

MODERN FORMS OF LITERARY TOURISM

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Abstract. Literary tourism involves the movement of cultural tourists to related places, by certain authors of literature being considered a sub-type of educational and heritage cultural tourism that is oriented towards literary works, writers and poets, and involves visiting antique shops, libraries, memorial houses, cemeteries, hotels, bookstores, museums, theaters, even cities, towns, villages and some entire areas described in some literary works as well as participation in literary events such as festivals or book fairs.

Key words: cultural-educational tourism, heritage, literary tourism

INTRODUCTION

Analyzing the tourist activity, we find that there are two categories of definitions of authenticity that illustrate the perspective of the two poles of the tourist act - the supplier of tourist products and the consumer of tourist products:

- from the point of view of the supplier of tourist products, the authenticity: describes "the relative integrity of a place, object or activity in relation to the original creation". In the context of living cultural practices, the context of authenticity is a response to the evolution of traditional practice. In the context of a historical place or object, authenticity may cover the accuracy or extent of its reconstruction at a previously known stage. "[17];

- refers to the aesthetic and historical value of monuments and sites [5];
- identifies with "uniqueness" [6];
- is "the most important conservation value in the built heritage and one of the values that deserve to be preserved" [7]

- from the point of view of the tourism consumer, the authenticity is:

- "true original experience";
- "an eminently modern value [...] whose emergence is closely linked to the impact of modernity on the unity of social existence"[2];
- "everything that is not part of the ordinary daily life of the one who goes on holiday" [3].

Literary tourism has its beginnings in the twentieth century. XVII [8] and has had the power, over the centuries, to make a continent an attractive tourist destination such as, for example, Africa, described as a "hunters' paradise" Populated with "noble savages" by the English writer H. Rider Haggard (1856-1925) [14]. The Lake District (a mountainous region in the North East of England) became a tourist attraction thanks to the English poet William Wordsworth (1770-1850), author of the "Lake Guide" [15,16]. Over time, characters such as Arjuna (the protagonist of the Indian epic "Mahabharata"), Chia Pao-yü (female character in the classic Chinese novel "Red Room Dream" Cao Xueqin), Don Juan (legendary libertine in Tirso de Molina's play), Don Quixote (the character in Miguel de Cervantes' novel), Eve (the biblical character), Genji (the main character in an 11th-century Japanese story), Hamlet (the character in William Shakespeare's play of the same name), Oedipus (the hero of the tragedy of the Greek Sophocles), Sherlock Holmes (the character created by the Englishman Sir Arthur Conan Doyle) or Odysseus (the hero of the Greek epic "Odyssey") have become attractive figures for literary tourists [4]. Some researchers

bring to light the migration of literary and heritage tourism from niche tourism [9, 10] to mass tourism and international thematic tourism. The range of literary tourism objectives is among the most diverse:[4,12] make the distinction between literary tourism related to an author, a book or a literary festival, but the sub-types of this type of tourism can be identified in more detail depending on an author, a book, a place or a literary character. Here are some examples of this type.

MATERIAL AND METHOD

In elaborating this scientific approach we analyzed the main international and national resources for practicing educational cultural tourism with its niche form and types of literary tourism because it shows the migration of literary and heritage tourism from the niche form to thematic tourism. In this sense, we have identified several tourist resources specific to the practice of this special type of tourism, cultural-educational both globally and nationally.

RESULTS AND DISCUSSIONS

Literary tourism, a niche form of cultural-educational tourism involves the following tourist activities:

- travel to places related to literary authors,
- travel in areas of literary heritage [1,4]
- visiting other cultural and literary resources (antique shops, libraries, houses, cemeteries, hostels, hotels, bookstores, museums, cities, towns, pubs, restaurants, villages, theaters, areas, etc.,
- participation in literary events (festivals, book fairs, etc.) [4, 11,13].



Figure 1. Activities specific to literary tourism

The main resources for practicing this form of cultural tourism by niche- literary tourism are:

Antiques/bookstore. Examples: Honesty Bookstore from Hay-on-Wye (Wales), a village with 40 bookstores per 1,400 inhabitants (Figure 2a); The floating bookstore in Venice (Italy), where books are kept in rowing boats, bathtubs, plastic boxes and a life-size gondola to keep them out of the water when the tide rises (Figure 2b); Yellow Dog

Bookshop of Columbia (USA), bookstore-antique shop (name given by the Labrador of the family that owns the bookstore) (Figure 2c); the library-tunnel in Zhongshuge (China), with black mirrors on the floor and shelves with arched books to suggest the “river of books” (Figure 2d).



Figure 2. Famous antiques and bookstores

Bar/cafe/pub/restaurant. Examples: Fable Bar-Restaurant from London (England), inspired by fairy tales and fables (Figure 3a): the three floors are the ideal place for meetings with friends for reading and a snack, a coffee or a tea; The Elephant House in Edinburgh (Scotland), where the British writer J. K. Rowling (1965-) wrote most of the novels in the famous "Harry Potter" series. It should be noted that the architecture and streets of the city are reminiscent of the place where the action of the novels takes place, Hogwarts (Figure 3b).



Figure 3. Famous literary places

Library. Examples: Wells Cathedral Library (England) (1430-1508) (Figure 4a) and Hereford Cathedral Chained Library (England) (1611), in which some of the books have been chained so that everyone can read them but no one can steal them (Figure 4b).



Figure 4. Famous libraries

A writer's house. Examples: Charles Dickens House-Museum from London, England (Figure 5a, b), where the English writer Charles Dickens (1812-1870) lived and the novels "Pickwick Club Posthumous Documents" and "Oliver Twist" were written. "In the period 1837-1839: contains collections of manuscripts, paintings and pieces of furniture. House of English writers Anne, Charlotte and Emily Brontë in Thornton (England) (figure 5c, d). Hemingway's house in Key West, Florida (USA) (Figure 5e, f) where lived for 10 years the American writer Ernest Hemingway (1899-1961), winner of the Nobel Prize for Literature in 1954, and author of the novels "Goodbye, weapons", "For those who ring the bells", "The old man and the sea": you can visit the house and the garden, and you can see the 40-50 polydactyl cats (with six fingers) reminiscent of Hemingway's cat and which they have the names of some personalities, according to the tradition established by the writer. Other examples: The house-museum of the American writer Mark Twain (1835-1910) from Hannibal (USA); House-museum of the Russian writer Fyodor Mikhailovich Dostoevsky (1821-1881) in St. Petersburg (Russia); house-museum of Colombian writer Gabriel García Márquez (1927-2014) from Aracataca (Colombia).



Figure 5. Museum houses inhabited by famous writers

The house where a literary character lived. Juliet's House from Verona (Italy) (Figure 6), which attracts tourists eager to see the balcony under which Romeo made the declaration of love to Juliet in the famous play by English playwright William Shakespeare (1654-1616).

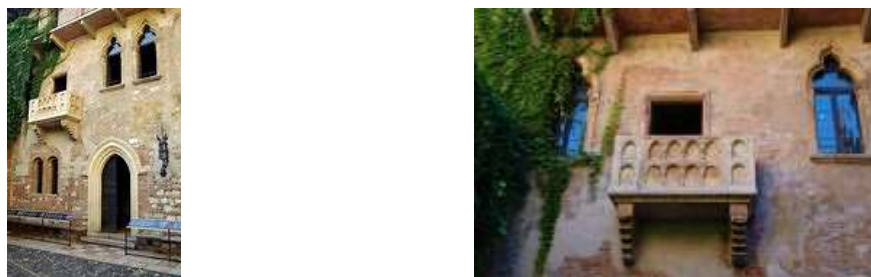


Figure 6. Juliet's house in Verona

Cemetery where a writer's grave is located. Examples: Père Lachaise Cemetery from Paris (France), where is found the tombs of the French writer Honoré de Balzac (1799-1850), author of the cycle "Human Comedy" (Figure 7a); of the Irish writer Oscar Wilde (1854-1900), author of the novel "Portrait of Dorian Gray"; of the French writer Marcel Proust (1871-1922), author of the cycle "In Search of Lost Time"; of the Romanian writer of French expression Anna de Noailles (1876-1933) (Figure 7b); and so on.



Figure 7. Père Lachaise Cemetery from Paris

Hostel- and hotel-library. Examples: Hostel-Library from Tokyo (Japan) (Figure 8a), whose rooms have walls covered with shelves full of books and whose beds are shelves with books; Hotel-Library in New York (USA) (Figure 8b), with 60 library rooms with 50-100 books each distributed on thematic floors (thus, the 5th floor is the Science Floor), each room being decorated according to a sub- literary category - Botany, Erotic Literature, Music, Poetry.

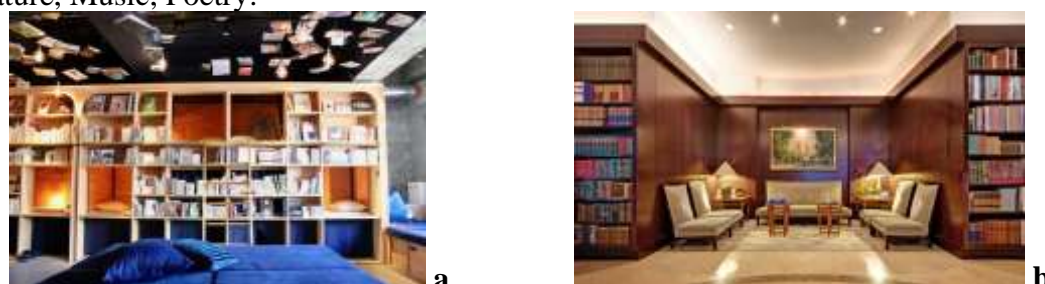


Figure 8. Hostel- and hotel-library

Hotel about which a writer wrote. Examples: The Plaza Hotel from New York (USA) (Figure 9) in which the American writer F. Scott Fitzgerald (1896-1940) places the confrontation between two male characters from the novel "The Great Gatsby"; The Monteleone Hotel in New Orleans (USA), mentioned by the American writer Ernest Hemingway (1899-1961) in his novels.

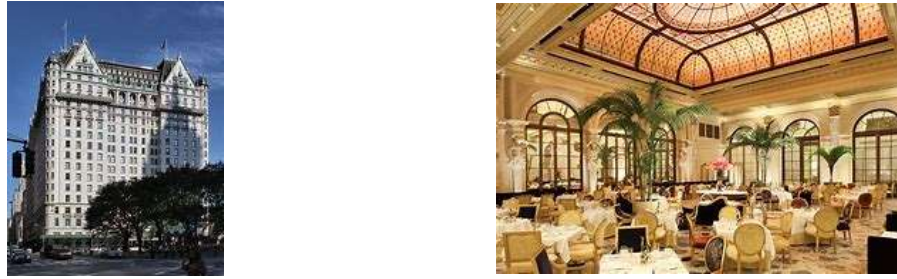


Figure 9. Plaza Hotel from New York

Hotel where a writer stayed. Examples: The Monteleone Hotel from New Orleans (USA) (Figure 10), built in the Beaux-Arts style at the end of the century. 19th century, made famous by the American writers William Faulkner (1897-1962), winner of the Nobel Prize for Literature in 1949, and Tennessee Williams (1911-1983), who stayed there and then mentioned the hotel in their writings; Hotel "Hotel" from Paris (France), where the Irish writer Oscar Wilde (1854-1900) died, where you can visit the "Oscar Wilde Room" with no. 16 on the walls of which are pasted letters between the author and the hotel owner.



Figure 10. Monteleone Hotel from New Orleans

Museum dedicated to a character. Example: Sherlock Holmes Museum from London (England) (Figure 11), dedicated to the detective created by Sir Arthur Conan Doyle (1859-1930).



Figure 11. Sherlock Holmes Museum from London

Museum dedicated to a writer. Example: Jane Austen Center in Bath, England (Figure 12), dedicated to Jane Austen (1775-1817), author of "Pride and Prejudice."

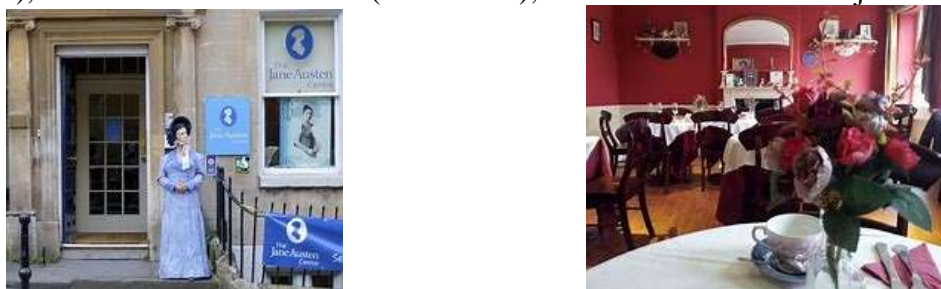


Figure 12. Jane Austen Center from Bath

Literary Museum. Example: The Museum of Writers in Edinburgh (England) (Figure 13) houses objects related to writers such as Sir Walter Scott, First Baronet (1771-1832), author of the novels "Rob Roy", "Ivanhoe" and "Quentin Durward"; Sir Arthur Ignatius Conan Doyle (1859-1930), father of the famous Sherlock Holmes and Dr. John H. Watson; J. K. Rowling (1965-), the creator of the famous Harry Potter.



Figure 13. Edinburgh Writers Museum

City where a writer lived. Examples: Stratford-upon-Avon (England) (Figure 14a), the birthplace of the English writer William Shakespeare (1564-1616), a town that houses Tudor-style houses and Shakespeare's birthplace (Figure 14b); Dublin (Ireland) (Figure 14c, d) where monuments, pubs and streets are reminiscent of the Irish writer James Joyce (1882-1941), the author of the novel "Ulysses" and the stories in the series "The people of Dublin". Other examples: Krakow (Poland) - with the oldest bookstore in the world; Iowa City (USA) - the third U.N.E.S.C.O City of Literature in the world; Prague (Czech Republic) - with the house-library of the German-speaking Czech writer Franz Kafka (1883-1924) and the cemetery where his grave is located; to them are added, of course, cities like Dublin (Ireland) - W. B. Yeats, James Joyce; Edinburgh (Scotland) - Robert Burns, Sir Walter Scott, Robert Louis Stevenson; Granada (Spain), the first Spanish-speaking city to become a City of Literature U.N.E.S.C.O. - Federico García Lorca; London (English) - Charles Dickens, Sir Arthur Conan Doyle, Ian Fleming, Paris (France) - literary café Les Deux Magots, Latin Quarter, Père Lachaise Cemetery, Hotel "Le Pavillon des Lettres"; Rome (Italy); St. Petersburg (Russia) - Alexander Pushkin, Fyodor Dostoevsky; Santiago (Chile) - Pablo Neruda; Stockholm (Sweden) - Stieg Larsson; Washington, DC (USA) - Walt Whitman etc.



Figure 14. Stratford-upon-Avon and Dublin

Village where a character lived. Example: Hobbiton Village in New Zealand (Figure 15a), where Bilbo Baggins' house is located (Figure 15b) and "The Green Dragon"

Inn in the novel series "Lord of the Rings" created by English writer JRR Tolkien (1892-1973).



Figure 15. The village of Hobbiton

Theater which reminds of a famous writer. Example: Globe Theater in London (England) (Figure 16): It was built in 1599 by the company that played the plays of the English playwright William Shakespeare (1654-1616), but burned completely in 1613. Today's Globe Theater, open to the public in 1977, is a reconstruction of the original, located on the original site of the old theater.



Figure 16. Globe Theater in London

Area made famous by a writer. Tihuta Pass (Romania) (Figure 17a), linking Bucovina to Transylvania, made famous by the Irish writer Bram Stoker (1847-1912) under the name Borgo Pass (from the Hungarian Borgói-hágó) in the novel "Dracula": Lovers of Bram Stoker and of Dracula can stay in the Hotel Dracula (Figure 17b) located at 1127 m altitude, from where they have a panoramic view of the whole area.



Figure 17. Tihuta Pass and Dracula Hotel

CONCLUSIONS

Literary tourism can be practiced in its purest form in very rare cases. An example of this is the 5-7 day "Harry Potter" tours organized in London (Australia House in Strand, Charing Cross Road, St. Pancras International building, King's Cross Station where Platform 9 ¾, Zoo, the intersection in which is located in Scotland Yard, Borough Square, Leadenhall Square, Piccadilly Circus Square, Millennium Bridge, Westminster Tube Station, Warner Bros Film Studio, etc.) and outside London (Oxford Bodleian Library, Gloucester Cathedral, Oxford Divinity School, Christchurch College Dining Room in Oxford, Lacock Village with Lackock Abbey, Glenfinnan Viaduct, etc.).

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