylvania is much worse: the houses, made from wood are not changed, but totally demolished and replaced with constructions that are contrasting through color, forms and volumes with the existing landscape. The factors are diverse, and among them, in an ironic way, is tourism development as well: the 39 most affected sub-areas are those where tourism flows are significant, mainly on the road to UNESCO protected monasteries or to other relevant touristic sights. Besides presenting theoretical opinions that sustain the relevancy of cultural landscape as an important part of touristic destinations resources, the article suggests a series of motivations of inhabitants that have led to identified changes. The

research was developed in the program “Save Bucovina Village. Adopt a House!” in cooperation with tourism students of University Stefan cel Mare, Suceava and other institutional partners, with the goal to raise the awareness for preservation the built

cultural heritage of this destination.” (Chaşovschi, Albu, Mohr, 2015)

Some aspects of cultural tourism is summarized in the following table.

**Table 1: Positive and negative effects/impacts of cultural tourism**

Positive effects	Negative effects
<ul style="list-style-type: none"> <li>• The development of the regional culture</li> <li>• Protection of the natural habitat</li> <li>• The accentuation of tourism regions</li> <li>• Strengthening of the local traditions and culture</li> <li>• Less seasonal, can extend the tourism season</li> <li>• Can be an important form of sustainable tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Culture become commercialized</li> <li>• Destruction of the environment</li> <li>• Investments in tourism that act against the state of the environment</li> <li>• Architecture not characteristic to the local customs</li> <li>• Carrying capacity problems</li> <li>• Cultural tourism has only a dependent role (need for package)</li> <li>• Conflict source</li> </ul>

Source: Based on Horváth, 2003

**Table 2: Types of cultural tourism**

Types of cultural tourism	Tourism products, activities
Heritage tourism	<ul style="list-style-type: none"> <li>• Natural and cultural heritage (very much connected to nature-based or ecotourism);</li> <li>• Material <ul style="list-style-type: none"> <li>- built heritage,</li> <li>- architectural sites,</li> <li>- world heritage sites,</li> <li>- national and historical memorials</li> </ul> </li> <li>• Non material <ul style="list-style-type: none"> <li>- literature,</li> <li>- arts,</li> <li>- folklore</li> </ul> </li> <li>• Cultural heritage sites <ul style="list-style-type: none"> <li>- museums, collections,</li> <li>- libraries,</li> <li>- theatres,</li> <li>- event locations,</li> <li>- memories connected to historical Persons</li> </ul> </li> </ul>
Cultural thematic routes	<ul style="list-style-type: none"> <li>• wide range of themes and types: <ul style="list-style-type: none"> <li>- spiritual,</li> <li>- industrial,</li> <li>- artistic,</li> <li>- gastronomic,</li> <li>- architectural,</li> <li>- linguistic,</li> <li>- vernacular,</li> <li>- minority</li> </ul> </li> </ul>
Cultural city tourism, cultural tours	<ul style="list-style-type: none"> <li>• “classic” city tourism, sightseeing</li> <li>• Cultural Capitals of Europe</li> <li>• “Cities as creative spaces for cultural tourism”</li> </ul>
Traditions, ethnic tourism	<ul style="list-style-type: none"> <li>• Local cultures’ traditions</li> <li>• Ethnic diversity</li> </ul>
Event and festival tourism	<ul style="list-style-type: none"> <li>• Cultural festivals and events <ul style="list-style-type: none"> <li>- Music festivals and events (classic and light or pop music)</li> </ul> </li> </ul>

	- Fine arts festivals and events
Religious tourism, pilgrimage routes	<ul style="list-style-type: none"> <li>• Visiting religious sites and locations with religious motivation</li> <li>• Visiting religious sites and locations without religious motivation (desired by the architectural and cultural importance of the sight)</li> <li>• Pilgrimage routes</li> </ul>
Creative culture, creative tourism	<ul style="list-style-type: none"> <li>• traditional cultural and artistic activities</li> <li>- performing arts,</li> <li>- visual arts,</li> <li>- cultural heritage and literature</li> <li>• as well as cultural industries</li> <li>- printed works,</li> <li>- multimedia,</li> <li>- the press,</li> <li>- cinema,</li> <li>- audiovisual and phonographic productions,</li> <li>- craft,</li> <li>- design and cultural tourism</li> </ul>

Source: Ed. Csapó. J. 2011

**Table 3: Types of cultural tourists**

Type of cultural tourist	Short characterization
The purposeful cultural tourist	Cultural tourism is the primary motivation for visiting a destination and the tourist has a very deep and elaborate cultural experience.
The sightseeing cultural tourist	Cultural tourism is a primary reason for visiting a destination, but the experience is less deep and elaborated.
The serendipitous cultural tourist	A tourist who does not travel for cultural reasons, but who, after participating, ends up having a deep cultural tourism experience.
The casual cultural tourist	Cultural tourism is a weak motive for travel and the resulting experience is shallow.
The incidental cultural tourist	This tourist does not travel for cultural reasons, but nonetheless participates in some activities and has shallow experiences.

Source: City Tourism & Culture – The European Experience, p. 4.

### III. TOURISM - THE PRINCIPAL FACTOR TO PROMOTE THE CULTURE

Cultural tourism represents the travel and participation at festivals, activities that offers to the tourists more than the activities of the day-to-day, to the desire for knowledge and social development, behavior etc.(Minciu, 2004)

The tourists are determined to visit some areas or to spend their holiday in a specific resort because of the tourism attractions. Its are grouped in a few categories such as: cultural sights, with all forms of relief, fauna, anthropogenic attractions, historical sights and all attractions that refers to culture. The last type of attractions refers to the language, music, folklore, dances, gastronomy etc. (Stanciulescu, Juganaru, 2006)

Surely, cultural tourism is at high search, especially tourists who are passionate about culture, collectors, museum visitors. In some countries, thereare offered subscriptions to concerts, to conferences, or also to events organized at museums.

There are many fields of culture that can be integrated into the tourist stays. There may be organized circuits with visiting memorial houses of the people who have put their mark in time on the culture and they left behind beautiful memories. Also, the festivals represent a good occasion for the development and promotion of culture. The organizers of these festivals must show the originality and creativity in order to achieve the objectives. Most popular types of festivals are: cinema festivals, music festivals, theater festivals, art festivals. (Stanciulescu, Juganaru, 2006)

In our days, everyone agrees that the tourism development should have a sustainability. Sustainable tourism development satisfies the actual needs of tourists and improve opportunities for the future.

Cultural tourism has a very important role in the economic-social development . This is why there is a tendency to organize the circuits with the cultural character in which the tourists can relax, but at the same time they will enrich their knowledge. For the tourists, it is much more interesting to travel with cultural purpose, therefore, promoting this type of tourism, countries and regions will become more developed, and with a tourist requests in progress.

Tourism has a great influence on the economic global system and assumes a specific request for goods and services, a request which leads to the development and to the increasing tourist demands and offers. Also, the tourist demand leads to an appropriate adjustment of the offer, which is reflected in the development of tourism structures and stimulation of the production branches, such as: construction of new means of transport, leisure facilities suitable for winter sports, nautical sports etc. Tourism development leads to a relatively significant production increase.

Tourism plays an important role in the economy, being a consumer of labor living. Through tourism new jobs are created and this enhances to lower the unemployment rate.

By tourism it is favored interpersonal communication, but also the one between different nations. This leads to the intellectual cultivation and can reduce the political and social conflicts. (Minciu, 2004)

The promotion of cultural tourism must be seen from the point of view of European values and the cultural heritage of each country. These values contribute to the presentation of Europe promoted as a tourist destination. The European Commission shows a series of activities to support the promotion of Europe as a cultural destination. ([http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/index_en.htm))

Worldwide, we are currently witnessing to the development and diversification of cultural tourism and the preservation of ancient traditions and cultures.

At the European level, cultural tourism is in a very high increase, and includes all social categories, from visitors of museums and galleries of art, up to the passionate games of football and more. It is very interesting and important the idea to combine culture with tourism in the media, television and cinema. This will lead to the development of cinema productions of special value, to areas of great tourist attraction.

Many of the objectives of the great attraction have a unique character at national and European level. It represents a cultural, scientific, educational interest.

Lately, there is observed an increase in the number of initiatives in the organization of cultural, artistic events, on the national plan, but also European plan (dances, music, folk festivals). They will surely lead to an increase in the interests of the foreigners.

An important point to be achieved in order to promote cultural tourism is to draw up an annual guide in different languages, with different cultural events, festivals, etc. Thus, tourism will be driven on the international market. (Rosca, 2014)

#### IV. CONCLUSIONS

After an analysis on the cultural tourism, it has been concluded that the tourists who practice cultural tourism spend more than other types of tourists. They are interested in the religion, philosophy, history, so they visit places loaded by culture to enrich their knowledge in the field of culture.

Cultural tourism is also practiced in the attempt to organize various cultural, art festivals, or events where groups from different countries are present, for exchanges of experience. Here, groups of tourists can mix and involve in the evolution of events, with fun and leisure time.

The tourists are increasingly attracted by the real experiences to meet and know other people and other cultures. The policies of tourism will have to be adapted to these desires of the market and to these trends. Europe needs to create, to develop and to provide a sustainable tourism of a high quality, based on its advantages, and on the diversity of landscapes and wonderful cultural wealth. Therefore, quality offers will have to be realized for the culture promotion and local traditions. Particular attention should be directed to several sustainable aspects, such as: the preservation of the cultural patrimony, the wonderful landscape and the local culture.

Europe is an important destination of cultural tourism, with a large number of visitors from all over the world. It is estimated that the cultural tourism represents 40% of the total European tourism.

The cultural tourism market is in a continuing development. For this reason, there are more and more travel agencies, with different tourist offers. Tourism is one of the Romanian economic branches which, despite all the problems that dominates our society, seem it has finally found, the route to a sustainable development. This area, in the near future, as well as implementing a series of marketing strategies and policies formulated in this thesis, could become an important provider of benefits to our country.

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