

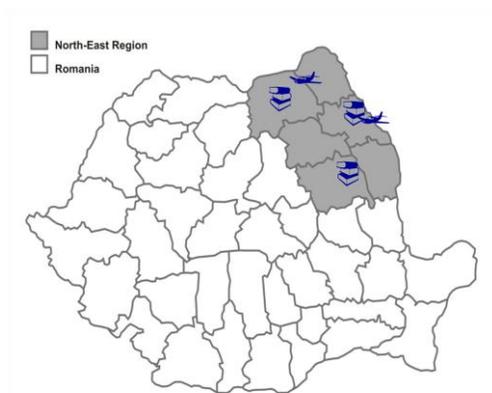
Zero-Impact Cultural Heritage Event Network – ZEN project –

Research output 2:
Audit of existing event evaluation indicators (and
their data collection methodologies)

Partner P9: North-East Regional Development Agency

Purpose: Through this analysis we have intended to obtain a global perspective regarding who? What? How? When? cultural events are organized.

WHO ARE WE? Region North-East of Romania:



- 36,850 square km (15.46 % of Romania's total surface)
- 3.7 million inhabitants (17.3 % of Romania's total population)
- 3 international airports
- 47 municipalities in 6 counties
- 3 universities (more than 76.000 students every year)

CULTURAL HERITAGE OF NORTH-EAST REGION ROMANIA



The North East region benefits from a valuable anthropogenic tourism assets represented by numerous historical monuments, architecture and art, religious buildings, museums and memorial houses, architecture and technical creative folk, traditional folk events, ethnography, important cultural institutions and science, local personalities:

- 44 monasteries, out of which 8 are UNESCO cultural patrimony
 - Famous poets, writers, musicians, painters were born here : Mihai Eminescu, George Enescu, Nicolae Iorga, Mihail Sadoveanu, Mihail Kogalniceanu, Ion Creanga, Ciprian Porumbescu, Stefan Luchian, George Bacovia, George Apostu, Tristan Tzara, Octav Onicescu, Costache Negri, Calistrat Hogas, Nicolae Labis, Emil Racovita and Vasile Parvan
- National Theater „Vasile Alecsandri” built 1894-1896
 - Romanian Opera House 3 november 1956
 - 679 museums officially registered -12.255.182 visitors,
 - 28.927.044 cultural goods, 4.772.894 square meters exposed surface
 - 11 museums are of national priority (9 localised in Iasi),
 - Museum of regional priority (representing 46.03% out of national level)

The advantages of developing cultural tourism include the independence of a particular season and the quality of infrastructure (more interested in the cultural importance of the objective). The disadvantages are related to the fact that it is addressed to an informed public, with high level of training and culture and is more expensive than leisure tourism. Cultural tourism is a modern form of holiday spending, a booming form. Such vacancies, known collectively as "circuits, cities and culture" hold in western countries an important share of holiday destinations structure. By its nature, cultural tourism interferes with other forms of tourism - leisure and business. Cultural events are a modern travel, materialized in festivals, seasons, tournaments, exhibitions, insufficiently far, but with great development potential. To promote it is necessary to create a database with information on all events and development period. Important cultural events take place in the native villages of the great composers, writers or that bind their artistic career.

In this context, we may mention Tescani, in Bacau county, given the fact that Oedip opera was composed at Maruca Cantacuzino Rosetti's mansion in Tescani. The Tescani mansion was donated by Enescu to the Romanian state on the condition that a cultural center for artists should be built here. In Tescani mansion, the Romanian state opened in the 80's a Creation Center, where literary works were composed (The Journal in Tescani – Jurnalul de la Tescani by Andrei Plesu), here takes place every year a painting and philosophy camp. The cultural center "Rosetti Tescanu - George Enescu" in Tescani organizes annually the International Festival of Outdoor Music „Enescu -Orfeul Moldav”, International Festival and Symposium „George Enescu”, international painting camp founded 30 years ago. The Cultural Center Rosetti Tescanu „George Enescu” is part of European Association „Les Rencontres” with headquarters in Paris, of International Association RES ARTIS with headquarters in Amsterdam, of European Network of Residences for writers and translators with headquarters in Montpellier, under the umbrella of French Academy.

The artistic and cultural events dedicated to the great poet Mihai Eminescu, organized by the Memorial Complex in Ipotesti, Botosani county, are: “The National Festival of Folk Music on Mihai Eminescu lyrics” – 14-15th of June in Ipotesti with outdoor shows “Mihai Eminescu days” – 14-15th of June, when is awarded the National Poetry Prize Mihai Eminescu “Porni Luceafarul...” – 14-15th of June, the tribute for Mihai Eminescu poet through a contest of creation and interpretation of his poems.

Painter Stefan Luchian (1868-1916), one of the most important romanian painters, was born in Stefanesti, Botosani county, where the the “Stefan Luchian” Exhibition is organized – it includes objects and documents regarding the life and activity of the painter, his works and works of important contemporary artists.

The plastic creation camp “Stefan Luchian” of amateur painters in Romania and other countries is organized annually in august-september months.

Other traditional festivals in North-East Region are The Theatre Festival in Piatra Neamt, Musical Holidays in Piatra Neamt, Festival of humor in Vaslui.

In North-Est region, the ethnographic and folk festivals are very diverse: festivals of music, dance, folk art fairs, potters and carpenters fairs.

The artistic events and traditional celebrations during the entire year bring into the attention of the general public the authentic spirit of moldavian territory, through the traditional costumes, songs and dances, old customs – festivals of art, of folklore, customs and traditions: for example, National Festival “Rose from Moldavia – Trandafir de la Moldova” from Strunga, Iasi,

Festival “Winter customs and traditions” in Iasi, Popular artists Fairs “Cucuteni 5000” in Iasi, International Folklore Festival “Ceahlaul” in Neamt, International Folklore Festival “Arcanul” in Suceava, International Festival “Dance from the old – Hora din batrani” in Vaslui.

A special place in the cultural landscape of Campulung Moldovenesc is held by The International Festival of Bucovina Meetings, brought to its 17th edition and known as the most important folklore festival in Europe.

In Botosani county, it is organized during 21-23rd of September the “Festival of Ethnic Communities”, festival which aims to preserve and value the cultural specific of the ethnic (Hebrew, Russians, Greeks, Gypsies, Poles). Each ethnic group presents its specifics: costumes, music and traditional dances.

During the “Winter customs and traditions Festival”, organized in 16-18th of December in Botosani, there are presented the customs of ethnographic areas in Botosani county from the winter holiday period.

Rural tourism is tourism in rural areas, as economic factor for local development, resulting in customer services in order to satisfy their needs. This form of tourism is motivated by the desire to return to nature, to life and traditional customs and involves sitting in peasant (farm or rural locations) or in an inn, guesthouse. Tourists can be involved more or less in traditional activities or households of that area.

Rural tourism has gained great momentum in recent years in our country. Romania meets special conditions for the development of this form of tourism. In general, rural settlements are still largely preserved in ancient traditions and customs, a rich and varied folklore, ethnography original items and handicrafts. Rural areas of the region have, besides a picturesque natural, unpolluted and recreation multiple choice and a valuable cultural and historical potential.

In the rural area of North-East region there are many churches, monasteries (Varatec, Putna, Voronet, Agapia, Moldovita, Sucevita), museums, memorial houses, mansions, inns and royal courts. Most of them are unique in the world due to their beauty.

Rural areas are keepers of customs, traditions, crafts and ancient customs, where talent and the beautiful attraction are materialized into real works of art - ceramics, hand woven carpets, furriers, weaving, folk instruments, masks.

Artistic and traditional popular celebrations throughout the year bring to the attention of public spirit, genuine Moldovan lands, the costumes, songs and dances, ancient customs - Festivals Art, folklore, customs and traditions. Folk art, religion and customs Christian unspoiled opportunity in the midst of site-specific events (festivals, fairs, festivals, etc.), even physical labor therapy are equally attractions.

Through its cultural values, historical, ethnographic, natural and socio-economic Moldovan village can become a tourism product highly original and branded for tourism in North East region.

A contributing factor in the development of this tourism is the beauty of hilly and mountainous areas, especially clean air quality, the existence of a rich fauna and flora, with many endangered species, natural parks and protected areas.

Also, eating fresh food (including fruit and vegetable diet), tasting wines, spirits, of peasant cuisine are serious arguments for rural tourism. It is therefore observed the high quality of organic products obtained in these areas.

The major problem which the North-East region is facing in the development of this tourism is the poor state of physical infrastructure, without which the potential of these areas can not be sold. Thus, many localities in hilly and mountainous areas not only face the problem of large infrastructure (access difficult in some areas, difficult roads passable), but also utility infrastructure problems such as: lack of gas, electricity, lack running water, sewerage.

The advantages of this form of tourism are low cost compared to other forms of vacation travel originality, lack of congestion, privacy, boosting rural economy, creating new jobs, especially for women, getting revenue from the sale of surplus agricultural products traditional cuisine, protecting the environment and preserving traditions.

A growing number of foreign tourists from France, Belgium, Holland, Switzerland, Germany, Spain, Israel, Italy, Luxembourg, the United States come to stay in people's homes, attracted by the possibility of living a whole new experience for most of them, country life in a real farm.

Regionally, in 2005 there were 134 rural locations, ranking third in the country after the Centre and North West.

The offer for rural tourism is represented riding, hiking foot, cycling, fishing and hunting, visits to the sheepfold, tasting products peasant cuisine, festivals, theme specific geographical areas: the trout, the stuffed cabbage, the cheese, wine, and so on.

A successful example is represented by the “National Festival of trout”, which takes place in Ciocanesti, Suceava county, during which there are organized activities such as: lowering the raft, traditional occupation of the area, and extreme sports demonstrations, river rafting, archery, fishing contests, food, and parades costumes, the riders, the landowner cart.

Another example is “The pie festival”, organized by ANTREC Bacau in different rural areas of the county, emphasizing the immaterial heritage by exhibition promotion and competitive scene. The event combines traditional gastronomic presentation, organic products and traditional handicrafts, folklore shows and parades with costumes. There are associations (ANTREC – Then National Association of Rural, Ecological and Cultural Tourism), which promotes the development of romanian rural tourism, the encouragement of ecological preservation and the preservation of traditional romanian culture.

ANTREC is since 1995 member of European Federation of Rural Tourism, Eurogites.

ANTREC objectives are:

- providing technical assistance and consultancy for approval and classification of pensions;
- raising the awareness of the importance of marketing in rural tourism products design and exploitation;
- developing training actions for the ones interested in the rural tourism (owners and employees in pensions);
- editing promotion materials and organizing promotion events, through which the value of romanian touristic products is presented, both on the internal market and the external one.

Methodology for collecting data

During June to August 2012 we have planned and elaborated the methodology for collecting the data in order to carry out a depth audit of existing event evaluation indicators.

We have concluded that the best way to collect this data will be to address to the main relevant organizers of cultural events in the North-East Region of Romania. The sample established was composed of 33 public administrations from this region.

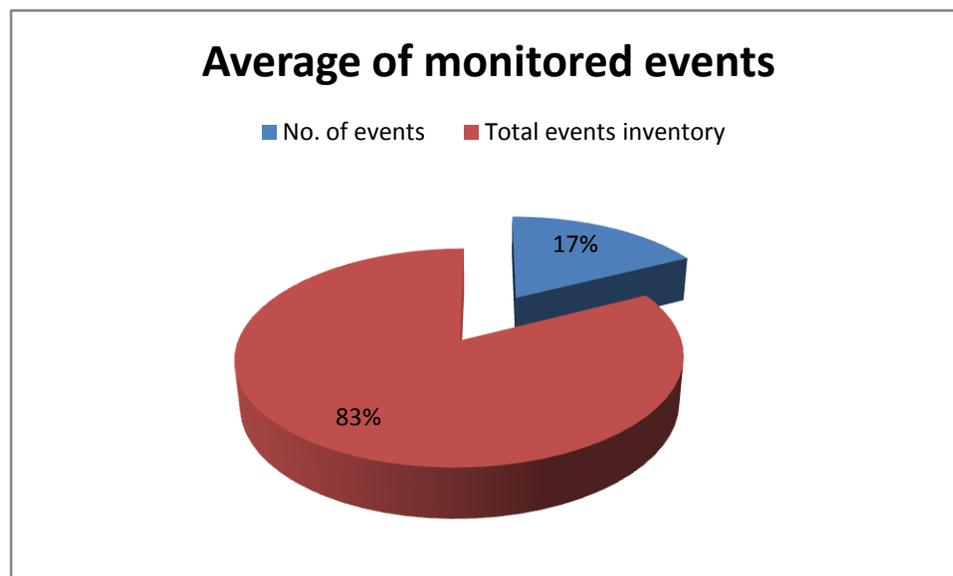
We have drafted a model of questionnaire which we have sent it to all these institutions together with an introduction letter presenting the project and the purpose of the questionnaire.

Our aim was on the one hand to disseminate the project objectives and forecasted results to our future collaborators for the position paper that will be drafted later, but also to collect data for our Output 2 of Component 3 of the project. Public administration is the main organizer of public events and the only potential provider of monitored indicators.

In total we have sent 33 QUESTIONNAIRES to public authorities from North-East Region, main organizers of cultural heritage events in their communities

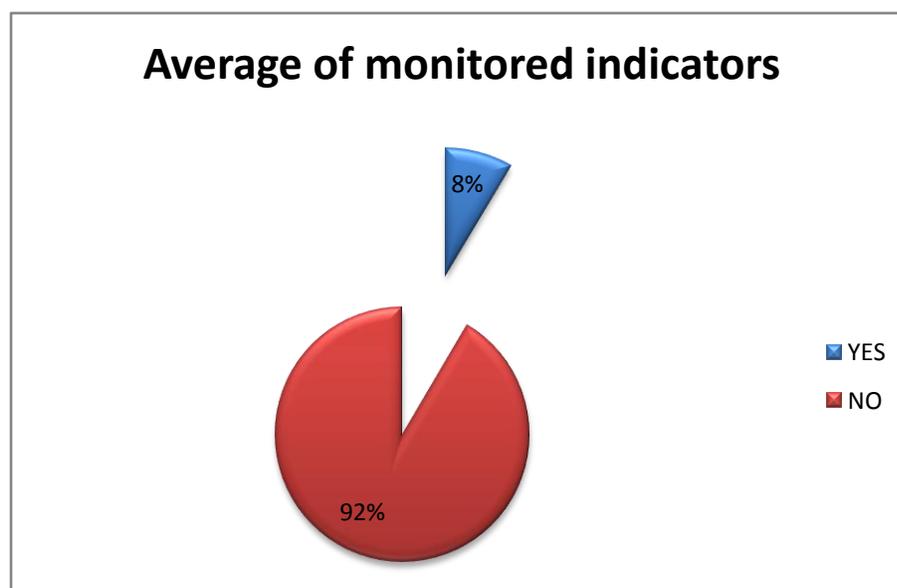
The period of application of the questionnaires of 01-24 august 2012

- Only 13 answers received containing the following:
 - Inventory of 99 cultural heritage events:
 - Main themes: Religious Saints Festivals, Traditions Ceremonies, Seasons Theme, Christmas Cultural Events, Music, Painting, Dancing Festivals, Bank Holidays, Historical Sites Days, Famous Writers Celebrations
 - Few and inconsistent data from monitorisation of any indicator from the selected list we have provided in the questionnaire

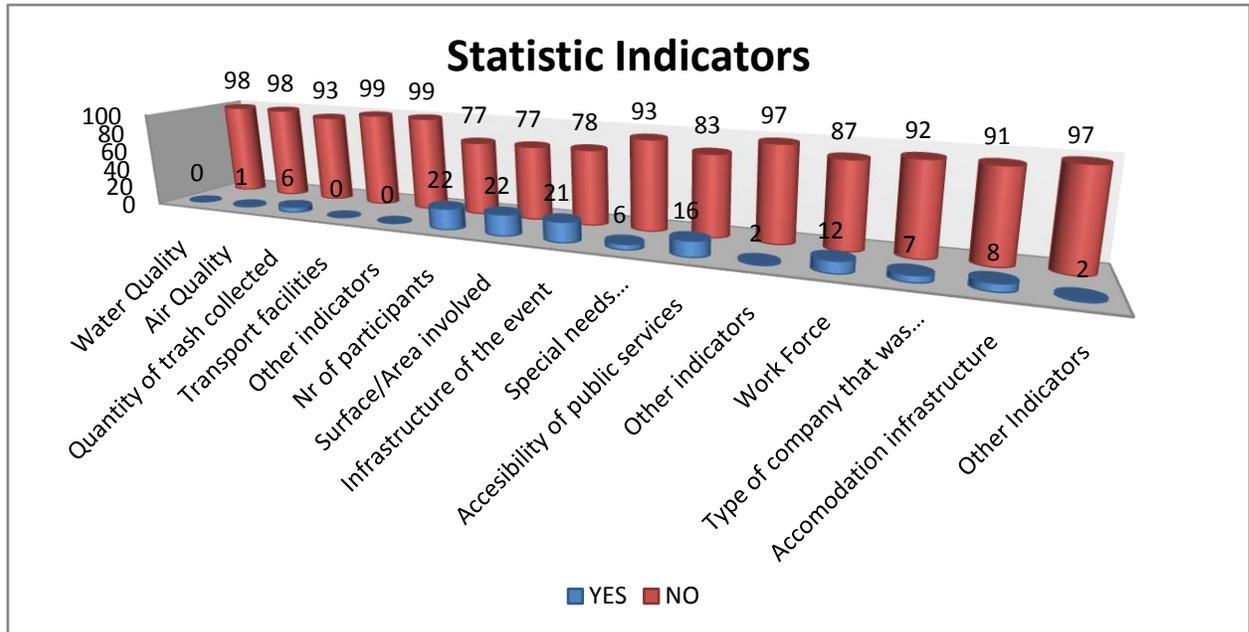


Conclusions

Having in view the answer received we have elaborated an analysis of these data and we have obtained the following synthesis:



The conclusion is that the organizers don't have experience in measuring the impact of their events.



- They cannot provide data about economic, social or environment impact indicators as these were never evaluated
- Lack of data limits the possibility of constructing longitudinal series of data on the longer-term impact of events over time
- Lack of methodology to retain detailed data concluded to a weak basis to measure impacts over time and limited a 'scientific' analysis based on 'hard evidence' data.

All the information collected can be found in Annex 1.

Potential study cases proposed

For our further research we have classified the events in 4 main categories depending on their theme:

1. Religious
2. Traditions
3. Music
4. Other

From the inventory of the 120 events description we have received after the collection of data we have chosen to propose for the good practices (study cases) a few interesting events. Of course, the list is open to revision having in view the lack of existing information about the history in monitoring the indicators related to our project.

TYPOLGY OF EVENTS - RELIGIOUS



*The most important cultural and religious event in North-East Region:
SAINT PARASCHEVA -10-15 October
Around 1 million visitors and pilgrims in Iasi in this period
Many events while the celebration days*

TYPOLGY OF EVENTS -TRADITIONS



GARLIC FESTIVAL
COPALAU – BOTOSANI
Around 100,000 participants

TYPOLGY OF EVENTS - MUSIC



*Music Holidays Piatra Neamt
41 Editions
160,000 participants
8 days/year in June*

TYPOLGY OF EVENTS -



The conclusion of this paper call for more sustained action towards the use of impact assessment indicators in the Romanian cultural heritage events.

Bibliography:

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