

Sustainable Tourism Destinations: Cultural Sites Generated by Romanian People of Genius as a Potential Resource for Cultural Tourism

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Abstract: The progress of humankind brought forth the world nations' assets. People of genius from different parts of the world, who showed interest in various areas of knowledge, increased over the centuries the cultural heritage of the people they came from. Thus, cultural tourism can put forward those works of science and art, architecture, sculpture and painting, literature and history, which became part of the world heritage through their unique features and role. Part of these works emerged from Romanian men of genius cluster. Public attitude towards cultural awareness is essential, both for the prestige of those working in this sector and for the whole system of values of Romanian cultural heritage.

The aim of this article is to identify those places generated by the Romanian people of genius life activity as well as their areas of interest as potential resources for cultural tourism. The research is grounded on secondary data such as biographic method of inquiry.

The results show that cultural sites generated by Romanian people of genius's life and works represent a wide range of resources that can be integrated into a cultural tourism package for those interested in this type of journeys. Local authorities can get fully involved in rehabilitation, maintenance and protection of all these national assets as distinctive national elements that can support for an attractive tourism market.

Key words: *sustainable destinations, cultural heritage, cultural tourism, men of genius, Romania.*

1. Introduction

Regarding culture as a result of genius human mind, this has been turned into an attractive resource for cultural tourism (Busuioc, 2008). Thus, cultural tourism assets fund can be enriched with new sustainable destinations. Cultural tourism makes a wide field of interest, which combines the concepts and knowledge of cultural assets and their sustainable exploitation in tourism sector in different regions of the world and even within some smaller territories. Cultural attractions are principal factors generating tourism trips and this has spurred the growth of a large heritage industry.

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Heritage, the 'buzz' word of the 1990s, is employed to promote tourism to a variety of different destinations (Palmer, 1999: 115).

Many states in the world formulate policies and plans to encourage and support the development of particular forms of tourism (Light, 2007: 746) to attract both domestic and foreign tourists. Nation-states make various choices about what forms of development are considered appropriate, how they will be promoted, where, and for whom. Through such decisions, the state adopts the role of the definer and arbiter of cultural meanings (Morales Cano and Mysyk, 2004; Wood, 1984). Wood (1984) argues that the relationship between tourism and cultural identity is an ongoing process mediated by the state within the wider context of globalization and that the state may assume the role of marketer of cultural meanings, in which it attempts to make a statement about national identity by promoting selected aspects of a country's cultural patrimony. In this context, it is not surprising that states have long encouraged domestic tourism to promote nation-building and social solidarity. Visits to places of national significance are a means of affirming senses of citizenship and identity (Edensor, 2002; Franklin, 2003; Palmer, 1999).

Tourism can become a significant element of a state's foreign policy and international relations (Franklin, 2003). As countries seek to project a positive image of themselves to the wider world and to ensure that their unique character and cultural identity is appreciated and respected by others, Palmer (1999) argues that heritage tourism is a powerful force in the construction and maintenance of a national identity because it relies upon the historic symbols of the nation as a means of attracting tourists. A nation's history, or heritage, either cultural or technical or any other field, is one of the elements that combine to form a national identity (Palmer, 1999).

Cultural tourism can be defined as „visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution” (Silberberg, 1994). Cultural tourism, like other forms of tourism, brings together the personal motivation (the market) with the travel motivator (the product).

Sometimes cultural tourism is very much a form of urban tourism since many of the attractions and events attended by tourists are in urban areas, often in the downtown cores of our communities. The development of cultural tourism as a generator of income and a recognized form of tourism had emerged as an objective of both heritage institutions and tourist operators around the world. Silberberg (1994) points out those heritage organizations need to communicate to existing and potential supporters their important role in helping to meet not only the preservation and educational needs of a community, but also wider community needs

such as tourism, economic development and downtown revitalization, both in cities and towns.

It is well known that the better the cultural product the greater the likelihood that residents will spend money within a region, province or country. Even more important is the ability of cultural products to attract or increase the length of stay of long-haul tourists because they bring in new money. If tourists from out of province or out of the country pay to attend a museum or other cultural site, like a memorial house or a particular monument erected in honor of a famous writer, great artist, outstanding painter, genius scientist etc., the community is in essence exporting its products and earning currency for the community and the province. Not every cultural product, and certainly not every museum or historic site, is willing or capable of being a significant tourist attraction.

Considering that there are different degrees of consumer motivation for cultural tourism, there are persons "greatly motivated by culture" (Silberberg, 1994) who travel to a place specifically because of its museums and cultural opportunities. Considering the dramatically increased importance of culture as a travel motivator, Silberberg (1994) highlights other forces which have led to increasingly more consumers of cultural tourism, such as: „higher level of education, since all studies show that persons in higher education categories are more likely to be culturally oriented”, „the increasing numbers of women in our society in positions of power and authority, since women tend to be more culturally-oriented than men”, „less leisure time but a greater emphasis on quality time experiences which cultural facilities and events offer”.

Since 1980, the notion of heritage has been the subject of countless analyses and comments, evidenced in the abundant literature on its origins, semantic mutations, actors, and shifting social meanings, as well as its role as a revealer of our society's relationships with the past and with our collective memory (Poulot, 2006; Hartog, 2003; Hunter, 1996; Lowenthal, 1998 and Arnold et al. 1996 quoted by Boudia and Soubiran, 2013).

For several years now, a growing emphasis on the importance of heritage has been witnessed and in the name of the urgency of safeguarding it society engaged in a series of actions concerning the identification, preservation, inventorying, and promotion of our heritage. This involves designing comprehensive policies for safeguarding the material and intangible heritage, its management and the modalities by which it is made public (Boudia and Soubiran, 2013). Together these actions contribute to the development of our knowledge on what the heritage encompasses and really means for the nowadays and coming generations.

Yim (2004) emphasized the importance of intangible cultural heritage in defining cultural identity of a people or group and stressed on the fact that many nations do

not have an intangible heritage conservation policy. If no particular conservation policy is implemented in this age of globalization, the danger of cultural extinction is a real one (Yim, 2004).

Cultural heritage is located in the field of what is known as cultural production. As culture has always been a means of distinction from what is common or ordinary, cultural development was the most significant and lasting achievement of the Romanian nineteenth century. That was a flourishing period of time when the cultural assets that sprung in different fields, artistic, scientific or literary, have enriched the European cultural values fund. That was the age when Romanian cultural personalities have lived and created their major works such as: Mihai Eminescu in literature, Nicolae Iorga in History, Constantin Brâncuși in Arts, Spiru Haret in Mathematics, Victor Babeș in Medicine, Emil Racoviță in Science, Henri Coanda in Technics and Engineering.

Among all types of cultural heritage, the scientific one plays an important role in the recognition of national identity values.

For many years, scientific heritage has received attention from multiple actors from different spheres of activity – archives, museums, scientific institutions. Scientific communities have always had a special relationship with heritage.

As scientific heritage has an important place, in Europe, this activity, which receives the support of various European institutions, including the European Commission and the Council of Europe, promotes the universities' heritage as a significant part of the European cultural heritage, and is emerging in various academic and professional fields.

Boudia and Soubiran (2013) conducted a study to analyze the relationship scientists have with their heritage and to explore the issues and challenges that prompt the active engagement of scientists and heritage professionals to promote scientific heritage. They examined three different case studies such as: (1) a national institution, the French atomic agency, with regard to its activities of conservation and promotion of the first French nuclear reactor, (2) safeguarding and promoting the astronomical heritage and (3) the University of Strasbourg as an example of rapid growth of university heritage in the late 1990s. Their study stressed on the idea that heritage can be used as a form of cultural action stems which needs to be made public along with the need to respond to the increasingly insistent demands of the media. This type of sites can be transformed into new exhibition and communication centers to promote and highlight the value of objects of the scientific heritage. Today, attempts are made to integrate heritage into scientific and technical culture.

Even though during most of the past century culture and tourism were considered as separate, since the 1980s cultural activity has begun to be viewed as a

part of tourism. Museums play a relevant role as repositories of cultural diversity, education, social cohesion, personal development as they promote an integrated approach to cultural heritage and enable the preservation of community identity (Brida et al., 2011). Likewise, memorial houses and monuments erected in honor of outstanding people of a nation, such as artists, musicians, painters, scientists, writers, and inventors should be part of a touristic itinerary as evidence of Romanian culture and civilization heritage. This type of evidence maintains the Romanian cultural identity, creates a positive image across the country boundaries and displays the outstanding achievements of the Romanian men of genius, which changed the progress of mankind history.

2. Aim and objectives

The aim of this article is to identify those places generated by the Romanian people of genius and their life activity and areas of interest as potential resources for cultural tourism. Thereby the research sketches a sightseeing journey named "Romanian People of Genius Route", as a potential tourist package for cultural heritage-interested travelers, which highlights the life, work and achievements of some Romanian outstanding minds of the nineteenth and twentieth century.

The objectives are: (1) identifying and selecting Romanian people of genius by means of a set of criteria; (2) researching, selecting and briefing bibliographic information of each personality in the list; (3) selecting those sights generated by life and work of these famous people; (4) creating a travel route with all selected sights called "Romanian People of Genius Route" as a potential travel package for cultural tourism; (5) creating digital cartographic maps containing both the monuments, memorial houses and museums dedicated to each person in the list and the "Romanian People of Genius Route".

3. Methodology of research

The research has been conducted by consulting relevant literature on various fields: fiction, geography, tourism, history, psychology, art, medicine, science and technology. A set of selection criteria has been drawn up based on which Romanian people of genius were identified and selected. Biographic research method was used to get the information about selected people's biographies. The cartographic layouts were processed in Corel Draw X3 version as maps of museums, monuments, memorial houses and full route of these sights.

4. Who are the Romanian people of genius?

Romanian language dictionary defines the term 'genius' as the highest stage of human spiritual endowment characterized by a creative activity whose results are of

a great significance. 'Genius' is a label tagged by next generations to personalities who gave the history of humankind a new, more complex, more beautiful, more ingenious, and more efficient than previous asset (Mihuț and Ilica, 2009).

John Simmons (1996) shows in his book – 100 Most Influential Scientist – that 6% of the top 100 greatest geniuses of the world, from Euclid and Archimedes until today, were from Romania (Henri Coanda, Hermann Julius Oberth, Nicolae Paulescu, Gogu Constantinescu, George Palade). A population that represents only 0.3% of the humanity gave 6% of the world's people of genius.

Romanian cultural personalities, whose major works and achievements I chose to speak about in this article, have been selected according to a set of selection criteria.

Selection criteria are standards and competencies that competent authorities use when assessing and comparing assets from different areas to the requirements of a distinguished achievement. The selection criteria highlights skills, attributes, experience, education, outstanding works that the competent bodies has identified as being essential and important and have changed or influenced the evolution of mankind.

Romanian people of genius have been selected because they have remarked themselves in different domains of interest with pioneering works of international recognition. They have been Romanian Academy or/and other international institutions members, Doctor Honoris Causa honored and Nobel Prize winners: Mihai Eminescu 1 (most famous Romanian poet) and Nicolae Iorga 2 (Romania's greatest historian) in literature and history, Spiru Haret 3 (mathematician and astronomer), Gheorghe Titeica 4 (the founder of the Romanian school of differential geometry), Hermann Oberth 5 (one of the founding fathers of rocketry and astronautics) in mathematics; Victor Babes 6 (one of the most famous earliest bacteriologists), Ion Cantacuzino 7 (established the fields of microbiology and experimental medicine in Romania), Nicolae Constantin Paulescu 8 (discoverer of pancreine – later called insulin), Constantin Ion Parhon 9 (published the first book of endocrinology in the world), Ana Aslan 10 (discovered the anti-aging effects of procaine, pioneer of gerontology and geriatrics in Romania), George Emil Palade 11 (biologist awarded Nobel Prize in Physiology and Medicine granted for his innovations in electron microscopy and cell fractionation) in medicine; Anghel Saligny 12 (engineer, most famous for designing a railway bridge over Danube, the largest bridge in Europe at that time), Emil Racoviță 13 (one of the founders of biospeleology), Traian Vuia 14 (inventor and aviation pioneer), George Constantinescu 15 (creator of the theory of sonics, a new branch of continuum mechanics), Ștefania Maracineanu 16 (she formulated the theory of radioactivity, artificial radioactivity, and artificial rain trigger process), Dimitrie Leonida 17 (engineer, specialist in energy sector, assisted

the electrification of Romania), Henri Coandă 18 (aerodynamics pioneer, builder of an experimental aircraft described as the world’s first jet) in science, technics and engineering; Nicolae Grigorescu 19 (one of the founders of modern Romanian painting), Constantin Brâncuși 20 (pioneer of modernism, one of the most influential sculptors of the 20th-century), George Enescu²¹ (composer, violonist, pianist, conductor, regarded as one of the greatest composers of the 20th century and Romania’s most important musician) in arts. Considering the above mentioned criteria the Romanian geniuses have been classified in seven different categories, (Table 1).

Table 1. Criteria for classifying the Romanian geniuses

Categories	Creators of new innovation works unprecedented up to that time	Pathfinder in various fields	Worldwide acknowledged famous inventors	Founders of new trends, society, science, concepts, or reforms	Members or honorary members of the Romanian Academy and/or other academies of science and international institutions	Doctor Honoris Causa – distinction rewarded to eminent persons by an organization or an institution of higher education	Nobel Prize winners
Men of genius	1, 2, 19, 20, 21	4, 6, 7, 8, 11, 12, 14, 18	5, 8, 10, 14, 15, 16, 17, 18	3, 9, 13, 19, 20	6, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20	4, 5, 7, 10, 15, 18	11

Note: the numbers correspond to above Romanian people of genius

Professor W.I. Beveridge, from University of Cambridge argues in “The Art of Scientific Investigation”, published in 1968, that the scientific researcher’s investigation displays common elements with those of art development as well as human mind in its creative moments. The genuine artist does not create out of nothing, utterly improvising, but his creation capitalizes some experience of life and a great experience of mastering the techniques he uses (Fischbein, 1975). Skill and inspiration do not expel good knowledge, continuous hard work, patience and passion. In terms of art creation there is a fusion between science and invention, between habit and novelty (Fischbein, 1975).

Researching geniuses’ biography and bibliography a sum of great works of worldwide importance emerged. Among the twenty one personalities selected by means of a set of criteria there are: Mihai Eminescu - a poet, novelist and journalist, often regarded as the most famous and influential Romanian poet. His poetry was first published when he was 16 and he went to Vienna to study when he was 19. One of his most notable works is The Vesper (The Evening Star). He frequently used

metaphysical, mythological and historical subjects in his poems. He was proclaimed Romania's national poet, not because he wrote in an age of national revival but rather because he was received as an author of paramount significance by Romanians in all provinces; Henri Coandă - a Romanian inventor, aerodynamics pioneer and builder of an experimental aircraft, the Coanda-1910, described as the world's first jet. He designed different models of propeller airplane and his other inventions include a new decorative material for use in construction, concrete-bois, a device to detect liquids under ground, useful in petroleum prospecting, and a modular system of sea water desalination and transformation to fresh water, based on solar energy, a clean, ecological and adaptable system; Emil Racoviță - a Romanian biologist, zoologist, speleologist, explorer of Antarctica and the first biologist in the world to study the arctic life, was one of the most noted promoters of natural sciences in Romania. He was the first researcher to collect botanical and zoological samples from areas beyond the Arctic Circle. He explored and investigated more than 1000 caves in Romania, France, Italy, Austria, Spain, Gibraltar, Portugal; Victor Babes - a famous physician, biologist, and one of the earliest bacteriologists. He made early and significant contribution to the study of rabies, leprosy, diphtheria, tuberculosis, and other infectious diseases. In 1885, he published the first treatise of bacteriology in the world – Bacteria and their role in the histopathology of infectious diseases. Babes was also one of the founders of serum therapy, and was the first to introduce rabies vaccination to Romania; Ana Aslan - the Romanian biologist and physician who discovered the anti-aging effects of procaine, based on which she developed the drugs Gerovital H3 and Aslavital. She is considered to be a pioneer of gerontology and geriatrics in Romania. In 1952, she founded the Geriatric Institute of Bucharest, the first of its kind in the world that was recognized by the World Health Organization.

These famous scientists and writers, as many others, had an undeniable influence on shaping the modern world through major contributions to scientific and cultural enrichment of the world. All their findings can be understood more easily when you know something about the people involved, about the life they lived and about the social context they worked in (Simmons, 1996).

5. Genius route as a sustainable way of the Romanian cultural tourism development

Along the centuries, the outcomes of human genius mind continuously enriched the cultural heritage and created new sites for cultural tourism (Busuioc, 2008). Cultural tourism resources are the products of creative geniuses (Cocean, 2006). This paper aims to highlight precisely those works of science and art, architecture,

sculpture and painting, which, by their uniqueness and worldwide recognition, have been acknowledged as valuable assets of the most famous Romanian brilliant minds.

Cultural tourism is a field that combines ideas and knowledge related to cultural items and the opportunity of using them in tourism development (Teodorescu, 2009).

The cultural evolution of every nation, including national heritage assets, may be harnessed in terms of tourism. Teodorescu (2009) and Busuioc (2008) argue that first step in this direction, and perhaps the most important, is inventorying those sites as makeup of cultural heritage. Romania is the birthplace of many figures distinguished in the most impressive fields of human knowledge (Barth, 1979), and the Romanian culture and civilization legacy shaped as innovative ideas changed by some means the history of humankind. Their innovations have contributed to maintaining the cultural identity of Romanians worldwide and Romania's image promotion beyond country borders.

Tourism capitalization is based on cultural facts distinctive for each society (Busuioc, 2008). The historical evolution of mankind reveals the interconnection between culture and civilization whose relationship aims to achieve the ideal of human dignity, of life and of human community. In relation to nature and society, man seeks to establish communication and retrieval, human interaction and affiliation with certain groups with common features. Thereby culture comprises both customs, traditions, religious beliefs of a particular race and its works of science and art, architecture, sculpture, painting, and decorative arts. Conceding worldwide specific feature to some national values occurs when these values respond widely to human necessity and are passed from one nation to another through a mutual transmission system (Busuioc, 2008). This is possible through a program of universal cultural cooperation and collaboration. The connection of geographical and cultural features of a demographic group is very important. Culture should be regarded as an important factor of sustainable development as it is a crucial condition to increasing the quality of life and social cohesion. Although cultural sites are inexhaustible resources with great tourism potential, cultural tourism in Romania barely knows advancement (Busuioc, 2008). Unfortunately cultural tourism in Romania does not benefit of an intensive promotion through media to bring to public attention existing landmarks, both in cities and rural areas that can offer such tours. It is necessary that empowered ministries get involved in this locally and nationally marketing and branding approach.

Romania's touristic offer can vary through contribution of Romanian culture and history, of a very well structured management and marketing plan that can bring a quite important flow of tourists to cities and villages of the country. Although in terms of the number of tourist arrivals Romania cannot compare with major tourism

powers such as France, Spain, Italy or Greece, the country has real potential to become a popular destination of Eastern Europe. The potential attraction of a cultural landmark is closely related to its age, size, originality, uniqueness and utility (Busuioc, 2008). Through cultural tourism museums, monuments and memorial houses, which belonged to Romanian notable figures, can be put forward. With tourism, all these heritage assets can and must be rehabilitated, reconditioned, maintained, and protected. Tourism industry should make use of heritage sites to increase touristic flow. This makes also a good opportunity to enhance their value as evidence of descendents of Romanian culture and the geniuses' reputation. Romania has an important heritage fund thanks to its ancestors and their unwearied work, which must first be known and understood by ourselves so then we are able to pass them on to our descendants and other country citizens.

Tourism and cultural heritage management are closely related: the management is responsible for the provision and conservation of cultural heritage assets, while the tourism sector assumes the product development and promotion role. However two opposing views of the nature of the relationship of tourism and cultural heritage management have been promulgated along the years of tourism sector research. A number of people have suggested that tourism and cultural heritage management are incompatible (Berry, 1994; Boniface, 1998; Jansen-Verbeke, 1998 quoted by McKerchen et al., 2004) and that cultural values are compromised for commercial gain (Urry, 1990; Daniel, 1996 quoted by McKerchen, et al., 2004). On the opposite side, some argue that exploiting heritage sites in tourism implies their conservation and protection, which means a real benefit for all these assets. The alternative argument is that the sharing of the resource creates partnership opportunities, whereby mutually beneficial outcomes can be achieved. Heritage tourism reintroduces people to their cultural roots (Donert & Light, 1996; McCarthy, 1994 quoted by McKerchen et al., 2004) and reinvigorates people's interest in history or culture (Squire, 1996; Tourism Canada, 1991 quoted by McKerchen, 2004). Furthermore Brokensha and Gruldberg (1992), Frew and Shaw (1995), Simons (1996) and Harrison (1997) argue that cultural heritage as a tourist attraction can be a powerful force in supporting that a region's historic, cultural, religious, and industrial past should be conserved (McKerchen et al., 2004). Cultural heritage assets form the building blocks for cultural tourism and their management is vested under the broadly defined cultural heritage management sector.

Since 1972 when the idea of World Heritage was expressed clearly in the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage, and ratified by Romanian State in 1990, more than 1000 places around the world have been declared world heritage sites. The purpose of the Convention was to

ensure the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of 'outstanding universal value' (Fowler, 2003). The Convention aim was based on the ascertainment that cultural and natural heritage is increasingly threatened with destruction not only due to natural causes but also of social and economic development, which put them in real danger. It was also taken into account that some cultural heritage assets are of exceptional world importance that requires special protection as part of the universal cultural heritage. Places of heritage significance have an intrinsic value for all people as an important basis for cultural diversity and social development. The long-term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies (ICOMOS, 1999).

For many states, heritage sites are elements of national identity and they are continuously lobbying the current values. Tangible and intangible cultural heritage creates a country brand image which distinguish nations apart from one another by means of their assets, the essence of their culture and contribution to the development of world science and culture. In the context of a globalized world economy featured by contradictory effects of homogenization of markets the need of individualization through national identity has increased (Dumbrăveanu, 2008). This can be achieved by bringing forward and highlighting those genuine and unique assets that give a nation a distinct image among other countries. Culture is the fundamental structural element of national identity (Dumbrăveanu, 2008) consisting of units such as language, literature, music, science, technics, gastronomy, sports, architecture etc. Likewise, every people's scholars along with their artistic, scientific or technical works are elements of national identity for the country they were born in. Tourism marketing and management campaigns make use of tangible and intangible assets to promote the country as a touristic destination. These campaigns attract a large number of visitors and increase the opportunity for a nation to become a tourist destination through spread information and promotion policies generated by both local private and government bodies (Li et al., 2008). Heritage is considered one of the fastest and significant ascent travel purpose in countries with developed economy. In addition to its role in economic development, cultural heritage tourism is widely regarded as an effective way to show its the educational function (Li et al., 2008). This type of tourism helps government influence public opinion and gain support in promoting national ideological objectives national aspirations to create a positive country image (Li et al., 2008).

In recognition, honor and respect for the Romanian geniuses' efforts and relentless labor a variety of sites have been dedicated to such as museums that house

the evidence of their artistic and scientific works, preserved memorial houses where Romanian famous people effects are displayed and statues have been erected as evidence of their existence on these lands forever after. Cultural tourism is not regarded as a mass tourism by which the scenery is simply admired by trippers without any involvement. On the contrary, it should be seen as an opportunity to educate and inform the public/audience of what tangible and intangible cultural heritage signify for the country's national and cultural identity. Visiting museums and memorial houses as sites included in a cultural tourism package allow tourists to come across with nation's history and literature, math and science, arts and sculpture. This type of tourism is the one where the expert should come with details on data less known or understood by the visitors (Teodorescu, 2009).

In order to capitalize the Romanian cultural heritage fund and with the true desire to bring forward and make known those Romanian personalities worthy of contemporary generation's appreciation I conceived a route that includes sights related and generated by the life and work of Romanian geniuses (Figure 1).

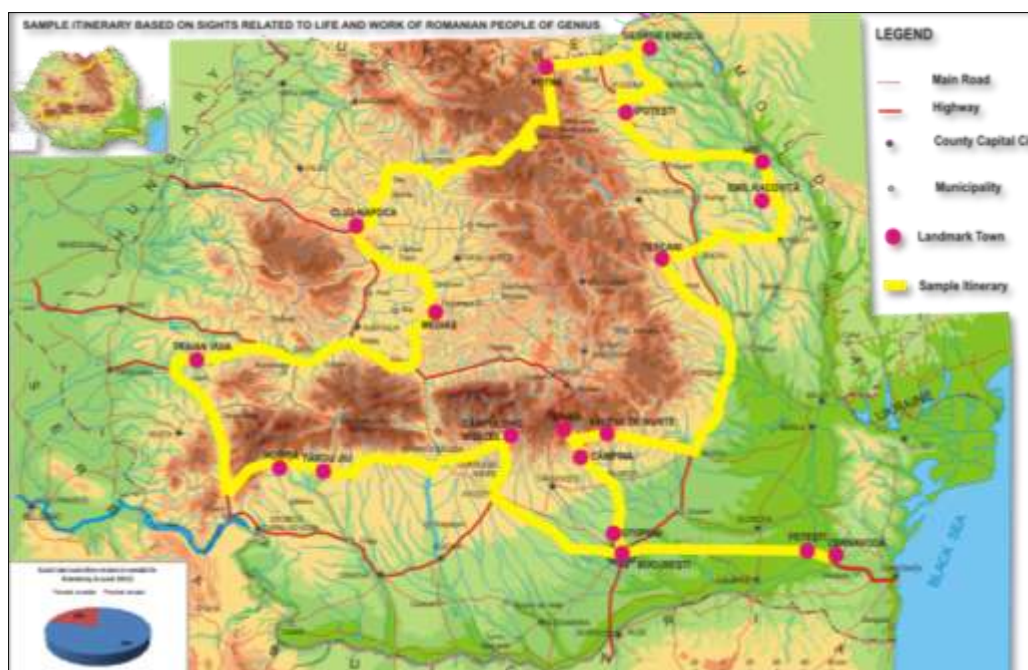


Figure 1. Sample itinerary based on sights related to life and work of Romanian geniuses.

This route memorial houses where some of these people born, lived and worked, museums with exhibits their scientific, technical, artistic, and literary records and

monuments built in their honor. The journey includes tour guide explanations for all sights. Point of departure is Bucharest, capital city of Romania and it follows through other main cities and town: Câmpina, Sinaia, Vălenii de Munte, Buzău, Tescani, Emil Racoviță, Iasi, Ipotești, Dorohoi, Putna, Vatra Dornei, Cluj-Napoca, Mediaș, Sibiu, Deva, Traian Vuia, Băile Herculane, Hobița, Targu-Jiu. Câmpulung-Muscel, Fetești

6. Conclusions

Cultural tourism in Romania has a wide range of resources, some of which are the product of Romanian genius minds. We are proud of a long list of people who have changed the evolution of humanity through their outstanding works. The paramount feature and role of these works give them the status of universal values.

Cultural sites generated by people of genius' life and work are partly on the interest of Romanian tourists. Some are well known and visited, others are little acknowledged. A route of geniuses would definitely attract cultural trippers's attention and educate different ages groups on Romanian precious heritage. This can foster both a positive self image and confidence-building measure in Romania as a worth-to-visit developed country.

Any world nation's geniuses are national identity of the country they come from and current generations should make this heritage well-known.

In Romania, as a European Union member country, fully involved in the process of adjusting to the open market, distinctive national elements may become support of an attractive touristic market.

Building a Genius Route, Romania enlarges its tourist attractiveness focussed mainly on the Carpathians (Matei et al., 2014), the Black Sea, Bucharest and the Danube Delta, favouring the development of all communities included in this product.

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