

The perception of visitors in a car museum. Romanian Automobile Museum- Case study

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Abstract: The connection between the history of an economic field and its economic, social and cultural effects has been a matter of continuous interest materialised through the museum institution. The Romanian Automobile Museum located in Câmpulung town exhibited a part of Romania’s cars industry heritage. The purpose of this study is to highlight the effects (in the context of the local cultural policy) generated by the interest of both domestic and foreign visitors in the Romanian car industry. The study used ~~empirical methods such as~~ the questionnaire method, which was applied in 2020 on 546 Romanian and 87 foreign respondents. Data analysis was performed in IBM-SPSS v. 28. The results of the study highlight that in the tourists’s perception, and satisfaction varies among groups, rising more emotions of elder vistors, who experienced the use of some types of the exhibited cars regarding the visiting frequency and the role of the car industry for the Romanian industrial heritage. Additionally, the suggestions for the maintenance and promotion of this museum are presented as perceived by tourists.

Key words: *automotive heritage, conservation, management, tourist perception, cultural policy*

1. Introduction

Industrial heritage is a part of cultural heritage, as it incorporates multiple values: historical, architectural, cultural, technological scientific, social, aesthetic, etc. (Bazac, 2021; Duşoiu, 2018; Clavel, García-Domínguez & Sebastián, 2020; De Gregorio et al., 2020; Merciu, Cercleux & Peptenatu, 2015; Pardo Abad & Benito del Pozo, 2021; Somoza-Medina & Monteserín-Abella, 2021; Trifa, 2014; Roşiu, 2020; Xie, 2015), sometimes partially preserved (Merciu et al., 2014). In the context of deindustrialisation, measures aim on preserving and promoting the elements of industrial heritage as cultural resources have been initiated. Their conservation through specialized museum techniques has become a way of extending their existence and has helped to promote them to public (Arčabić, 2017; Cano Sanchiz et al.; 2020; Falser, Yang, 2001; Ifko, 2017; Merciu et al., 2012; Merciu et al. 2014; Paval, 2020; Roşiu, 2020; Xie, 2015). As a result of the multiple associated values and the typological variety of industrial monuments, conservation can be achieved through other forms of cultural reuse that would enhance their quality as cultural objectives. Conservation through adaptive reuse also promotes the awareness of the general public, regarding the historical and cultural significance of industrial monuments (Gerber, 2020; De Gregorio et al., 2020; Loures, 2008; Merciu et al., 2012; Merciu et al., 2014; Pardo Abad & Benito del Pozo, 2021; Roşiu, 2020).

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