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# Contemporary influence on the built cultural heritage. Case study applied in the villages of Mureş County

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# Abstract

The elements of culture and local tradition are essential of the collective imaginary, but also of the national portfolio. The discovery of the cultural heritage through techniques and methods of promotion and integration of some objectives in the tourist circuit, are for the purpose development of tourism and attracting the potential consumers of cultural heritage. The contemporary influence is encountered both in promoting the area, the tourist circuit and the business, as well as in responding to the demands of consumers of built cultural heritage. Thus, in this material, we will analyze the contemporary influences that help the development of the business and the area in which it is carried out, by applying five entrepreneurial models in several villages in Mures County.

# Introduction

- The European Union, through its sustainable development policies, emphasizes cultural heritage as a strategic element in the economic development of each country.
- The tangible elements, but also the intangible ones of the heritage define the cultural history, the culture and the local tradition specific to the geographical area.
- Preserving heritage elements helps to create a respect for the identity and diversity of tourist areas, but also to create a sense of belonging to a community of values for tourism consumers.
- In the context of globalization, it is desired to preserve the identity of traditional villages in Romania, to be preserved, maintained and known by consumers of cultural heritage.
- Romania is a country with a huge cultural heritage, the villages preserving from ancient times the natural beauty of the area, an ethnic diversity in what their houses and annexes represent, but also more traditions and customs for each region.

# Contemporary Influences

- Cultural heritage has had to constantly adapt to contemporary influences, so that the recovery and valorization of the past do not oppose them, but reproduce the characteristics of the past in and for a current lifestyle, expectations and needs.
- Marketing policies and the promotion of an area, implemented by local and government administrations, by creating a road and digital infrastructure, attract potential tourism consumers, both from the country and from abroad.
- Facilitating access to heritage areas, preserving tangible elements with national or European funds and promoting them online, contributes to the development of the area and to attracting consumers of cultural tourism.

# Contemporary Influences

- The online promotion of cultural heritage has a great impact on young people. This promotion is made much easier through social networks, which young people access frequently.
- The application of entrepreneurial models is also a form of contemporary influence of the valorization of the elements of cultural heritage. These entrepreneurial models are the basis of a sustainable economic development in the medium and long term of the heritage area.
- The development of the area is done by creating accommodation, dining spaces, workshops and other methods of learning and leisure, where other cultural activities or sports tourism circuits can be integrated.

# Cultural heritage built in Mureș County

- Romania is a country with a rich cultural heritage. Our country has a great cultural heritage recognized and integrated in the UNESCO world portfolio.
- Beyond modernization and industrialization, Romania has remained a country with many rural areas, where nature and the history of places intertwine, thus forming its own national identity.
- The villages in Romania have an ethnic cultural diversity, which brings contributions to the national cultural heritage, through the forms of construction of houses and households, but also through customs and traditions specific to the area.

# Cultural heritage built in Mureș County

- In this material, the contemporary influence on the cultural heritage built in Mureș County was analyzed. The villages in this county preserve the history of the past, through its houses and settlements.
- The villages is Agrișteu, from Bălăușeri Commune, Glăjărie, from Gurghiu Commune and Rîciu, from Rîciu Commune.
- The capitalization of these tangible elements of cultural heritage can be done by applying entrepreneurial models that respond to the requirements and desires of consumers and potential consumers of cultural tourism.

# Conclusions

- The conservation, capitalization and promotion of the cultural heritage in these areas, in the context of the dynamics of the present is a challenge for authorities, entrepreneurs and tourists.
- In the digital age of globalization, the national identity of each state can be put to the test if strategies for the sustainable development of areas are not applied.
- In Romania, the current society has a different behavior than a decade ago, compared to the consumption of rural tourism and the consumption of cultural heritage.
- Marketing strategies have a major impact on human behavior and the collective imagination, and this must be exploited to promote cultural heritage among young people as well.

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