Types of Cultural Tourism

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Abstract
Cultural tourism is a sub-category of tourism: it refers to the forms of art (culture) in the urban and rural area of a region or country, and it is defined as a movement of people to cultural attractions far from their normal place of residence aiming at assimilating information and cultural experiences. According to some authors, cultural tourism identifies with urban tourism; we need to say that both urban and rural tourism can be totally or partially subordinated to the wider concept of cultural tourism represented by five well-defined types of tourists. Tourism managers should motivate the 85% to experience this type of activities.

Keywords: cultural tourism, concepts, types of tourism

1. Introduction

Cultural tourism is, from several points of view, a paradox: though people have travelled for a long time to meet other cultures, this form of tourism was acknowledged as a tourism product rather late, in the eighth decade of the 20th century, and is nowadays the most popular form of tourism of special interest [1-3].

Cultural tourism was defined by some researchers – as it happened with adventure tourism and ecotourism – a tourism market for those who chose to travel according to their lifestyle or intelligent tourism – a form of tourism linked to the increasing desire of tourists to learn something new when travelling: this is what makes it a form of educational cultural tourism [3, 4, 8-11].

Cultural tourism is an important subject of history and sociology of leisure and it belongs to the areas adjacent to cultural geography and to studies analysing cultural mobilities, cultural identities, and the relationship between societies at different levels of development. In essence, cultural tourism expresses the way in which a tourist contemplates a series of contrasts between the present and the past, between a town and a commune, between one’s own country and other countries, between the stereotypes of everyday life and the exotic, fundamental show between work and leisure [2, 10].

Some researchers consider that tourism provides ambiguous pleasures of the existence and identification of differences or of the confirmation of stereotypes (imagined by the traveller): cultural tourism is considered the first vehicle of the so-called “totalising idea” according to which both rural environment and foreign cultures should be something else than a western metropolis if not its opposite [2, 8, 10].

2. Materials and methods

Since literature in the field of cultural tourism in Romania is not very rich – there are very few data concerning the types of cultural tourism – this scientific approach aims at classifying cultural tourism types as comprehensively and complex as possible by documenting foreign sources: the main goal of such an approach is to turn, through tourism, culture into capital.

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3. Results and discussion

Though some specialists in cultural tourism consider there are four forms of cultural tourism represented by an equal number of tourist groups, we have identified five such distinct groups:

- the smallest group, representing maybe 15% of the tourist market, consists of “highly motivated” cultural tourists, people that travel to a town or region for what they provide from a cultural point of view (museums, festivals, theatre);
- the second group, representing about 30% of the tourist market, consists of “partly” culture-motivated tourists: people that travel both for what they are provided culturally, and to visit their friends or relatives or to relax;
- the third group, representing about 20% of the tourism market, consists of tourists for whom culture is an “accessory” to a stronger motivation;
- the fourth group, representing 20% of the tourism market, consists of the so-called “accidental cultural tourists”: people that travel without searching cultural attractions or events but who are taken – by the friends or relatives they are visiting – to such events, or who get there because it happens in the close vicinity of their hotel or simply because they happen to come across such an event;
- the fifth group, representing about 15% of the tourism market, consists of people that are never attracted by cultural attractions or events, no matter the circumstances.

These types of cultural tourists allow, in their turn, to identify the types of cultural tourism (Figure 1). Of course, the goal of tourism managers, no matter the type of ownership, should be to involve, by all means, not the 15% motivated cultural tourists, but the 85% of tourists – that are partially motivated, not motivated or for whom cultural tourism is an accessory or an accident – to practice cultural tourism not as a main form of tourism – which would be impossible because it would contradict their status of atypical cultural tourists – but as a secondary form of tourism while preserving their initial profile as tourists.

Closer to our days, some researchers, citing McKercher [6, 7, 9], have made a classification of the “cultural tourists” starting from their preferred type of activity, into five categories (Table 1).

Sometimes, the confusion in the perception of the cultural tourist is amplified by the offer on the market. A study carried out in 1993 shows that for each basic needs of a tourist there is a certain tourism offer (Table 2).

![Figure 1. Categories of cultural tourism: 15% - Very motivated; 30% - Partially motivated; 20% - Accessory; 20% - Accidental; 15% - Not motivated](image-url)
Table 1. Activities preferred by cultural tourists

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
<th>Preferred activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purposeful cultural tourist</td>
<td>Cultural tourism plays a central role in the decision of travelling and the person in cause</td>
<td>- learning experiences that challenge them intellectually;</td>
</tr>
<tr>
<td></td>
<td>enjoys a deep cultural experience</td>
<td>- history museums, art galleries, temples and heritage sites that are less known.</td>
</tr>
<tr>
<td>Tour-amateur cultural tourist</td>
<td>Cultural tourism plays a central role in the decision of travelling but the person in cause</td>
<td>- travel long distances to the destination;</td>
</tr>
<tr>
<td></td>
<td>enjoys an insignificant cultural experience</td>
<td>- tours and wandering through the streets are their most popular activities;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- visit remote areas.</td>
</tr>
<tr>
<td>Occasional cultural tourism</td>
<td>Cultural tourism plays a moderate role in the decision of travelling and the person in cause</td>
<td>- visit attractions and temples that are easy to reach;</td>
</tr>
<tr>
<td></td>
<td>enjoys an insignificant cultural experience</td>
<td>- explore, but not as tour cultural tourists.</td>
</tr>
<tr>
<td>Incidental cultural tourism</td>
<td>Cultural tourism plays a small role or no role at all in the decision of travelling and the person in cause</td>
<td>- attractions that are easy to reach and that can be found in town;</td>
</tr>
<tr>
<td></td>
<td>enjoys an insignificant cultural experience</td>
<td>- heritage theme parks;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- avoid temples and other religious sites.</td>
</tr>
<tr>
<td>Accidental cultural tourism</td>
<td>Cultural tourism plays a small role or no role at all in the decision of travelling and the person in cause</td>
<td>- there is no typical tourist.</td>
</tr>
<tr>
<td></td>
<td>enjoys a deep cultural experience</td>
<td></td>
</tr>
</tbody>
</table>

Source: After several authors

Table 2. Examples of tourist’s basic needs and of corresponding tourism offer

<table>
<thead>
<tr>
<th>Basic needs</th>
<th>Tourism types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunbathing</td>
<td>Sports</td>
</tr>
<tr>
<td>“Sun and Beach”</td>
<td>Relaxation tourism</td>
</tr>
<tr>
<td>Discovering other</td>
<td>Contact with adventure</td>
</tr>
<tr>
<td>Cultural tourism</td>
<td>Adventure tourism</td>
</tr>
</tbody>
</table>

Source: After several authors

There are also classifications that focus not only on the types of tourists, but also on cultural tourism – because there is not just one type of cultural tourism, there are several sub-types of cultural tourism, such as:

- low-scale cultural ecotourism, cited as an option for conservation and development in the Belize Islands Governmental Plan of Development for the period 1994-1998;
- indigenous cultural tourism;
- eco-cultural tourism;
- socio-cultural tourism.

Defining cultural tourism is rendered more difficult maybe because it happens to be the most dynamic of all types and sub-types of tourism practiced in or world.

The World Tourism Organisation [1, 8] classifies tourism services according to several criteria, among which:

- tourists’ origin;
- way of purchasing tourism services;
- tourism mobility degree;
- frequency of demand and way of displaying tourism offer;
- means of transport;
- motivation of travel;
- tourists’ socio-economic motivation.

To note that, in this last classification, cultural tourism is identifiable under “tourism mobility degree” (sojourn tourism, more exactly medium distance tourism practiced mainly culturally and therapeutically) and under “motivation of travel” (as cultural tourism, whose main goal is to visit tourism sites in the country and abroad, individually or in groups).
4. Conclusions

Cultural tourism is that type of tourism in which a tourist travels rather far from his residence, looks at what he visits in a systematic way in an attempt to structure what he sees with the help of a set of cultural values to experience what he sees. Though most specialists in the field consider there are four types of cultural tourism represented by an equal number of types of tourists, we believe there are five such types of tourists and that tourism managers should focus on involving in cultural activities those tourists that are only partially motivated or that are not motivated at all, and that represent 15% of the total number of tourists.

As for cultural tourism, there are four sub-types: cultural ecotourism, indigenous cultural tourism, eco-cultural tourism, and socio-cultural tourism.

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