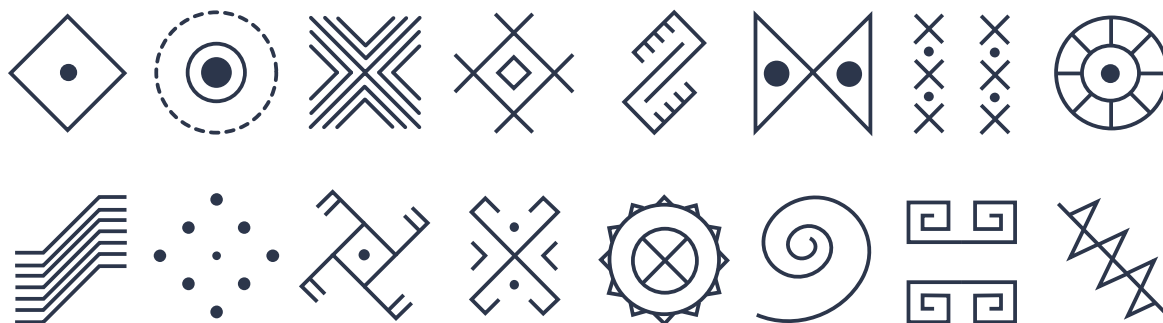


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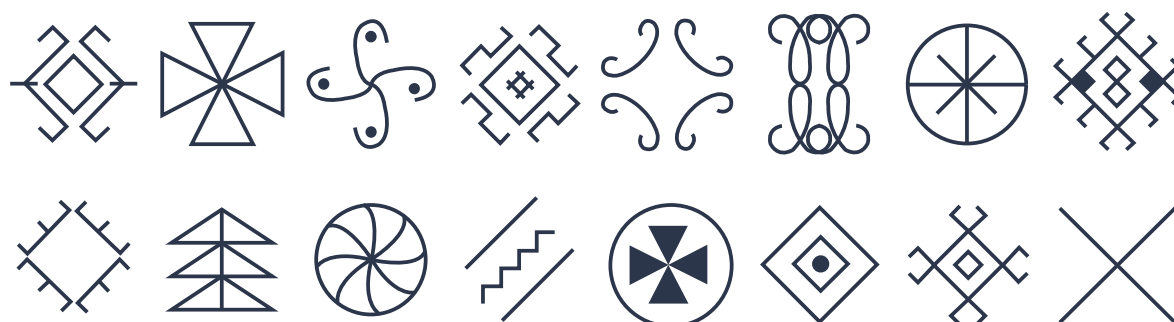


**Creative
Destinations**



**Heritage
Interpretation**

The Story of Transilvania Creative Camp 2016



Presă Universitară Clujeană

Florin NECHITA

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2017

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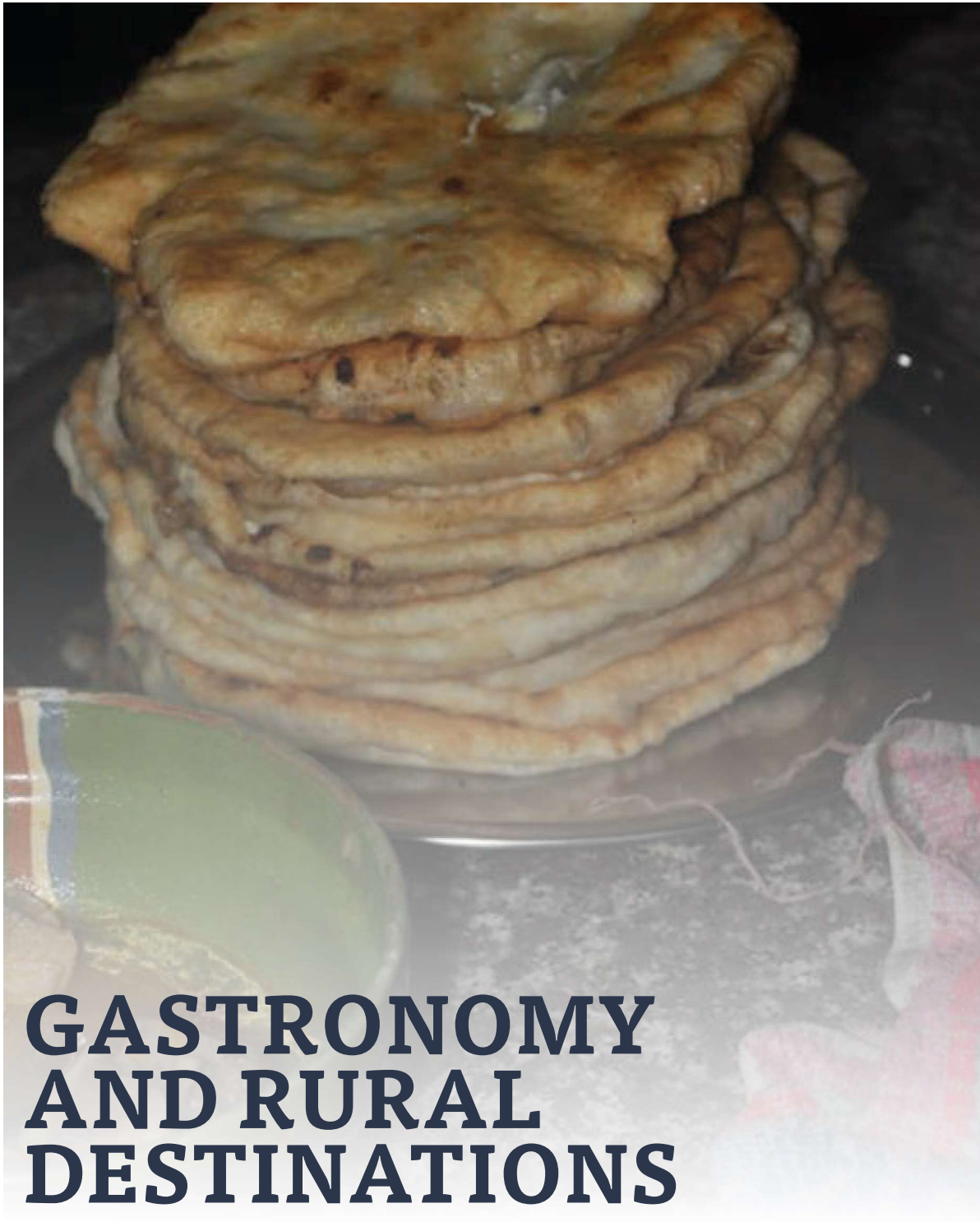
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GASTRONOMY AND RURAL DESTINATIONS

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There is a very close relationship between gastronomy and culture, which results from the fact that eating is a basic need that has always been underlying the concerns of the human being. Many researchers emphasize this relationship, such as Burnett (2003, p. 28), who states that "gastronomy has both traditional and historical aspects", so gastronomy can be considered as a reflex of the culture from a group of persons, from a nation.

For many years gastronomy was "outside" the concept of heritage and culture, being relegated to a secondary level of little importance as mentioned by Camargo (2002). Only since 1997, with the introduction of the "Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity" by UNESCO (United Nations Educational, Scientific and Cultural Organization), the intangible heritage, like gastronomy, begins to have greater significance and to be more recognized, with subsequent impacts at the tourism level.

It is also important to denote that in recent years there has been substantial changes in the tourism sector, with the advent of niche tourism. This tourism typology, in its numerous forms, seeks to meet the emerging needs and interests of particular groups of tourists who do not identify themselves with the mass tourism. The development of niche tourism is also quite beneficial to the destinations, promoting a more sustainable tourism, less destructive and able to attract a type of tourist with a higher spending average (Robison & Novelli, 2005).

Rural tourism is undoubtedly part of niche tourism, and it is also in rural areas that several forms of niche tourism are developed, such as those associated with gastronomy. From the ones related to gastronomy, there are two forms that are particularly interesting, the food tourism and the wine tourism.

Food tourism can be defined as "the visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel" (Hall & Mitchell, 2001, p. 308); by his side, the wine tourism can be defined as



the visitation to vineyards and experiencing the attributes of a wine region (Getz, 2000). The food and the wine tourism, have in the rural space quite interesting development conditions, due to several factors, but especially because they are closer there to the gastronomic roots and find in the rural space a cultural matrix in a pure format.

The promotion of gastronomy in rural spaces, as primary attraction (food tourism/wine tourism) or as complimentary of other products is very important to the local communities and brings interesting benefits to the local producers and to the population, as stated by Schlüter (2003) and Getz (2000) in their studies:

Benefits for Producers

- **Sales Increase;**
- **Elimination of intermediation;**
- **Costs reduction;**
- **Dissemination and promotion of products;**
- **New partnerships;**
- **Diversification.**

Benefits to the local community

- **Reduction of desertification;**
- **New jobs;**
- **Entrepreneurship;**
- **Infrastructures improvement;**
- **Services maintenance;**
- **Cultural identity preservation;**
- **Increased residents' self-esteem.**

In addition to the benefits referenced above, there are others, depending on the location and regarding the state of development from the tourist product. However it is undeniable that linking gastronomy and tourism in rural areas is highly beneficial for perpetuating the cultural legacy to the future generations.

In conclusion, the rural territory, as a privileged space where gastronomy could still be found in a pure state, can greatly benefit from tourism





development based on its gastronomic resources, as stated by several studies in different places all over the world (López-Guzmán & Sánchez-Cañizares, 2012; Oliveira, Elias-Almeida, Ferreira, Ezequiel, & Cabral, 2012; Schlüter & Ellul, 2008; Sidali, Spiller, & Schulze, 2011; Torre, Morales-Fernández, & Naranjo, 2012). These benefits are clearly significant, but the development of gastronomy in rural destinations requires creativity, and also a well-structured promotion taking into account the increasingly competitive global tourist market.

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