METHODS OF TRANSFORMATION OF SOME OBJECTIVES IN AUTHENTIC TOURIST PRODUCTS

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Abstract. The tourist product being a set of material goods and services is able to meet the needs for tourism of a tourist from the moment of arrival until departure at a tourist destination. The presence of tourists who buys a tourist product at a destination requires the organization of specific cultural events particular for tourist consumption, so culture with its components as process becomes culture as tourist product, without losing its original meaning, because of the isolation in the original social context. Tourism through the products offered, transforms culture into a tourist product, replacing often the real with the directed authenticity, from these reasons the authenticity of the tourist product is seen as a social concept, with criteria for assessing the degree of authenticity, very variable from one person another. In order to transform an objective in tourist product is necessary to be applied a series of tactical implementation alternatives.

Keywords: objectives, tourist product, methods of transformation, authenticity

INTRODUCTION

Material elements that compose the tourist product are [2,5,7]:
- heritage of natural, anthropogenic resources, that make up the basic physical frame and will produce an interest for tourists;
- infrastructure elements or equipment for travel;
- access facilities.

Commercial rules that apply in case of tangible products are valid also in the case of intangible products [3,4,9]. The tourist product offered can be evaluated according to the following characteristics, in order to become a specific brand, for each objective that will be transformed into authentic tourist product:

- the quality of the products offered (food, drinks, the opportunity to participate in their development, to buy them);
- the quality of raw material from which are made the durable goods;
- the size and the design of products offered;
- the package of the products offered.

Researchers from the field no longer deals today with the impact of tourism on unaltered culture, but the issue of the tradition and link between the impact of tourism and local cultural policies [1,6,8].

The authenticity of the tourist product, both for tourists and locals is always susceptible to change, the objectives may change, because the expectations are changing and the traditions are invented and reinvented. The question is, at what refers the authenticity of the tourist product developed for an objective with tourist facets:

- at information;
- for tourism at:
  • trip with added value;
  • quality experiences;
• discovery of some places;
• open window for cultures, heritage, history;
• the opposite of globalization.

MATERIAL AND METHOD

Because the culture with its components, superior culture (heritage and performing arts), folklore and popular culture (lifestyles, mass culture), the multiculturalism (language and ethnic symbols) as product becomes culture as a tourist product, without losing its initial significance, because of the isolation in the original social context, in this scientific approach, we approached the possibilities of transforming of an objective in tourist product, because its authenticity is always susceptible to change, because also the expectations of tourists and locals are changing and the traditions must be invented and reinvented. To transform an objective in tourist product are needed to be implemented some alternative tactics, taking into account the objective ability to prove its authenticity.

RESULTS AND DISCUSSIONS

It is difficult in developing tourist product for a goal, to make the distinction between authenticity and inauthenticity, because some objectives can be evaluated in scientific or objective historic terms, designating an object as authentic involves a high degree of subjectivity. Result that both the authenticity and inauthenticity are imaginary constructions assigned to the objectives, to people or practices as qualities, as such for these reasons:
- what is considered authentic tourist product is postulated as being true, legitimate, valuable from ethical, moral, material point of view;
- what is considered inauthentic is postulated as being false.
Tourism by transforming some objectives into tourist products is suspected that would induce inauthenticity, because often causes changes in the environment and population, transforming the objective in something different, from what it was originally. At a certain moment a tourist product considered initially inauthentic can be reconstructed as authentic through the tourist product developed, in case of the authenticity, all relying on the ability of the object turned into tourist product to prove its authenticity.

For transforming of an objective in tourist product we consider that are necessary to be applied the following tactics alternatives of implementation:
- focus on the originality of informational entity, meaning the original unaltered shape, strategy applied in case of traditional physical entities and may be implemented through:
  o focus on the intrinsic properties of the objective as informational entity;
  o focus on the process through which it was kept the objective as entity;
- Focus on the intrinsic properties of informal entity;
- Focus on the adequacy degree at certain purposes.
Because it is difficult to determine the authenticity of an objective, to be transformed into tourist product in the abstract way, we propose the development of some principles of authenticity witch to:
- to comply with the intention to preserve the authentic from ethical, historical, artistic perspective;
- to be a brief and functional statement of what means keeping the authenticity from a particular perspective, clearly stated for the goal.
The necessity for these principles to be formulated from a functional perspective, will allow their use to check whether a particular approach of promotion, preserving some tourist sights satisfies a certain principle. It is useful to develop a set of criteria of authenticity from every principle of authenticity, criteria which to serve as both:
- generating by conservation requirements;
- of reorientation of the tourist flows with negative impact on their condition;
- conceptual and practical tests of the conservation techniques.

These criteria represent the basis for creation the conservation requirements and of the tests for verifying the measure in which the alternative techniques and tactics satisfy these requirements for each objective that will be transformed into tourist product. For tourism the authenticity of an objective, converted into tourist product can be approached from several perspectives:

1. objectivist, who believes that authenticity is based on the original static and is associated with historical contexts and culture, focusing on the original. It is criticized by the researchers from the field, converting the mass tourism into a commodity and streamlining tourist industry that produces pseudo-events, the tourist consumes places and objects that are only imitations of the original, a naive traveler that can not see the inauthentic and prefer to meet own expectations rather than accept the authentic. Other researchers launched the concept of authenticity directed providing five objective components of the original product: authentic as traditional practice (of durable use), original (unaltered product) as creative product, reinvented as flow of life (without any relation with the tourism industry).

2. constructivist, that sees the authenticity as an social process;

3. postmodernist, who believes that authenticity itself is irrelevant, because the reality is represented by the simulation, imitations, therefore people who grow up and live in a world dominated by simulations, get to wish increasingly more imitations when they are traveling, which dooms them to failure in search of the authenticity.

4. existential, which considers authenticity in itself and not as a cultural object, it goes beyond the tourist place and identify itself with the experience, with direct knowledge.

From the point of view of provider of tourism products the authenticity refers to:
- relative integrity of a place, an objective in relation to the original creation;
- esthetic and historical value of the sites and monuments;
- to the uniqueness of the objective become authentic tourist product;

From the point of view of the tourism consumers the authenticity:
- represents a true original experience;
- an eminently modern value whose emergence is closely connected by the impact of the modernity on the unity of social existence;
- everything that is not part of the daily job of the one who is going to a certain tourist destination.

Although most researchers make distinction between three types of authenticity, perceived by tourists, directed by tour operators, and the real one, we believe that in the development of tourist products must be taken into account only the authenticity of the host and the tourist in search of authentic tourist products obtained by the transformation of the objectives in authentic tourist products. Because the current tourists are well educated, have many trips at active, are concerned about the environment in which they live, lead us to conclude that they want to have part of real experiences than of false objectives. They can be identified several trends that shape the authentic tourist product:
- the Internet, modeling the new tastes and demands the transformation of some objectives in authentic tourist products;
- the ethical consumption, tourists being concerned about environment, objectives, sites through volunteering;
- the average incomes and economic experience, enabling tourists a reorientation toward real places than through theme parks;
- the education, makes tourists to choose more sophisticated products;
- the confidence of tourist in historical and cultural past;
- the individualism and fashion, in choosing tourism products;
- the multiculturalism;
- the resistance at marketing and redirecting the tourist flows;
- time pressure, leading to the option for more activities per time unit and the authenticity of tourist product;
- the competition between destinations.

Any objective, transformed into authentic tourist product, must propose for the tourist a certain kind of authenticity:
- ethic, founded on the principles of sustainability and ethical consumption;
- beautiful, meaning to offer landscapes which to create a feeling or to define a place, or the feeling that the existence is unique;
- rooted, meaning to have a sense of the past anchored in the destination;
- natural, meaning no makeup or manufactured;
- honest, meaning to not propose to tourists something that can not be delivered or something false;
- simple, meaning understandable and with obvious benefits;
- human, meaning alive and centered on tourist.

CONCLUSIONS

Tourism through the products developed for the objectives with vocation is considered that promotes inauthenticity, because it causes changes in the population and environment, turning them into something different from what they were at one time.

Alternative tactics for turning an objective with vocation in tourist product must take account by the originality of the information entity, the entity's intrinsic properties and to focus on the process by which the authenticity of the objective was preserved through tourism.

Due to the difficulty of defining the authenticity of an objective that will be transformed into tourist product in the abstract way are required to be developed principles concerning to the authenticity, that respects the intention to preserve the authentic and to redirect the flows of tourists if the impact on the objective is large and there is the trend of its degradation.

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