

CULTURAL TOURISM PRODUCT

Costencu Mirela

Universitatea „ Eftimie Murgu” Reșița, Facultatea de Științe Economice și Administrative, Reșița, jud. Caraș-Severin, P-ța Traian Vuia, nr. 1-4, costencumirela@yahoo.com, 0721469363, 0255-210214

Cristescu Ilie

Universitatea de Vest Timișoara, Facultatea de Științe Economice și Administrarea Afacerilor, Timișoara, Str. Pestalozzi, nr.16, iliecristescu@yahoo.com, 0745080654

Apart from their tourism potential, the special events and festivals may lead to community development or to the development of arts; they may be considered entertainment opportunities and excellent ways of communication (due to sponsorship). Their importance and popularity is closely connected to their ability to reach multiple goals. A very important element of the cultural tourism product we wish to promote is the presence of authenticity, which means a genuine, undamaged thing, “a real thing”, the term referring to a motivation, “searching for an authentic cultural experience.”

Key words: cultural tourism product, authenticity, community events, three events authenticity

Tourism products are limited only about the creativity. Why that more and more events become “tourism” products: holidays, shows, international fairs, Olympics, festivals and many other events and parties all over the world. In the future we will have to reconsider the essence of the holidays-looking back to underline our cultural dowry and inheritance, or looking towards the future underlining the importance of the holidays in our individual and collective life.

How many of the events we are celebrating are really authentic and how much entertainment is it involved? Who and what gives importance to these special events? Are they organized for residents, tourists or do they target everyone? And what is the purpose of these events, are they considered attractions for the whole market or just alternative tourism?

The theory we underline is that the tourism benefits are higher than the costs involved, especially those addressed to community events. When communities or cultural groups decide what is important to them and take control over the exchange process with visitors, than the authenticity may be preserved and also improved. It is said that the authenticity is “a product of the community” and its definition is given by the local community.

Valee (1987) claimed that “Authenticity is a desired experience by the tourists and it is also seen as reflecting the genuine nature of every day life of the destination places.” Redfoot (1984) noted that some researchers believe that the modern tourist is not interested in the authentic element (e.g. Boorstin, 1961), whereas others suggest that tourists are interested in finding the authenticity (e.g. MacCannell 1976). MacCannell, in his famous book, *The Tourist* (1976), suggested that tourists are searching for authenticity because it is rarely found. The tourist wants a spontaneous experience which may discover or share everyday life aspects of a different culture or community, but he rarely finds it. MacCannell used the term “backstage” to describe the physical environment where a visitor may notice, find or share something authentic. Greenwood said that (1982), “all viable cultures are in a process of permanent rediscovery.” Pearce (1982) affirmed that the visitors’ satisfaction depends not only on the event’s nature (whether it is authentic or not), but also on the visitor’s perception connected to the presence or the absence of authenticity and his need of authentic experiences.

Within the inheritance context, authenticity has a direct influence upon the way the buildings and places are preserved, repaired and interpreted. To an event planner and marketer this is an issue that targets a customer satisfaction and may be solved by a better product penetration on the tourist market.

We can illustrate with the three events authenticity perspectives: community control and acceptance, cultural importance, tourists’ point of view. At the top of the pyramid, there is a traditional festival, non-commercial certainly based on a community high level control and acceptance. In the middle, there are

“invented” events or tourist-oriented events, may have at first a less cultural meaning, but this may change in time. The result may be a convergence of meanings, up to the creation of new traditions. At the basis of the pyramid there is the variable perspective of the visitor or tourist, whose perceptions and reactions may be unexpected. Those who are looking for authenticity high levels will be attracted by the top pyramid events and will refuse the other type of events. Strictly commercial entertainment events may be less authentic and less accepted by the community, but may still attract a lot of tourists. Tourism perspective is the subject matter of market research whose purpose is to match the proper event with the proper tourist.

Presenting the three perspectives upon the events authenticity, community control and acceptance; cultural value; tourists’ perspective must define the cultural tourism product in order to be opened up in a constant competitiveness, attractiveness and sustainability.

The inherited events, the historical and cultural dowry are extremely interesting to nowadays society. A group of events having historic themes and events dealing with a dimension of the inheritance of a cultural group are very important cultural tourism services offered.

The inherited events are thematic, public festivals together with other special events celebrating community traditions, customs and values. They may have a certain topic linked to inheritance, commemoration, or other holidays. This is the reason why we especially appreciate the initiative of Cultural League for Romanian Unity all over the World, to celebrate the fulfillment of 1900 years from the conquest of Dacia by the Roman Imperial Army. For this event we developed an exceptional cultural tourism product “The Roman Road 1900”, a multinational tourism product thorough Europe.

By a regional development of the event, a global tourism product, a series of sub products, of cultural tourism products may be also developed. Thus, we will show in the following paragraphs the exceptional cultural tourism product “The Roman Way-1900”; we will show the route of Roman troupes, from the entrance at Drobeta Turnu Severin –Traian’s bridge- to Sarmisegetuza passing through Timis-Cerna corridor.

TURNU SEVERIN- DROBETA Drobeta was the first place in southern Dacia where the Romans entered. It was the most important center of southern Dacia. The Roman way from Dierna situated alongside Danube was passing through Drobeta and then through the middle of Oltenia to Romula. The large commercial and strategic road, coming from Upper Moesia, passing through Drobeta, was leading to Bumbesti and the valley of river Jiu up to Mures waterside where it was linked to the road to *Sarmisegetuza Opia Traiana*, the capital of Roman Dacia; to North passing Apulum (Alba- Iulia) Potaissa (Turda)-Napoca (Cluj)-Porolissum (Zaldu) it linked Rome to the Northern border of Dacia. The ruins of Roman Drobeta are spread on 2 km² surface, suffering important damage through centuries. In the 13th century when the new feudal fortress was built, the former Roman town became a real stone quarry. It was used until 1835, when the modern town was founded, the damage also continued on the whole area of the former Roman town being covered by private and public buildings even nowadays. Drobeta was attached to Roman Empire during Traian’s first expedition against the Dacs in 101-102. It was Traian who built the first naval harbor in Drobeta, dug the first Danube shipping canal; and the famous architect Apolodor of Damask built the great bridge across Danube, having a length of 137m and a width of 123m. It was entirely built with stone, the most impressive bridge in the south –east of Roman Empire. Today, in the park of Drobeta, there is a History Museum and there are preserved the Roman camp and the military camp built and dwelled by Roman soldiers of *III Campestris*, *I Sagittariorum militaria equitata*, *Legio V Macedonia* cohorts; the Roman Spas; private and public buildings are visited by many tourists. Drobeta received the title of “town” in 124 when the emperor Hadrian visited Dacia; the inscriptions discovered mentioning the town exact Roman name *municipium Aelium Hadrianum Drobotensium*.

ORSOVA-DIERNA Dierna is mentioned as a Roman town ranked as “municipium” during the emperor Traian, within its name we can find an old Dacian toponymic written differently by many antique sources: *Aiapva*, *Tierna*, *Zernis* etc. Today both the antique Roman town and the medieval fortress are covered by the Danube and the Portile de Fier I dam (Iron Gates). The Roman town Dierna was not as developed as Drobeta; still it was an important place of road transport and naval traffic. At Dierna, the big imperial road turned to Drobeta, coming from Sarmisegetuza through Tibiscum, an important road for shipping the goods and wealth taken by the Romans from Dacia. From the administrative and economic point of view Dierna was one of the most important customs centre in Dacia, also mentioned as station *Tsiernensis*, a place where people used to pay taxes for the goods and the persons that got in and out of the country. Both

Dierna and Drobeta were Roman and Dacian-Roman places, even after the Romans left Dacia in the 3rd and 4th century, maintaining a strong connection with the south Danube Romanist.

BAILE HERCULANE- AD MEDIAM Baile Herculane, identified with the antique spa *Ad Mediam*. Romanian balneary and climatic place having arranged thermal springs, hot water pipes, thermae, private and public buildings, temples, sanctuaries, a Roman amphitheatre, and altars with many inscriptions dedicated to Health Gods and other Gods: Aesculap and Hygia, Hercules (Hercules Invictus Salutiferus, Hercules Sanctus), to Gods of Waters (Dis et Numibus Aquarum); to The Genius of the place (Lenus Loci), Venera, Venus, Mercur, Isis.

It was the most important spa in Dacia, mentioned during the reign of Hadrian up to the 4th century BC. There, it was the place where the Romans governors, commanders of Roman leagues and cohorts, important civil servants, soldiers and also the Roman-Dacian local community came for medical treatment or entertainment. Military units that brought their contribution to the construction and security of the Spa were: Claudia 7th legion, Flavia Felix 4th legion, Gernina 8th legion. Here, there are many visiting caves, maintaining traces from Neolithic to Romanian Middle Age; they are situated on river Cerna Valley: Diana Cave or Diana's spring, Hercules Cave or Hygia; Thieves' Cave, Steam Cave, Iorgovan's Cave, Cumont or Traian Cave, Banitii Cave etc.

MEHADIA-PRAETORIUM Mehadia village, Caras-Severin county identified with the Roman place *Praetorium*. Roman camp and civil Roman place, situated on the Timis –Cerna corridor at about 20 km from Baile Herculane, in Zidina. The Roman camp was established by the soldiers of cohort III Delmatarum during the reign of the Roman emperor Traian; it was also a house for the soldiers of Claudia 7th legion, Flavia Felix 4th legion, Gernina 8th legion and 8th Raetorum cohort. The roman camp had dimensions of 142/116, thick walls 1.30m, it can be easily seen even today and it is situated at about 100-150m from the national road DN6. Between the national road and the left shore of Belareka river, there have been found many civil buildings, temples and thermae, altars, funeral stones, Roman thesaurus and Roman coins, dating second and fourth century B.C.

DOMASNEA- AD PANNONIOS Domasnea village, Caras-Severin county identified with the Roman place *Ad Pannonios*. At the entrance of the village, at the right side of the national road, there is the spot called by the local people "Coveiu lui Iocsa", a Roman place, at the level of the ground there are some wall traces of certain roman buildings. At the North, on the Domasnea Hill towards Teregova, in 1828, it was discovered a military roman diploma, dated in 159 and issued by the roman emperor Antonius Pius.

In the basement of Românu Nicolae from Domasnea have been discovered pieces of Roman pavement and Roman coins from the 2nd and 3rd century. At Mala Lunga, it has also been discovered silver Roman coins. On the Cetate hill is localized a ground medieval fortress situated on the left side of the railway.

TEREGOVA- GAGANIS Teregova village, Caras-Severin county identified with the Roman place Gaganis. At the exit from Armenis pass, where Timis river meets Hideg river, at the crossroad to Rusca Montana, at 50m on the right side and on the right side of the national road, at a 2 km distance from the entrance of Teregova village, there are: The 8th Raetorum cohort Roman camp whose walls can be easily noticed. The archeological discoveries revealed a monetary thesaurus from the 4th century. At the western side of the camp, on the left shore of Hideg, there have been discovered thermae and other civil roman buildings. On the terrace of the spot Znamen, situated on the south, there is a Roman place dated from 2nd and 3rd B.C.

SATU BĂTRÂN In Satu Bătrân, Armenis village, Caras-Severin County, in the place named "Dealul Bisericii", there are localized traces of Roman places and some funeral stones having Latin inscriptions. Here we can also find a medieval church from the 4th and 5th century B.C.

SLATINA TIMIS In Slatina Timis, in a place not very clearly defined, there is a funeral stone raised by Publius Aelius Ariortus' son and grandchildren, an important civil servant in the administration of Drobeta, murdered by Dacian-Romans soldiers.

BUCOȘNIȚA On the terrace from the right side of Timis river, pretty close to DN6, there are some traces of Roman walls, a spot full of Roman bricks with the inscription MID.

PETROȘNIȚA-MASCLIANIS At „La Lunca”, a spot situated close to DN6, a Roman tower has been discovered. Here one can easily notice some Roman buildings belonging to a Roman establishment. It is possible to be the ancient place *Maselianis*.

VĂLIȘOARA On the high terrace, in front of the Valisoara railway station at “Seș” and ”Ogașul cu Țigle”, different Roman buildings have been found , just across the spot ”La Lunca –Petrosnita”. This may be the ancient Roman establishment *Masclianis*.

CARANSEBES Inside and outside Caransebes town, many Roman traces have been discovered, traces of an important rural establishment from Roman times. Thus at *Mehala and Câmpul lui Poșta, Câmpul lui Andrei* many *villa rustica* from the 2nd and 3rd century have been identified and in Câmpul lui Corneanu there is a Roman temple. It has also been identified the crossroad of the Roman ways. One road is heading towards the capital of Dacia and the other one towards North, to Roman town Tibiscum-Jupa, then to Lugoj reaching the left shore of Mures river in front of Bulci town.

JUPA- TIBISCUM The most important town from the south –west of Dacia and the historic Banat, in the 2nd and 4th century. It is situated at about one kilometer away from Jupa village, on the left side of Timis River. In this place, The Archeological Reservation Tibiscum- Jupa covers 17 ha, having a scientific research institute and also a museum. Here, there are preserved two Roman camps, a military camp with more than 15 buildings, private and public Roman buildings, Roman thermae etc. On the right side of Timis river, at Troian , La Drum,Dâmp, there is a Roman establishment with many Roman buildings, a temple of Apollo, and two Roman places. There have been discovered many traces of Roman existence, even after the Roman administration withdrawal from Dacia, dated 3rd and 4th century B.C. The big Roman camp at Tibiscum has the following measures 320/170 m and it used to belong to the following military camps:

ZĂVOI- AGNAVIAE At the village entrance, on the left side of the national road, there is a big ground Roman camp built by the Roman soldiers during the first Dacian-Roman war between 101-102. Around the cemetery there have been spotted Roman buildings, built by the I Sagittariorum cohort’s soldiers.

VOISLOVA On the terrace in front of the railway station, it is preserved a small Roman camp with walls of stone, 43\37 m, and there is also a civil Roman establishment. It has been also discovered a votive altar dedicated to Mars God, for the health of Septimius Severus and Antonius Pius. This altar was built by the Roman general Caius Gallus, the governor of Dacia.

MARGA- PONS AUGUSTI The village Marga ,Caras-Severin county identified with the Roman place Pons Augusti is situated at about 15 thousand steps before Ulpia Traiana Sarmisegetuza. Probably here there has been a customs point, used for all the people who were crossing the mountains to the south of Danube. At Marga, we can see another votive altar dedicated to Nemesis Goddess. It was built by Aelius Diogenes and his wife Silia Valeria for their sons’ health. Aelius Diogenes was a Greek, the leader of the leather bags manufacturers. Also at Marga there are goldfields from Bistra River.

BOUTARI- BOUTE Some historians mention an ancient Roman establishment called *Boute*.

BUCOVA-TAPAE A place situated at the border between Caras- Severin and Hunedoara County, where it is located the ancient establishment *Tapae*. There, two famous battles took place, the Dacian army lead by Decebal against the army lead by Domitian. 87 B.C. and also in 102, against Traian’s army. At Santuri, there are many Dacian fortresses. On Prigor Hill there is an ancient marblefield since the Roman times.

SARMISEGETUZA ULPIA TRAIANA AUGUSTA At about 30 km away from Transylvania Portile de Fier (Iron Gates), there is an ancient establishment Tapae- Bucova. According to an old inscription, this was first established “*by an order of emperor Cesar Nerva Traian Augutus, the son of divine Nerva and by Decimus Terentius Scaurianus, governor, they established Dacica Colony.*” (**CIL, II, 1443**). The foundation of the new Dacian capital between 108-118, took place on a ground where there was no other Dacian establishment. The population of Sarmisegetuza counted about 15000-2000 inhabitances on a surface of 1500 ha. Today tourists can visit historic places such as: amphitheatre, Augustans Palace, the Roman Forum, Roman thermae, suburban villas, and temples dedicated to warship Gods: Jupiter, Dolichenus, Dis Pater and Proserpina Liber and Libera, Aesculap and Hygeia, Mitras, Nemesis. In Sarmisegetaza village, identical name with the former Dacian capital, there is a Museum which offers the visitors the old image of political, economic and spiritual life of the inhabitances of Dacian Roman capital **Sarmisegetuza Ulpia Traiana August.**

We consider that this global tourism product “The Roman Road 1900” is necessary to be taken over by central and local authorities in order to value it (statues, inscriptions, scientific conferences, mass-media releases, organizing trips by different governmental and non governmental organizations, private

organizations) at level of the authenticity, showing a part of Romanian history, a history of those places, a history of the fact that we are an integrated part of Europe.

Thus, we have to create a promotional mix, a communication strategy for tourism marketing both at the central level and at the local one. This can be achieved with the help of students attending the classes of Management and Marketing Master. This is also an exceptional tourism product that is suitable for the national and international tourism demands.

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