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[Submitted to University of Wales Swansea on 2010-09-03](#)**textul lucrării:**

14**CULTURAL TOURISM** Abstract **Cultural tourism is the** form **of tourism** which represents **a country**, a nation through **culture**, habits, traditions. **The** beauty **of**

a place or regions 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

7**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

7from 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.

16Cultural tourism is a branch of tourism that studies the culture of

6a 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

13areas highlighting the traditions of cultural communities (for example, festivals, customs) as well as their values.

5This 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

19://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 culture, environment, education and health have a sustainable tourism at high quality, based on its emerged. They reflect preferences for environmental advantages, especially the diversity of landscapes and

**1 quality and a more vigorous and participatory form of**

wonderful cultural wealth. Therefore, quality offers recreation. Skiing, hiking, cycling, and canoeing must be made to promote culture and local traditions. activities have become much more enjoyable than Particular attention will have to be focused on a few

**1 ever, satisfying the need to be close to nature,**

sustainable aspects, such as: preservation of cultural exploring and learning through motion. (Bejinariu, heritage, special landscape and local culture. Cozorici, 2007) Europe is an important destination of cultural As other destinations that have as central values the tourism, with a large number of visitors from all over rural life, for Bucovina traditional architecture and the world. It is estimated that the cultural tourism authenticity are important resources. The last represents 40% of the total European evolutions in the landscape is not necessary a positive

**18 tourism. (<http://ec.europa.eu/enterprise/sectors/tourism>**

one. The rapidity of architectural changes in rural /cultural-routes/index\_en.htm) landscape of important destinations, will determine a The market cultural tourism is in a continuing new face of the destinations that will no longer fit with development. For this reason, there are more and more tourists expectations and their search for authenticity travel agencies, with different tourist offers. The and rural way of living. The analysis presented in next tourists who practice cultural tourism are much more pages was started in 2011, in all ethnographic areas of interested to have a quiet holiday, to visit, to rest, to Bucovina, with the goal to make and inventory of have fun, unlike those who are tourists for business

**8 traditional houses and to identify the motivation purposes, for example. behind the changes observed within the areas. This**

In the case of the cultural tourism, tourist

**8 process is not characteristic only for Bucovina. The flows consists of the creation of**

one's own customers, insertion of urban elements, under the pretext of willing to go through different distances, small or big, modernization, could be found in Transylvania and in order to add something to the culture and passion

8 **Maramures as well. If in Transylvania the changes for culture. made to the brick Saxon houses can be corrected in The**

tourism is invert commerce (the most cases, the situation in Bucovina and

1 **consumer goes to the ware), and the culture is the**

Transylvania is much worse: the houses, made from

1 **main element of the motivation, it's important to have**

wood are not changed, but totally demolished and

1 **a clear idea concerning the structure of the culture and** replaced with constructions **that**

are contrasting the phenomenon that affect this field, for through color, forms and volumes with the existing

1 **understanding the causes of the last mutations in**

landscape. The factors are diverse, and among them,

1 **tourism. If a cultural product like world wide web can**

in an ironic way, is tourism development as well: the

1 **be consumed home, it can determine the decision of a**

39 most affected sub-areas are those where tourism travel for effective consumption (to the place flows are significant, mainly on the road to UNESCO presented in www) or maybe it can become a "virtual protected monasteries or to other relevant touristic

1 **trip", a sick tourism, in the case of persons touched by**

sights. Besides presenting theoretical opinions that the

1 **“Internet syndrome“. As a coincidence at the** sustain the

relevancy of cultural landscape as an

1 **cultural revolution with the ones from informatics and**

important part of touristic destinations resources, the communication, the tourism passes from service article suggest a series of motivations of inhabitants

1 **packets to selling life experience, actually art, culture**

that have lead to identified changes. The research was

1 **or a part of life time, of existence for the subject (the** developed in **the**

program “Save Bucovina Village. tourist), blended through the intimate process of Adopt a House!” in cooperation with tourism students

1 **culture and the object (raw material in the tourism**

of University Stefan cel Mare, Suceava and other

1 **activity). For example as a reinforcement of this** institutional partners, with **the**  
goal to raise **the**

1 **information, we mention the fact that the tourist who**

awareness for preservation the built cultural heritage

1 **goes in a tourist agency isn’t asked where he wants to**

of this destination. (Chaşovschi, Albu, Mohr, 2015)

1 **leave, but what kind of destination he desires: a family**

Some aspects of cultural tourism is

1 **environment, adventure, sport, for youth, or an exotic**

summarized in the following table.

1 **or classic one. Unlike rich countries, for a tourist from a transition country, the first question it refers to the**

10 **Table 1: Positive and negative effects/impacts of**

1 **allotted budget. (Hapenciuc and Kyfyak, 2007) It is cultural tourism now widely acknowledged the idea that tourism has become one of the major socio-economic sectors. It**

Positive effects Negative effects

1 **recorded a steady expansion over time, with a growth** • The development **of the**

• Culture become

1 **rate of 5-10% in the last half century. Tourism is not regional commercialized only an increase in the number of tourists, but it has**

culture • Destruction of the

1 **also showed that activity turn into more diverse and**

• Protection of the environment complex ones. Although mass tourism remains the natural habitat • Investments in tourism

1 **predominant form other types of activities related to**

• The accentuation of that act

10 **tourism regions • Strengthening of the local traditions and culture • Less seasonal, can extend the tourism season • Can be an important form of sustainable tourism**

9 **against the state of the environment • Architecture not characteristic to the local customs • Carrying capacity problems • Cultural tourism has only a**

2:

**2Types of cultural tourism** Types of cultural **tourism** Tourism **products, activities**  
**Heritage tourism** • Natural and cultural heritage (very much connected to nature-based or ecotourism); • Material - built heritage, - architectural sites, - world heritage sites, - national and historical memorials • Non material - literature, - arts, - folklore • Cultural heritage sites - museums, collections, - libraries, - theatres, - event locations, - memories connected to historical **Persons** Cultural thematic routes • wide range of themes and types: - spiritual, - industrial, - artistic, - gastronomic, - architectural, - linguistic, - vernacular, - minority Cultural city tourism, cultural tours • “classic” city tourism, sightseeing • Cultural Capitals of Europe • “Cities as creative spaces for cultural tourism” Traditions, ethnic tourism • Local cultures’ traditions • Ethnic diversity • Cultural festivals and Event and festival tourism events - Music **festivals and events** (classic and light or pop music) - Fine arts **festivals and events** Religious tourism, pilgrimage routes • Visiting religious sites and locations with religious motivation • Visiting religious sites and locations without religious motivation (desired by the architectural and cultural importance of the sight) • Pilgrimage routes Creative creative tourism culture, • traditional cultural and artistic activities - performing arts, - visual arts, - cultural heritage and literature • as well as cultural industries - printed works, - multimedia, - the press, - cinema, - audiovisual and phonographic productions, - craft, - design and cultural tourism Source: Ed. Csapó. J. 2011 Table 3: Types of cultural

**4tourists Type of cultural tourist Short characterisation** **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. This **tourist does not travel** The incidental **cultural** for cultural **reasons, but** tourist **nonetheless participates in some activities and has shallow experiences.** Source:



2City Tourism & Culture – The European Experience, p. 4. 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 III. TOURISM - THE PRINCIPAL FACTOR TO PROMOTE THE CULTURE economy, being a consumer of labor living. By tourism are created new jobs and this help to low the unemployment rate. 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, specially tourists who are passionate about culture, collectors, museum visitors. In some countries, that are offered subscriptions to concert, to conferences, or also to events organized at museums. There are very many fields of culture that can be integrated into the tourist stays. May be organized circuits with visiting memorial houses of the people who have put its stamp in time on the culture and they left behind beautiful memories. Also, the festivals represents a good occasion for the development and promotion of culture. The organizers of these festivals must show the originality and creativity and 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 development of the economic-social. This is why attempts the organization of the circuit board with the cultural character in which the tourists can relax, but at the same time they will enrich their knowledge. For the tourists is much more interesting to travel with the cultural purpose, therefore, promoting this type of tourism, countries, 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 By tourism is favored interpersonal communication, but also between different nations. This leads to the intellectual cultivation and can reduce the political conflicts, social conflicts. (Minciu, 2004) The promotion of cultural tourism must be seen

17from the point of view of European values and the cultural

heritage of each country. These values contribute to the presentation and Europe promoting as a tourist destination. The European Commission show a series of activities to support the promotion of Europe as a cultural destination. (

12[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 museums and galleries of art, up to the passionate games of football and more. It is very interesting and importance the idea to combining 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 an increase in the number of initiatives of the organization of cultural, artistic events, on the national plan, but also european plan (dances, music, folk festivals). They will surely leads 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. So, 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

12in 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 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 provide a sustainable tourism of a high quality, based on its advantages, and on the diversity of landscapes and wonderful cultural wealth. Therefore, will have to be realized quality offers 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.

15It 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.

11**Tourism is one of the Romanian economic** branches, which **despite** all the problems **that** dominates **our society, it seems that** it has found, **finally, the** route to a **sustainable development. This area, in the near future,**

as well as implementing

11**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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