

Timisoara, 25-26 May

AUTHENTICITY IN FARM AGRITOURISM

Loredana VĂDUVA^{1*}, Cornelia PETROMAN¹, Diana MARIN¹, Ioan PETROMAN¹

¹ Banat's University of Life Sciences "King Mihai I", Faculty of Management and Rural Tourism, Timisoara

*Corresponding author's e-mail: loredana_heber@yahoo.com

Abstract: Authentic tourism in general, and farm agritourism in particular, is a phenomenon with multiple local cultural, traditional and pastoral resonances, due to the ethnic multiculturalism in different areas of the world but also at the level of local communities, through the customs regarding animal husbandry, the traditional processing of raw materials and distribution of finished products as specific farm products. Authenticity in farm agritourism from a social point of view is a negotiable concept rather than an absolute concept, farm tourism turning the traditional culture of a rural area into a product, replacing the real with directing authenticity through its impact on the unaltered culture and tradition of communities of breeders, processors of animal products.

• Introduction

Authenticity in tourism as a term is used for the first time in the Charter of Venice, where the emphasis is placed on historical monuments that must be preserved with all their authenticity while respecting temporary structures. These documents highlight the progress recorded throughout history from multiple perspectives, cultural differences being the starting point in:

- the definition of authenticity;
- the criteria for selecting monuments as sites;
- the protection of human and cultural resources as well as their authenticity.

It is found that some concepts related to authenticity or inauthenticity in tourism are not clearly presented, for these reasons specialists from the field have launched the slogan of inauthentic authenticity or authentic inauthenticity. Considering these aspects, authenticity has become a research topic in the field of tourism, to meet the needs of cultural tourists because it makes possible the contrast with everyday life in the sense that:

- satisfies tourists' need for knowledge, novelty, education;
- determines the escape from everyday life;
- it is a guarantee of the difference between the destinations;
- promotes the multiculturalism of destinations.

• Material and method

In the case of this scientific approach are subject to analysis the current concepts regarding authenticity in tourism, the impact of tourism on culture, as well as the motivation of tourists for practicing authentic tourism using the methods known in research, because the term authenticity for those who practice tourism are susceptible to the fact that at the destination customs or traditions can be reinvented, to attract as many tourists as possible or to reorient tourist flows.



Figure 1. Authenticity

• Results and discussions

According to the new concepts regarding authenticity, from the consultation of specialized literature and research in the field, the natural question arises, what is the use of authenticity. It follows that the term authenticity refers to obtaining general information about the traditions and customs of communities and in the case of authentic tourism at value-added trips, quality experiences, the discovery of new destinations specific to the area and traditional lifestyles. Through authentic tourism, the following activities can be implemented due to authenticity:



Figure 2. Activities for practicing authentic tourism

The above definitions have in common the rectification of authenticity, this representing the inherent quality of an object. We consider that the following conceptual approaches can be used for authenticity in tourism:

- objectivism where authenticity is based on a static original.
- constructivism through which authenticity is a social process;
- postmodernism where authenticity itself is irrelevant;
- existentialism considers authenticity in itself and not as a cultural object.

• Conclusions

Authenticity is a concept present in all forms of tourism and is the element that can produce a reorientation of tourist flows in a destination through the phenomenon of reinventing customs or traditions. We believe that a very important aspect that is being created is the one of tradition and the link between the impact of tourism on communities because the expectations of those who practice tourism change over time and customs and traditions are invented and reinvented. A solution that could lead to the development of tourism could be the promotion of new modern forms of authentic tourism such as farm tourism by promoting traditions and customs, festivals and events as well as gastronomy specific to agritourist farms. Also important are the aspects of authenticity from the perspective of the host and the tourist.