

World, European and National Policies in the Field of Cultural Tourism

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Abstract

At both world and national level, transnational policies in the field of tourism, in general, and of cultural tourism, in particular, come from the U.N.E.S.C.O. and from the W.T.O. represented by the U.N.O., while at European level these policies are exclusively the result of the European Union and of the European Council. National policies in the field of cultural tourism in Romania are developed by the Ministry of Tourism, and are included and detailed in the Master Plan for the Development of National Tourism. Though the number of associations, committees, councils, organisations, and other organisms dealing with world and European tourism is larger, at national level the National Authority of Tourism does not supply the necessary instruments to achieve sustainable development in the field of hospitality and of tourism, lacking marketing policies and coherent promotional strategies based on detailed understanding and on hierarchy of source markets.

Keywords: cultural tourism, policies, recovery opportunities

1. Introduction

Policies in the field of cultural tourism should take into account two great categories of impact – positive and negative – particularly in the case of small localities. Among the types of positive impact we can count: the increase of the number of jobs, the supply of a reason for pride for the natives, the sourcing of extra-budgetary funds for the development of an area and the supply of new activities for the natives, the presentation and the promotion of localities through publicity and, last but not least, the revitalising and modernisation of the village, commune, town, etc [1 - 3].

The negative impact of the promotion and development of cultural tourism is, in its turn, of several types: lack of parking places, increase of phonic pollution levels, increase of tourist numbers above the absorption capacity of the area,

loss of natives' privacy, traffic restrictions on the roads of interest, and infrastructure stress.

Policies in the field of cultural tourism are established at all financial levels: transnational, national, regional, and local. But we need to mention the following: when speaking of importing policies in the field of cultural tourism and of adapting them to the necessities of a destination located elsewhere and of the extreme difficulty of achieving such transfers because of the following [4, 5]:

-the research was carried out in another destination than that in which we wish to intervene with recovery policies;

-the cultural context of the study carried out differs from the cultural context of the destination of intervention;

-the size of the studied destination can be different from the size of the destination in which the model is implemented;

-the destination of intervention could be very far from other tourism markets;

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-the image of the studied destination can be totally different from the image of the destination of intervention;

-the importance of the activity for the studied destination can be very different from the importance of the intervention destination [6].

2. Materials and methods

Though at world and European levels there are numerous organisms involved in world and European cultural tourism and Romania enjoys the support of the latter ones, we can ask ourselves why cultural tourism is not profitable and why it is not promoted. Starting from the literature in the field and from our own experiences, we try to suggest solutions for the changing of this situation through the promotion of regional strategies and policies of sustainable development for the Romanian area.

3. Results and discussion

World Tourism Organisation (W.T.O.) is a United Nations Organisation (U.N.O.) specialised agency and a leader in the field of tourism, serving as a global forum for the solution of issues related to tourism policies and as practical source of know-how.

We consider that W.T.O. plays a positive central role in the promotion of tourism development, sustainable and universally accessible, paying particular attention to the interest of developing countries through the policies developed. Among the programmes developed, we consider that the following are important in the valorisation of cultural and man-made resources: coordinating the management of destinations, assistance in development, education, risk and crisis management, sustainable development.

W.T.O. programme called “destination management” has been developed in order to positively meet the increasing need for systematic, multidisciplinary, and intersectorial strategies in tourism at national, regional, and local levels, and to supply strategic directions in destination management – a recent concept that refers to micro level activities in which tourism shareholders achieve their individual and organisational duties in a coordinated way to allow macro level policies to be achieved.

The main benefits of destination management are as follows:

- establishing a competitive climate;
- ensuring tourism sustainability;
- sharing tourism benefits;
- improving tourism production;
- developing a strong, vibrant branded identity.

As for W.T.O. member nations, among which Romania (ever since 1975), the mission of the organisation is to support its member nations to reach ever higher performance standards in Tourism Policies and Tourism Management, establishing proper contents through working programmes. These contents should be related to the common objectives of Tourism Policies such as: development, reduction of climate changes, jobs, and the use of tourism to support other public political objectives:

- maximising the participation of member nations to the maximising of their benefits;
- developing a strategy and a proper working programme based on the most advanced tourism policies;
- supporting member nations in developing strategies in the context of tormented markets.

The range of activities in Europe concerning the policies of the W.T.O. covers the following: the use of instruments in the approach of the issues related to quality and client satisfaction, the preparation and implementation of programmes concerning the creation of values such as innovation in technological areas, in the field of human resource development and of leadership, in the field of new tourism products, in the processes of re-engineering in the public sector.

European Union policies in the field of cultural tourism refer, besides economic growth and the development of new jobs, to the important role played by most European areas: infrastructure developed for tourism and contributing to local and regional development, with jobs developed and maintained even in areas subjected to industrial decline or in rural areas contributing to the development of sustainable tourism and playing an important role in the preservation and enhancement of cultural and natural heritage in an ever larger number of areas – from fine arts to local cuisine, crafts or biodiversity.

A new policy linking tourism to strategic requirements has been developed in Lisbon that tries to enhance competitiveness and increase at European level. The policy suggested by the

European Commission aims at supporting the tourism industry with a view to accepting challenges (aging of the population, increase of external policy, demand for ever more specialised tourism forms, the need to develop more sustainable tourism practices) through promoting competitiveness.

This revised policy of the European Commission tries to develop more and better jobs, developing the necessary conditions for an ever stronger tourism in the years to come.

U.N.E.S.C.O. promotes, through its policies of international cooperation among its 193 member nations and its 6 associated members, the conditions of a genuine dialogue based on the respect for the common values and dignity of every civilisation and culture.

From a cultural point of view, the main topics are as follows:

- cultural diversity (diversity of the forms of cultural expression, heritage, languages and multilingualism, culture and development);
- world heritage (achieving social cohesion through sites and monuments conservation);
- intangible heritage (lifestyle and traditions);
- underwater heritage;
- movable heritage and museums;
- creativity (creative industries);
- normative actions (cultural diversity);
- dialogue (intercultural dialogue, general and regional histories, dialogue roads).

Among the most important U.N.E.S.C.O. documents on the policy in the field of culture and cultural tourism we need to mention the convention concerning the protection of the cultural and natural world heritage and the convention concerning the issue of cultural diversity.

National policies in the field of cultural tourism are contained in the Master Plan of the Romanian Ministry of Tourism, where they have detailed the policies for sustainable development and management in the tourism industry from the point of view of natural and cultural resources, representing the umbrella policy that includes different plans and strategies meant to optimise the contribution of tourism industry to national economy.

Through activities initiated at national level they promote rural tourism and agritourism as forms of responsible tourism through events and festivals in which local cuisine, customs and traditions are

revived to remind the Romanians who they are, where they have started from and what their cultural values are.

If some policy-making authorities at the level of county or local councils have taken serious measures for the development and promotion of the tourism industry in areas of influence, others have only made proposals without putting them into practice. We think that some improvements to the general activity of preserving, maintaining and presentation of cultural tourism destinations should be done. There are no general strategies or plans for the marketing of these areas and the Timiș County is no part of the concerns of the Ministry of Tourism.

Thus, in the Master Plan, the Timiș County is mentioned only in the following two circumstances: tourism agents and tour operators, tourism guides, centres of tourism information, strategic transport networks, and preservation of historical buildings.

4. Conclusions

The analysis of economic impact of some cultural tourism activities helps both analysts in the field of tourism and tourism decision-makers assess projects being carried on or to be carried out in the future by supplying measurable, comparable assessments concerning mainly the contribution of tourism to economy and to take proper measures.

Policies in the field of tourism in general and of cultural tourism in particular should take into account the two main impact categories – positive or negative – and to adapt them to the needs of a destination in accordance with strategic directions in the management of destination.

This programme, named “destination management”, has been developed by W.T.O. aiming at meeting positively the increasing need for systematic, multidisciplinary, and intersectorial strategies in tourism at national, regional, and local levels.

The renewed policy of the European Commission aims at developing further on the dialogue and partnership with shareholders in the tourism industry for the benefit of the sector and to promote a wider understanding of the role played by cultural tourism in Europe through the promotion of competitiveness and of tourism, through the enhancement of understanding and of

visibility of tourism, and through the support of the promotion of European cultural destinations.

The entire world needs global visions from the point of view of sustainable development based on mutual respect and on poverty alleviation – as main targets of the U.N.E.S.C.O. policy.

The national policies in the field of Romanian cultural tourism are developed by the Ministry of Tourism and are included in the Master Plan where they identify the main key aspects to be remedied.

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