

CULTURAL HERITAGE MANAGEMENT AND EDUCATIONAL TOURISM. STRATEGIES FOR DEVELOPING AND IMPACT ONE THE ECONOMY

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Abstract

Cultural heritage is a valuable resource for communities, with significant potential to contribute to local socio-economic development. By conserving and promoting it, not only is the historical and cultural identity of communities preserved, but economic growth can also be stimulated.

In the context of globalization and the diversification of the tourism market, tourism based on cultural heritage is becoming an important tool for the economic revitalization of rural and urban areas that have such resources.

The objectives will guide the structure of the research, ensuring that the thesis addresses all relevant aspects of the topic and contributes significantly to scientific knowledge in the field of cultural heritage and educational tourism.

Methods. A detailed study will be conducted on specific communities or regions that have a rich cultural heritage and have developed educational tourism. This will include an analysis of the development strategies implemented and the results obtained.

Rezults. There is a correlation between cultural heritage management strategies and the success of educational tourism.

It is argued that the implementation of effective cultural heritage management strategies contributes to a quality educational tourism experience, which attracts more visitors and generates economic benefits.

Keywords: cultural, heritage, tourism, education, strategies etc.

Classification JEL: O – Economic Development, Innovation, Technological Change and Growth

1. Introduction

Cultural heritage is an expression of the way of life adopted by society, which is transmitted from one generation to another and which sums up the customs, practices, traditions, objects, artistic manifestations and values promoted by certain communities. Cultural heritage includes both material and immaterial elements and values and preserves historical landmarks, evidently with roots in antiquity.

The word “heritage” is closely related to another term, often used as a synonym, namely: “inheritance”. Historically, inheritance means “the transfer of property from father to son”.

According to Romanian law, national cultural heritage consists of "all assets that represent a testimony and expression of national values, beliefs, knowledge and traditions, regardless of their ownership regime"¹

In 1994, UNESCO launched the Global Strategy for a Balanced, Representative and Credible World Heritage List, with the aim of expanding the meaning of the definition of world

¹ Lege nr. 182/2000 privind protejarea patrimoniului cultural national mobil, republicata 2008.

heritage and of valorizing, to a greater extent, the cultural and natural diversity of the world, considered to have outstanding universal value.²

Hypothesis 1: There is an obvious correlation between the strategies adopted in cultural heritage management and the development of educational tourism. Thus, the implementation of efficient strategies in cultural heritage management contributes to a high-performance educational tourism, which competes to attract as many visitors as possible, which generates an upward curve of the economy in this field.

Hypothesis 2: Among the challenges of today's society, there are also important challenges related to the development of educational tourism based on cultural heritage. We are aware that the lack of financial resources, poorly developed infrastructure and poor management of cultural heritage are obstacles to the development of educational tourism and, implicitly, strongly impact the local economy.

In this general context, the need to know young teenagers in Romania, their lifestyle, preferences, tastes, expectations towards the cultural offer in public and non-public spaces, but also their attitude towards the national cultural heritage and graffiti, as a form of expression in public spaces, has arisen. We believe that it is essential to have an in-depth picture of young teenagers and their way of interacting with cultural heritage, in order to identify the best communication tools from the perspective of developing projects, programs and policies to protect and promote the national cultural heritage.³

Methods.

Case study: This study aims to identify and analyze the role of cultural heritage in the ongoing development of educational tourism and at the same time a real assessment of the impact that educational tourism has on the local economy.

Questionnaires: The surveys were conducted by questioning tourists, those who participated in educational excursions and members of the local community. These questionnaires targeted the perception, experiences and impact that educational tourism has on the local community and economy.

Interviews: Interviews with stakeholders, such as local government representatives, tourism operators, teachers and cultural heritage specialists. These interviews will provide in-depth insights into the challenges and opportunities in the field of educational tourism and heritage management.

Participatory observation: Personal involvement in activities aimed at promoting cultural heritage, through educational tourism activities to observe the interactions of tourists and the economic impact they have on the community.

Documentary analysis: The pertinent analysis of relevant policies, strategies and documentation in the field of cultural heritage and educational tourism at national and international levels will help us identify the theoretical and practical benchmarks on which this sector relies when talking about economic development.

2. Types of cultural heritage

Movable national cultural heritage

Movable national cultural heritage includes all assets that have historical, archaeological, documentary, ethnographic, artistic, scientific and technical, literary, cinematographic, numismatic, philatelic, heraldic, bibliophile, cartographic and epigraphic value, constituting material testimonies over time of the evolution of the natural environment and its intersection with man, as well as of human creative potential.

² <https://www.mae.ro/node/1614>

³ <https://patrimoniul100.ro/studiu-privind-atitudinea-tinerilor-fata-de-obiectivele-de-patrimoniu-cultural/>

The goods are classified as movable national cultural heritage are:

1. archaeological and historical-documentary goods (archaeological discoveries tools, ceramics, coins, jewelry, material and documentary evidence regarding political, economic, social, military, religious, scientific, artistic history, documents and prints of social interest (archival documents, maps and other cartographic materials), etc.

2. goods of artistic significance; works of fine art, works of decorative art, ornaments, cult objects (icons, embroideries, jewelry, furniture).

3. goods of ethnographic significance: tools, household and household objects, pieces of furniture, ceramics, textiles, clothing, leather, other objects made of metal, wood, bone, stone, glass, cult objects, etc.

4. goods of scientific importance: rare specimens and collections of zoology, botany, mineralogy and anatomy, hunting trophies.

5. goods of technical importance: unique technical creations, prototypes of devices, devices and machines of current creation, technical creations with memorial value, achievements of folk technology.

National immovable cultural heritage

Historical monuments are classified as immovable property, buildings and land located on the territory of Romania, with a special significance for the history, culture and national and universal civilization.

According to Law no. 422/2001, the following categories of historical monuments, immovable property located on the surface, underground and underwater are established:

a) monument - construction or part of a construction, together with the installations, artistic components, interior or exterior furniture elements that are an integral part of them, which constitute significant cultural-historical testimonies from an architectural, archaeological, historical, artistic, ethnographic, religious, social, scientific or technical point of view;

b) ensemble - a coherent group from a cultural, historical, architectural, urban or museum point of view of urban or rural constructions which together with the related land form a topographically delimited unit that constitutes a significant cultural-historical testimony from an architectural, urban, archaeological, historical, artistic, ethnographic, religious, social, scientific or technical point of view;

c) site - a topographically delimited land comprising those human creations in a natural setting that are significant cultural-historical testimonies from an architectural, urban, archaeological, historical, artistic, ethnographic, religious, social, scientific, technical or cultural landscape point of view.

Strategies for the development of educational tourism based on cultural heritage

Organization and planning of cultural heritage registration activity

Recordkeeping activity management includes:

- Analysis of the recordkeeping situation in the area of responsibility: number of assets; quantity and quality of existing inventories and records; number of new records to be developed, by collections; number of records to be restored, by collections; number of existing and necessary photographs;

- Assessment of priorities: 1) assets susceptible to classification in the treasury; 2) assets on permanent display; 3) assets made of precious metals; 4) assets of special value;

- Assessment of existing and necessary human and material resources: specialized and executive staff; forms; equipment and programs; catalogs and other reference materials, cameras and related consumables; space, financial resources and others;

- Establishment of an action plan with objectives, norms, responsible persons and deadlines;

- Periodic evaluation of the progress of the proposed projects;
- Training employees for the specialties needed by the institution;
- Publishing the results in the form of directories, catalogs, albums, online databases.

3. Strategies for the development of educational tourism based on cultural heritage

Action plan for the valorization of cultural heritage in order to increase the competitiveness of the tourism sector in Târgu Jiu

The strategies for the development of educational tourism based on heritage draw guidelines to achieve the following: mapping of geographical areas to identify areas of interest, necessary for the establishment of tourist promotion centers, establishing areas of tourist interest, national and international, to promote tourism in Gorj County, investments require financing within the framework of attracting European funds for the restoration of unique objectives.

The general objective pursued in the application of the strategy for the development of educational tourism based on cultural heritage is to valorize the national cultural heritage for the development and diversification of offers in cultural tourism, as well as the international acceptance of the fact that Romania represents a destination of cultural objectives and tourist attractions of inestimable European and universal value (churches with exterior frescoes, fortified churches, medieval fortresses, folk architecture, handicrafts, etc.), these being objectives of great inestimable importance in the development of the tourist potential of a cultural nature.

The strategies for the development of educational tourism based on heritage draw guidelines to achieve the following:

- a) Mapping of geographical areas to identify areas of interest, necessary for the establishment of tourist promotion centers;
- b) Establishing areas of tourist interest, national and international, to promote tourism in Gorj County and, at the same time, to promote sustainable socio-economic development;
- c) Investments require financing within the framework of attracting European funds for the restoration of unique objectives.

4. Conclusions

For Gorj County, tourism represents a component of utmost importance in economic development at local, regional and national levels. In order to be able to take coherent and concrete measures, it is necessary to develop development strategies and an action plan related to certain actions that require financing from various funds. At the same time, the rehabilitation and enhancement of cultural heritage, targeted in the National Tourism Development Strategy 2019-2030, represents the main advantage in the country's competition in the field of tourism and the main objective at the investment level.

In order to support the Romanian tourism development strategy and policy, it is necessary to adopt concrete measures at the local/regional/national/tourist destination level, such as:

- delimiting tourist destinations, based on their natural and cultural heritage, and developing coordinating structures that allow for the coordination of measures in the field of tourism;
- establishing, depending on the tourist identity, marketing and tourism development strategies and action plans at the tourist destination level, with an emphasis on the elements of uniqueness/differentiation from a heritage point of view;
- restoring representative heritage sites, with the potential to be included in cultural-tourist routes;
- developing cultural-tourist routes at the national level, based on representative heritage elements

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