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## RURAL AND CULTURAL TOURISM: MICLOSOARA CASE

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**Abstract:** Romania has an extraordinary cultural tourism potential. The multiculturalism and interculturality of Romania are a great wealth. Romanians, Hungarians and Germans have been living together for almost a thousand years, especially in Transylvania and Banat. The most popular destinations are cultural: monasteries in Bucovina, wooden churches and houses in Maramures, castles, fortresses and fortified churches from Transylvania. In the last twenty years, cultural has been developing in the countryside especially in the center of Transylvania. Romania is not a well-known tourist destination, like Spain, Italy or France, but the promotion of Romanian tourism is improving day by day.

Annual visits to Transylvania by the Prince of Wales, now King Charles The Third of Great Britain, at the invitation of his friend, Count Kalnoky, has played a special role in this process. Prince Charles not only admired great places His Royal Highness visited. He bought several traditional houses in Viscri and Valea Zalanului that His Royal Highness renovated introduced in tourist circuit.

### • Introduction

- Miclosoara is perhaps the most successful example of cultural tourism in rural Transylvania and this thanks to Count Tibor Kalnoky. After recovering his castle in Miclosoara, Count Kalnoky renovated it with European funds and he integrated into the tourist circuit, setting up the Museum of Transylvanian Life

- The village of Miclosoara is situated in Covasna county, 45 kilometers from the city of Brasov and Sfântu Gheorghe. The distance is relatively small compared to the cities of the area, but it is enough to avoid the congestion and everyday life in the urban environment. Only 20 km away you can visit the Racos Geological Complex, 27 km Feldioara Fortres, 60 km Viscri village, 50 km Rupea Fortres, and 100 km Sighisoara.

### • Material and method

- The topic of this paper is approached from an interdisciplinary perspective: cultural history, geography of tourism, English for tourism

### • Results and discussions

- Count Kalnoky is a friend of Charles, Prince of Wales, now King Charles The Third of Great Britain. Tibor Kalnoky has invited Prince Charles to Transylvania many times and inspired the prince's love for places and cottages of Transylvania.

- **Museum of Transylvanian Life** is located in Kalnoky Castle. The Kálnoky Foundation proposed to establish a museum that would present the material culture of the bourgeoisie and nobility of the previous centuries in the Transylvanian area.

- **Count Kálnoky's Guesthouses** Tibor Kalnoky bought several traditional houses in Miclosoara which he renovated and then turned into guesthouses. The guesthouses in the Transylvanian village of Miklósvár / Micloșoara date back to the 1800's and before. The buildings have been carefully restored in order to preserve their original charm and character

- **The Stone Pub** is perhaps the most archaic building in the whole village. Guests usually meet here for pre-dinner drinks after having returned from their excursions or activities during the day

### • Conclusions

- Transylvania is probably the best brand of Romanian tourism. The friendship between Count Kalnoky and Prince Charles was providential for Transylvanian tourism. King Charles has become the best ambassador of Romanian tourism.