

## OPPORTUNITIES FOR LITERARY TOURISM PRACTICING IN TIMIS COUNTY, ROMANIA

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**Abstract:** *Literary tourism, niche tourism and form of cultural tourism, contributes to the sustainable development of some destinations in areas that have literary resources, places where they were born, temporarily lived or where are sites or places of pilgrimage of some personalities of national or universal literature. Literary tourism of conferences, of paying homage's to writers on different occasions or simply pilgrimage to funerary monuments or sites where they happened events described in literary works, memorial houses and museums in the analyzed area, contributing in addition to sustainable development of communities to the development of literature by understanding the events, places under commercial terms, contributing to the formation of some tourist brands by selling souvenirs, movies, books. Besides promoting some sites, besides the cultural act strictly literary this form of niche tourism, intelligent tourism contribute to the sustainable development of the regions through literary promoting of the tourist destinations and creating a positive image of settlements through experiences lived.*

**Key words:** *sustainable development, literary tourism, tourist destination*

### INTRODUCTION

Literary tourism is a modern form of cultural tourism witch addresses to a particular category of tourists with some preparation in the investigated field, in witch all basic services are provided in urban or rural settlements or near those who visit museums witch contains artifacts, princeps editions, complete literary works, memorial houses of some writers or the places where were held events that have been treated in literary masterpieces in a certain period of time from the history of an area [10,13]. The advantage of this form of tourism is also the one of spending free time by visiting certain locations and developing certain activities very diverse: attending to book launches, meetings with writers or persons from the author's book entourage, watching movies about the literary activity of a writer, participation to exhibitions, making shopping and handicrafts with scenes from literary works [1,3,16].

According to this meanings even if literary tourism is considered to be a niche tourism that include itself to cultural tourism, he has a very large scope and pretty hard to particularize compared to other modern forms of tourism[6,9]. The imprecision of the concept and of the reference area, largely, the poverty of information in some areas regarding literary tourism, although it has an old tradition explains the lower interest granted by the organizers of tourism to this way of travel [8,12,15]. Literary tourism as a modern form of tourism through its content and its features has a number of advantages contributing to the formation of tourist brands with commercial and economic advantages for localities because it is not dependent on the season, it can be associated with other forms of tourism, gastronomic for example, existing the possibility of its deployment in areas with tourist resources, accessibility for experts and other desirous for knowledge [2,5,17].

The power of literary tourism lies in its ability to satisfy the tourists witch visit the memorial houses, museums or places where were conducted the events treated in literary works and to make the consumers of this type of cultural niche tourism to enrich their

knowledge about a particular kind of literary character, book personage, area [11,14]. Practicing of this form of cultural tourism if it is well managed contribute to the sustainable development of the areas that have cultural resources [7,4].

### **MATERIAL AND METHOD**

In the framework of this scientific approach we have analyze the cultural resources from a certain area and the opportunities for practicing literary tourism in order to highlight the works of some writers from the urban or rural area where there are memorials houses, museums, funeral monuments by implementing some programs witch to stimulate the interest of tourism consumers. All these efforts we have realized in order to implement an itinerary of the Banat writers and to develop actions of reprinting of literary works, of organizing literary meetings, film screenings, to introduce them into the international tourist circuit.

### **RESULTS AND DISCUSSIONS**

In order to such a journey developed in a certain area to be included in the sphere of cultural literary tourism must meet at least some conditions, such as: to be determined by the desire of knowledge the birthplace, creation, development of some literary activities of an writer, to take place the consumption of a literary tourism product, book launch, literary party, film, theater, presentation and analysis of the literary work, the existence of a guide, mediator witch to realize the literary product, that incite and stimulate the curiosity of tourists, to contribute to the increasing of the level of education and civilization of those who participate to the cultural event. Even if some authors seek answers regarding of what we need to develop in order to increase the welfare of an area that has cultural resources: culture, literary cultural tourism, tourism in general and culture or just tourism, we believe that we must develop not only cultural tourism with its modern forms, but also the culture of tourism and to transform through tourism the culture into an capital that contributes to sustainable development of the areas. We believe that literary cultural products should contribute to the intellectual, spiritual and aesthetic development of this type of tourists, to be a way of life and the activities developed at the memorial houses, museums, or literary pilgrimages to transform into intellectual and artistic actions.

In order to implement the route the path of Banat writers we will present some cultural resources that are suitable for the creation of literary tourism products. The several resources analyzed by us and with opportunities of presentation to tourism tour operators to be introduced in their cultural offerings are:

1. Dimitrie Tichindeal Memorial House situated in Bechicherecul Mic locality, can become literary cultural tourist product because:

- Has a material basis for organizing conferences, book launches, film;
- Has in patrimony objects that belonged to the author, translated books from D. Obradovic;

- Has staff witch to guide tourists;
- Is located in an area with visibility;

The opportunities to exploitation this memorial houses are:

- Increasing the visibility through commercials at the entrance in the commune;

2. Nikolaus Lenau Memorial House - Lenauheim - former postal station

The past of this locality was enjoyed of a considered attention from numerous researchers because of the fact that in the 1761 period it established here a cambiature along the diligence road. On the official map this station was marked under the name "Fortress". The building houses today the Lenau museum, being a tourist point for practicing literary tourism and of the knowledge the customs and traditions of the German community that have lived in this area.

A tourist resource which can be promoted through practicing literary tourism could be the Roman-Catholic Church and houses built in Hildebrand system which were preserved from the colonial period and have a specific architecture.

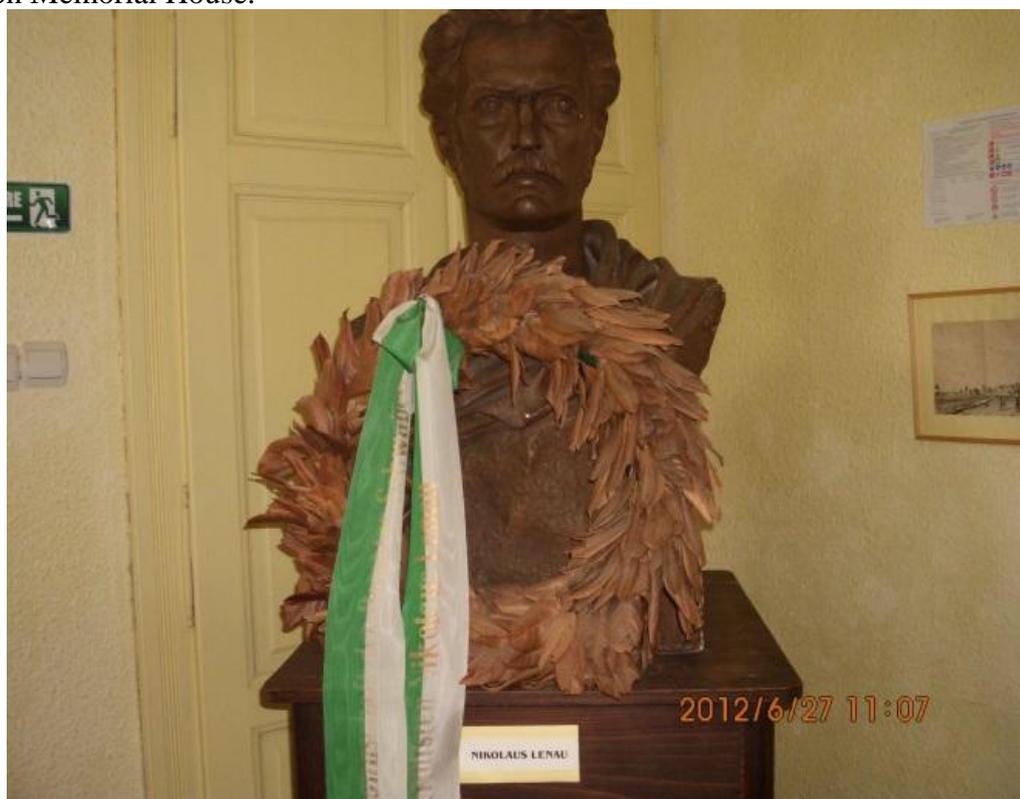
For practicing of literary tourism we propose that tourists to be accommodated at the Schawenhaus agrotourist guesthouse.

Nikolaus Lenau - pseudonym of Franz Niembsch Edler von Strehlen has lived in the period 1802-1850 and has illustrated through his creation Austrian romanticism. He was born in Csabad, Lenauheim, a true cradle of history, locality on the road of the diligence, post station, locality model of interculturalism and understanding, in a large sense of ecumenism. The memorial house accommodates in several rooms, books, manuscripts handwritten and photocopied, photographs and paintings aimed to underline the poet's activity. We consider that those interested in practicing literary tourism can visit here a commune like many others from Banat, but above all, the Memorial House Lenau Monument on whose pedestal are written the lyrics in three languages (German, Hungarian, Romanian) from his poem "Then and now":

*If I would go back - once  
There where I lived  
Young years, another time  
Dreamer and happy!*

The editorial debut takes place in 1828 when appears the "Aurora" poetry volume, period in which he splits from Berta Hauer. The friendship of the poet with the Polish poet Boloz inspires him to realize the "Polish Songs". He collaborate to various magazines and signs with the pseudonym Lenau, but his amorous adventures continues, going to leave the European continent for America for a period of time.

Returned in Europe write the "Faust" poem and other poems working simultaneous on "Spring almanac" and the "Savonarola" poem. In 1836 writes "Albigenses", "Three Gypsies" and the novels "Anna" and "New Poems." Lyrics from Albigenses are chiseled in marble on Memorial House.



**Figure 1 Nikolaus Lenau's bust**

### 3. Peter Stoica Memorial House - Press Museum Sever Bocu - Jimbolia

Jimbolia town is situated in the western part of Romania being crossed by the 20°38 east meridian longitude and 45°46 north parallel latitude, being situated at the west extremity of Timis County. As tourist resources that can be capitalized by practicing literary tourism are: the massive building of the train station which dates back from 1900, the Statue of St. Florian which was build in 1866, in honor of Saint Florian, the patron of the city and saint from the Catholic calendar, protector against fires and floods - disasters with affected in numerous occasions the locality during the Swabian colonization period; Roman-Catholic Church that dates back from 1766, from the beginnings of German colonization period, the main elements of the architecture fits in neo-roman style. Both the park and the building of the city hall were part from the Count Csekonic's areas, personage which strongly marked the urban and economic development of the city

In the last 20 years, in the city has developed a series of units providers of service but also some of public utility like water and sewer factory, as well as the establishment of five museums, one unique in Europe the Sever Bocu - Press Museum created by the writer Peter Stoica.

Peter Stoica, born on 02/15/1931 at Peciu Nou, Timis County, has received a good education being a graduate of the C.D. Loga High School from Timisoara and of the Faculty of Letters from Bucharest. He started editorial in 1957 with a book of poetries (Poems) followed by the Kilometer Stones (1963), A box with snakes (1970) Overwhelmed by glory (1980), Theoretical questions (1983), Tango and other dances (1990), The square An Men Ten I (1991), Autumn maneuvers (1996), The sea ever the sea (1997), The old's insomnia (2000), The visit of the master hunting (2002), etc.

Peter Stoica is a landmark - poetry, art, devotion – the texts breathes a deep resignation, the author established in Jimbolia has wrote a poem of the old age, supported on the same extras from the poems of seventh decade: // Reconciliation your name old age // at twilight hour I harvest vegetables// I wet down the flowers thirsty of life // I am going down the persians and turn on the light // I sit at the table and make the accounts of the day // the big win is repeated to me even now // loneliness, her nobility // and long night comes, the dream // which mix pearly breasts with bran // Reconciliation your name old age.

For literary tourism promotion it is necessary the arrangement of the memorial house Peter Stoica to never never forget him and visit to the one who wrote dozens of volumes, was awarded by the Writers' Union from Romania, also rising in honor of the writer Peter Stoica of a bust on the alley of the personalities from locality.

Peter Stoica based on a topography–on the image of the place – on which he has assumed it with pride as its place that defines him as well as the oak from Csekonic's Park which gets his vigor from this land and defines the poetic status, this border town.

### CONCLUSIONS

Literary tourism allows us, by using traditional culture, of the way of life of peoples from a given area and of their products, architecture, objects belonging to some personalities, memorial houses to emphasize the four elements of this niche tourism form: the time dimension (history), type dimension (the interpretation objects), trip-travel dimension (contextual and noncontextual), goal dimension (general or particular).

The consumer of this form of tourism can highlight the natural and anthropic resources existent in the area being a special type of consumer through motivation, choice and existent as tourist.

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