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THE PROMOTION OF HISTORICAL CULTURAL TOURISM IN TIMISOARA AND THE IMPLICATIONS OF THIS PROCESS ON THE LOCAL ECONOMY

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Abstract: *Because the choice of a cultural-historical destination is most often made according to the availability of human and natural resources, of transport and its implications, the convenience of travel, quality of travel, cost and duration of travel, services offered, and safety and security of travel through cultural tourism well-managed history can contribute to the development of local economies, by diversifying its niche forms and promoting those products with a tourist vocation, which cover an unlimited variety in terms of the concept of multiculturalism, existing in this study area, Timisoara, the European capital of culture, through the multitude of premieres, the resources that can be used to practice a multitude of forms of tourism such as: historical cultural tourism, business tourism, urban tourism, ecumenical tourism or combined forms of tourism depending on the level of tourists training and the educational needs, entertaining and recreational activities.*

• Introduction

In recent decades, the cultural term has seen one of the most frequent uses:

- we live in a cultural economy and cultural policies are the subject of government activities, in which cultural diversity, cultural pluralism, access to culture and participation in culture are important cultural political objectives;
- cities are constantly revitalized through cultural development, through cultural regeneration or through cultural animation programs;
- cultural rights are now a significant aspect of contemporary citizenship rights, while cultural heritage, cultural property and the cultural landscape are preserved and protected;
- cultural imperialism, cultural genocide, cultural tourism, cultural materialism and cultural capital all indicate the extensive use of this adjective in specialized and academic languages. Whole fields of knowledge are now described as cultural. If cultural studies and cultural criticism are at the top of the list, fields such as cultural psychology, cultural history, cultural geography and cultural evolution follow closely behind as part of a more general cultural revolution in the humanities and social sciences.

• Material and method

Because the economic power of historical cultural tourism lies in its ability to satisfy the desire of national and international tourists, to know a certain place in a certain way that has meaning for them, a European capital of culture, which is Timisoara in the year 2023, in the framework of this scientific approach, several human resources were analyzed, which through promotion can attract a large number of visitors, by diversifying the forms of tourism and the implications of this process, on the local economy, for the development of the well-being of society and the urban landscape.



Figure 1. Loyd Society

• Results and discussions

Looking for an answer to what is more beneficial to promote for the development of local economies, we come up with the following solutions to promote cultural resources:

- through historical cultural tourism, the promotion of several cultures of tourism;
- developing not only historical cultural tourism but also the culture of urban tourism;
- the transformation of culture through tourism, into a form of capital.

Timisoara, cultural capital in 2023, a city known for its multitude of premieres, has a multitude of human resources that can be used as resources for practicing a multitude of forms of tourism such as: historical cultural tourism, business tourism, urban tourism, tourism ecumenical or combined forms of tourism depending on the level of preparation of tourists and their needs.



Figure 2. The house from the Guild Tree

The implementation of new modern forms of historical cultural tourism by promoting existing human resources in the former bastion city of Timisoara presupposed their inventory and readiness for those forms of tourism with the greatest impact on local economies.

• Conclusions

The choice of a destination is usually made according to the availability of resources, transport and its implications, the convenience of the trip, the quality of the trip, the cost and duration of the trip, the services offered and the safety and security of the trip. The human resources of Timisoara that we want we promote through modern forms of cultural, historical, urban and business tourism are represented by markets, palaces, banks, residential houses, which lend themselves to be included in the cultural-historical routes, for the practice of cultural tourism they are either heritage buildings but also other objects of importance to the profane world through the various symbols present in their architecture: the sun, the square, the compass, the mirror, sun disk, geometric figures and leaves and tendrils.