

## CULTURAL HERITAGE ENTREPRENEURSHIP: CASE STUDY ROMANIA

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**Abstract:** *Cultural heritage represent an important factor to support the local development. The paper discuss some examples of cultural heritage entrepreneurship, mainly based on the areas' development potential for boosting the creation of new opportunities for tourism products/services and partnership. The results underline the need to promote sustainable tourism and to strengthen partnerships.*

**Keywords:** *best practices, entrepreneurship, cultural heritage*

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### **1. Introduction**

Cultural heritage is an important factor to support the local development. The best practices identified illustrate how cultural heritage can be a catalyst for social inclusion, dialogue and intergenerational exchange, by connecting different target areas, creating opportunities for young people and minorities, etc.

### **2. Cultural heritage entrepreneurship best practices**

The cultural consumption package can be adapted by supporting:

- authentic consumption with the replication of the traditional village;
- consumption with modern facilities - accommodation and transport with a certain degree of comfort;
- post-consumption or repeated consumption, with genuine cultural package.

The examples of cultural heritage entrepreneurship may be differentiated into several categories, where built heritage is integrated in different degrees in the products/services offered.

Table 1 The link between the type of consumption model and the entrepreneurial initiative

| <b>Consumption model</b>     | <b>Main features</b>                                                                                                                                                                                                                                                                       | <b>Entrepreneurial initiative</b>                                                                     |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| experience rural lifestyle   | traditional farming and conservation of households                                                                                                                                                                                                                                         | the "Viscri Whole Village" project in Braşov County, developed by the Mihai Eminescu Trust Foundation |
|                              | interactive workshops for visitors: tailoring, brickyard, weaving, carpentry, gastronomy and wicker knitted fabrics, manually carving oak wood, shaping brick clay, baking, learning the meaning of symbols of local woven or embroidered motifs                                           | the Apafi mansion (Mălâncrav village of Sibiu County)                                                 |
| reproducing old habits       | near Viscri, the brick and tile oven, built to create a source of traditional building materials necessary for the restoration of buildings of historical and architectural importance                                                                                                     | project of Mihai Eminescu Trust Foundation developed in partnership with Horizon Foundation           |
|                              | Mălâncrav village of Sibiu County - The Mălâncrav Oven, with a capacity of 12,000 pieces, was built in 2009 and is like the Viscri one, operating since 2006                                                                                                                               | project of Mihai Eminescu Trust Foundation developed in partnership with Horizon Foundation           |
|                              | wool socks ("Viscri Socken"), slippers and jam                                                                                                                                                                                                                                             | Viscri, Braşov - Mureş area                                                                           |
|                              | living & working                                                                                                                                                                                                                                                                           | "Ivan Patzaichin - Mila 23" Association in the Danube Delta                                           |
| sightseeing                  | Mocăniţa - the last remaining forestry railway in Europe                                                                                                                                                                                                                                   | Vişeu de Sus, Maramureş                                                                               |
|                              | The Bucharest City Tour project, developed by STB SA (Societatea de Transport Bucureşti), in collaboration with Bucharest City Hall. This line is available in the spring - autumn seasons, and has four double-decker buses, equipped with an audio guide in Romanian, English and French | Bucharest City Tour project                                                                           |
| reproducing local traditions | painted eggs                                                                                                                                                                                                                                                                               | villages Paltinu, Moldoviţa, Vatra Moldoviţei, etc.                                                   |
|                              | fair of ceramics                                                                                                                                                                                                                                                                           | Horezu, Vâlcea County                                                                                 |
|                              | traditional carpets – vertical loom                                                                                                                                                                                                                                                        | Bucerdea Vinoasa, Alba County                                                                         |
|                              | IA – the Romanian Blouse - the central piece of the national costume                                                                                                                                                                                                                       | Academia Doamnelor – Alba Iulia                                                                       |

|                              |                                                                                                       |                                                                                                                                                                                                                                                                                                                 |
|------------------------------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                              | combining culture, education, creativity, cultural tourism and cultural sustainability                | Tradition Group Association, Bucerdea Vinoasă, Alba County                                                                                                                                                                                                                                                      |
| reproducing local gastronomy | alternative events, innovative services and products                                                  | My Transylvania Sibiu Association                                                                                                                                                                                                                                                                               |
|                              | Traditional Bread                                                                                     | "Pita/Bread of the Citadel" produced with the shape of a seven-pointed star, the shape of Alba Carolina Citadel in Alba Iulia                                                                                                                                                                                   |
|                              | Traditional Wine                                                                                      | "Wine of the Citadel" represents another promotional product of Alba Iulia, being part of the Jidvei portfolio, the largest Romanian producer of wines and champagne of controlled origin from Transylvania. The Wine of the Citadel is a product created exclusively for tourism and the hospitality industry. |
| exhibitions using ITC        | exploration tours to visitors, presenting details that can remain undiscovered during a regular visit | the Museum of Dacian and Roman Civilization in Deva uses the Questo application, Hunedoara County                                                                                                                                                                                                               |

If we are looking for a consumer package that includes a built heritage asset, then the range of possible offers may be represented by the following models.

Table 2 Selection of consumption models and entrepreneurial initiatives that include built heritage assets

| The model                      | The features                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| diving into cultural heritage  | house-museum - the Vama Museum with four thousand eggs from 80 countries painted in different techniques, Suceava County                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                | Hurez Monastery Museum (Vâlcea County) hosts medieval artwork, fabrics, numerous documents and old books. The Horezu Ethnographic Museum is located within the Museum Complex of Măldărești - Horezu and is focused on ethnographic and medieval art, where objects of popular architecture, fabrics, paintings and traditional costumes are exhibited. Horezu House of Culture was built in 1966 and features a 400-seat hall, a library and a Contemporary Folk-Art Gallery that holds a large collection of pottery made up of objects donated for 30 years by popular artisans, participants at the Horezu Ceramics Fair. The "Ada Orleanu" town library is open permanently, has a reading room and a 40,000-volume book fund |
| experiencing cultural heritage | Tradition Group Association, Bucerdea Vinoasă from Alba County – village monography - old photos - Bucerdea Vinoasă Village Museum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                | exhibitions using ITC - the Museum of Dacian and Roman Civilization in Deva (Hunedoara County) uses the Questo application - offers exploration tours to visitors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

This selection highlights the high degree of flexibility and added value not only for the tourism sector, but also for education. From the economic perspective of local development, the promotion of cultural heritage consumption drives the diversification of local economic activities - production and consumption services, and generates a high potential for social inclusion through employment or/and entrepreneurial opportunities.

In discussing the youth cultural consumption model, it is important to take into consideration the discovery of the rural ecosystem, and to emphasize the need of interactivity, of finding new ways to present the products. The interactivity is important in the process of learning about heritage. In the following section, some examples of best practices in the area of cultural heritage entrepreneurship are presented.

### **2.1. Social entrepreneurship in the Danube Delta**

The village of Mila 23 is located on the Sulina branch of the Danube, the only access being by water (1). The fishing village underlines the specificity of the Danube Delta settlements. The "Ivan Patzaichin - Mila 23" Association in the Danube Delta aims to design, implement and promote sustainable development projects of local and regional interest. The association aims to promote the concept of social entrepreneurship (2). The objectives of the Association are:

- Developing tourism projects / programs for nature and culture-based experiences, active outdoor experience;
- Developing programs and strategies to improve the quality of life and community development opportunities;
- Supporting private initiatives that lead to the economic, social and cultural development of communities and which ultimately aim at increasing the quality of life;
- Protect, promote and support the development of natural, historical, archaeological and cultural heritage.

### **2.2. Promoting local heritage and gastronomy**

My Transylvania Sibiu Association promotes local heritage and gastronomy through events, innovative services and products (3). The Association performs activities in the field of tourism, with a focus on rural areas, local stories and cuisine, cultural landscape, customs and tourist attractions of the area.

### **2.3. Painting eggs in Bucovina households**

*In the Bucovina households, beginning on Tuesday of the Great and Holy Week, the Easter eggs are painted (4). In recent years, the tourists may experience the features related to this custom, that represents the predominant occupation of the inhabitants from the villages Paltinu, Moldovița, Vatra Moldoviței, etc. In Vama, a local entrepreneur managed to transform her house into a museum, with a collection of about four thousand eggs from 80 countries painted in different techniques.*

### **2.4. Mocănița from Vișeu de Sus, Maramureș County**

Mocănița is an attraction that should not be missed by tourists. There is a nearly 60-kilometer trail through the forest on the Vaser Valley, originally built for timber transportation (5). Since 2000, steam trains for tourists have circulated regularly (6). The season begins in spring and ends in autumn. One of the most important cultural heritage assets of Maramureș County, Mocănița, represents the last remaining forestry railway in Europe.

### 2.5. Pottery Center in Horezu, Vâlcea County

At Horezu, on the first Sunday in June, the Rooster of Hurez Ceramics Fair is organized. Craftsmen from Satu Mare, Corund, Marginea or Oboga come to show their talent (7). In the Horezu area, tourists can admire handicrafts products such as ceramics, handmade fabrics, religious painting, etc. There is a cultural potential that is not well known and exploited, underlined by the existence of:

- Ceramists, artisans who respect and carry on local traditions, their products being veritable works of art;
- Cultural manifestations;
- Heritage sites - museums, cultural houses and libraries.

The Hurez Monastery Museum hosts medieval artwork, fabrics, numerous documents and old books. The Horezu Ethnographic Museum is located within the Museum Complex of Măldărești - Horezu and exhibits ethnographic and medieval art works, such as objects of popular architecture, fabrics, paintings, and traditional costumes. Horezu House of Culture was built in 1966 and features a 400-seat hall, a library and a Contemporary Folk-Art Gallery that holds a large collection of pottery made up of objects donated for 30 years by popular artisans, participants at the Horezu Ceramics Fair. The "Ada Orleanu" town library is open permanently, has a reading room and a 40,000-volume book fund.

### 2.6. Sustainable cultural, tourist and social development of communities

Tradition Group Association, Bucerdea Vinoasă from Alba County, combines culture, education, creativity, cultural tourism and cultural sustainability in its activities. The area of interest mainly refer to (8):

- Conservation and promotion of intangible cultural heritage;
- Identifying, preserving and promoting the local cultural heritage by developing and coordinating the Bucerdea Vinoasă Village Museum and the traditional viticulture exhibition;
- Supporting the research and valorisation of the real cultural heritage: organizing research campaigns and exhibitions, thematic presentations, camps, etc;
- Development and promotion of cultural sites in the community, in order to create a local, micro-zonal multifunctional cultural and touristic complex.
  - The objectives of the association include the development, support and promotion of:
    - Traditional Romanian and universal cultural values;
    - Sustainable tourism and the protection of the environment and nature;
    - Study and research activities on the history and civilization of Romanians;
    - Programs and projects related to culture and tourism in schools, high schools, universities.
  - Other activities of the association aim at:
    - Collaboration with various individuals, local authorities, other institutions and governmental, non-governmental organizations in the country and abroad, for the implementation of projects of common interest in areas such as culture and tourism;
    - Supporting the efforts of building, rehabilitation, modernization and endowment of social, cultural or other settlements, with the purpose of carrying out, among others, educational, cultural, economic, charitable, and social

activities.

### **2.7. Guided tour for smart phones**

Starting in May 2018, the Museum of Dacian and Roman Civilization in Deva uses the Questo application to offer unique experiences to visitors at the exhibitions at the Deva headquarters (9) (10). The mobile app offers free exploration tours and provides details that can remain undiscovered during a regular visit, but also exciting hints and fun riddles. Visitors are challenged to accept various exciting missions, being guided through objects exhibited in the museum. As the challenges in the application are solved, they find various stories about those objects or people that used them long time ago.

### **2.8. Revitalizing authentic villages**

Viscri is one of the most emblematic Saxon villages in Transylvania, belonging to UNESCO World Heritage. The small village of Braşov County has become a true brand of rural tourism in Romania.

The "Viscri Whole Village" project developed by the Mihai Eminescu Trust Foundation (11), as well as similar projects developed in other villages in the area, consists in revitalizing authentic villages, composed entirely of historic houses from the 17<sup>th</sup> - 20<sup>th</sup> centuries, using only local construction materials and traditional local techniques.

The project supports traditional entrepreneurship and tourism based on traditional crafts. Local businesses were set up, such as guesthouses, traditional brick and tiles ovens, juice factories. Traditional agriculture was also supported.

A web travel platform has been created for promotion purposes (12). The website is structured on three key areas, offering accommodation units, opportunities to attend various trips and events, as well as places to visit. Reservations can be made online, and tourists can choose the accommodation unit among the restored houses included on the platform. The platform also contains information on the active involvement of various local stakeholders, the promotion of community (Sibiu Christmas Market 2017, Sibiu Serenades New Year's Concert, Astra Film Festival 2017, Transylvania Gastronomic Festival 2017, etc.), as well as places to visit in the Transylvanian valleys and forests, where tourists can travel back to the past in a "long forgotten period".

Viscri projects has used active and direct involvement of local residents who became responsible for its implementation. Traditional farming and conservation of households and farms were encouraged. The promotion of responsible tourism that valorize natural and cultural heritage was considered. This tourism activities provide additional income to locals, facilitates the development of traditional skills and products. Among the villagers, especially vulnerable groups, such as Roma and low-income people used cultural heritage as a source of economic and social gain.

Local brands were created, developing products such as socks, slippers and jam. "Viscri Socken" has become a famous brand not only locally, but also across borders (in Germany, this brand sold twice as many socks and slippers than in the Viscri store). Wool socks and felt slippers are handmade by approximately 90 women. An association and a shop were set up, where, besides these, honey and jam are offered as local products.

Local crafts have been revitalized. The village's blacksmith produces various products, including those used for the restoration of houses in the village, but he also embraced a new, up-to-date orientation, sharing the secrets of this craft with tourists. The tourists may experience the job of the blacksmith.

Other villagers are engaged in vegetable farming and husbandry, and the products obtained are delivered to the local guesthouses, while others organize carriage rides for tourists, including visits to the place where a traditional craft is still practiced today: producing charcoal by slow burning the wood found in the soil.

Near the village is the brick and tile oven, built by Mihai Eminescu Trust, to create a source of traditional building materials necessary for the restoration of buildings of historical and architectural importance. This oven is lit 3 to 5 times a year and produces about 6,500 bricks and 12,000 tiles each time. Tourists have the opportunity to make a tile themselves, as a souvenir.

### **2.9. Cultural routes**

In the Mălâncrav village of Sibiu County, the Apafi mansion, a 17<sup>th</sup> century building that has been restored with traditional techniques, has been transformed into a guesthouse. The artisans organize interactive workshops for visitors: tailoring, brickyard, weaving, carpentry, gastronomy, etc. Several experiences proposed to tourists address to all senses: manually carving oak wood, shaping brick clay, baking, tasting the local traditional bread or cakes, learning about the meaning of the symbols of local woven or embroidered motifs, etc. (13) (14).

In the tile and brickwork workshop, traditional bricks and tiles are handmade with raw material. The Mălâncrav Oven, with a capacity of 12,000 pieces, was built in 2009 and is like the Viscri one. Both projects belong to the Mihai Eminescu Trust Foundation and were developed in partnership with Horizon Foundation, to meet the growing demand for handmade bricks and tiles.

At the tailoring workshop in Mălâncrav there are traditional costume pieces with motifs specific of the area, as well as napkins, tablecloths, and embroidery. Tourists can buy this type of products, as a souvenir.

Among the products of Mălâncrav weavers, which use wool yarn and cotton to weave on a loom using techniques inherited from ancestors, include carpets, blankets, curtains, tablecloths, towels, wipes, bed covers, pillowcases, and other. The production process may take from one week to one and a half months, depending on the complexity of the motifs and the size of the object being created. In the carpentry workshops, the artisans still use traditional tools, carving techniques and types of wood joining. Guesthouses opened in some households receive tourists.

On the map of the cultural attraction, there is also the Thematic Path, located in the ecologically certified apple orchard that represents a valuable category of natural heritage.

### **2.10. The "Bucharest City Tour"**

The Bucharest City Tour project was developed by STB SA (Societatea de Transport București), in collaboration with Bucharest City Hall, and offers tourists and residents the opportunity to explore the various important attractions of the city (15) (16). This touristic line is available in the spring - autumn seasons, and has four double-decker buses, equipped with an audio guide in Romanian, English and French. Using Bucharest City Tour, visitors can get information on the history, culture and traditions of this area on a single trip.

### **2.11. Pita/Bread and Wine of the Citadel, Alba Iulia**

Alba Carolina Citadel is a fortress built at the beginning of the 18<sup>th</sup> century in the medieval town of Alba Iulia, having the role of a strategic fortification of the Habsburg Empire against the expeditions of the Ottoman Empire and the consolidation of the Habsburg power locally. The fortress is the largest Vauban fortification in Southeastern Europe (110 ha) and became the place where the Great Unification of Romania took place in 1918.

"Pita/Bread of the Citadel" was created to support the promotion of the city (17), with the shape of a seven-pointed star, reproducing the shape of Alba Carolina Citadel. The bread recipe is over 300 years old (18) and contains "40% Romanian soul, 30% local pride, 20% tradition and 10% flour, sourdough, salt and water". The bread was registered as a traditional Romanian product, being sold in stores all over the country, but also in various foreign shops with Romanian products.

"Wine of the Citadel" represents another promotional product of Alba Iulia, being part of the Jidvei portfolio, the largest Romanian producer of wines and champagne of controlled origin from Transylvania. The Wine of the Citadel is a product created exclusively for tourism and the hospitality industry.

### **3. Final remarks**

Accessibility of cultural heritage and raising awareness of the need to improve it represent important aspects that should be considered when various entrepreneurial programs / initiatives are designed and implemented. From the sustainable development point of view, it is important that the valorization of cultural heritage and projects carried on in this area to make cultural attractions accessible to a broader group of tourists, including national minorities, people with disabilities, other disadvantaged groups, etc.

Moreover, the projects implemented in the area of cultural heritage should aim at promoting sustainable tourism and partnerships. They can revitalize forgotten, isolated areas, but rich in local traditions and crafts.

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