

TOURISTIC PROMOTION THROUGHOUT TRADITIONAL PRODUCTS

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Abstract.

The paper is trying to be a concise analyze of the real touristic promotion in Cluj-Napoca realized by using old and specific products, considered as being traditional for a specific area. Paper emphasis the necessity of preserving pure Romanian traditions face to the new challenges of development and integration into European Union and the whole world.

Key words: tourism, tradition culture, preservation

INTRODUCTION

Each country takes pride in certain values which highlights its own national identity that concerts itself in what we know as tradition. Romania among other countries is one of the few that keeps unaltered these values that make us unique. Areas like: the county of Maramures, Bucovina, Moldavia, the Apuseni Mountains function like living museums of what like used to be centuries ago.

Many habits and traditions were lost in time, but others have manage one way or another to survive until now in the 21st century and continue to amaze and enchant people from all over the world, who visits our country with the exact purpose of getting in contact with old Romanian traditions.

MATERIALS AND METHODS

It was developed an investigation in different public institutions like: the History Museum, The Transylvanian Ethnographic Museum as well as in certain specific stores and shops. These provided us with valuable information about the way our habits evolved in time. We can identify their roots and sources that go back to the period of time that the territory that Romania occupies today was inhabited by our ancestors: the Dacs and the Romans, as well as the different forms which they passed over the ages in order to reach the state in which we can find them today.

Our investigation consisted in photographing certain items which we considered of great interest in our purpose of indentifying the Romanian

national values that can be used in the process of promoting our country beyond our national borders.

When running a business in the field of tourism or in our case agrotourism, promotion is a very important aspect because a good promotion is the defintory asset of a successful activity. The best way of achieving this goal is in our opinion the using of the national treasures that we can find in our culture.

RESULTS AND DISCUSSIONS

The study helped the authors to identify numerous items that can be used as traditional products in the promotion process. After a closer look they were able to group them in seven categories based on common features.

These categories are:

- Clothing
- Accommodations
- Occupations
- Arts
- Traditional dishes
- Musical instruments
- Traditional habits

Each of these groups contains a multitude of items that can very well function as traditional products, many of them being already used in the process above mentioned.

The only problem in the discussed matter is that the Romanian people posses insufficient knowledge regarding these things and very often ignore the national values and treasures, preferring to change them with west imported similar products that have absolutely no value for the Romanian people. It can be taken as example the American “Valentine’s day”, that it was celebrated in Romania so eagerly for several years that has a so-called “twin sister” in the Romanian culture. It is called “Dragobete” and it used to be celebrated on the 24th of February, only ten days after the famous American import that nobody forgets about eventhought it has nothing to do with our culture.

The worst part is that this is not an isolated case of forgotten traditions that could and should be re-called, because it reflect a small part of each of us, a piece of what used to be the Romanian conscience before it was eclipsed.

CONCLUSIONS

It is considered as being necessary for the younger generations, including ourselves, to give more interest in the traditions that are literary dealing because the people that still live by them or cherish them are old and they will, inevitable, getting older and finally disappear.

It is our mission to revive the national spirit and to take some act in promoting our country. We need to make ourselves known by what we are, by what our ancestors used to be and most important of all to stand for our national values that made us known all over Europe and not only.

Our traditions have survived centuries and it is in our hands to make them live in the future because it counts not only for us but for the generations to come that need to know who their ancestors are and where they came from.

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