

**INCLUDING THE SCULPTURAL ENSEMBLE OF TARGU JIU MADE BY
CONSTANTIN BRANCUSI ON UNESCO WORLD HERITAGE¹**

Advantages of the cultural tourism development

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ABSTRACT: TARGU JIU CITY OWNS AND MANAGES A RICH CULTURAL HERITAGE. THE ESSENTIAL WORK OF THE GORJ SCULPTOR, CONSTANTIN BRANCUSI, I.E. THE SCULPTURAL *CALEA EROILOR (THE PATH OF THE HEROES)* ENSEMBLE IS PERFECTLY FRAMED WITHIN THE CITY AND IT GENERATES A STORY HIGHLIGHTING ALSO OTHER CULTURAL AND TOURIST OBJECTIVES. THE PROJECT TO INCLUDE THIS ENSEMBLE IN THE UNESCO WORLD HERITAGE IS CONSIDERED AS THE MOST IMPORTANT STEP THAT SHOULD BE TAKEN IN ORDER TO MATERIALIZE THE PROJECT: TARGU JIU, A TOURIST AND CULTURAL CITY.

THE CULTURAL TOURISM IS A FEATURE OF EACH REGION, AND BESIDES HIGHLIGHTING THE CULTURAL OBJECTIVES, IT CAN DEVELOP AN INDUSTRY THAT WOULD DEVELOP THE ECONOMY IN THE OLTENIA REGION AT THE FOOT OF THE MOUNTAIN.

KEYWORDS: CALEA EROILOR (THE PATH OF THE HEROES) ENSEMBLE, CULTURAL HERITAGE, CULTURAL TOURISM.

The process for including the Sculptural Ensemble of Targu-Jiu made by Constantin Brancusi in the World Heritage commenced on 01/03/1991, when the objective was included on the tentative list. In 2011, the steps for drawing up the nomination file begin. According to the current laws, the file is prepared by the State hosting the objective in question, through the designated institutions.

In Romania, it is about the National Heritage Institute (acronym INP), but with the support of other institutions, experts and local authorities, in this case the Local Council and the City Hall of Targu-Jiu. The INP's mission is to prepare the file complying with the technical requirements established by UNESCO in order to provide the necessary consultancy to the local authorities so that they are able to prepare the nominated objective to be prepared for the inclusion in the World Heritage.

The tasks that are strictly the responsibility of the local authorities refer to the issue of a resolution to start the procedures for this approach, thus expressing its desire, but also assuming

¹ A part of this article was published in the work: “*Monumental Ensemble of Targu Jiu. Addition to the UNESCO World Heritage, in Brancusi in the Triad Flight*”, Academica Brancusi Publishing House, Targu Jiu, 2021.

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that it will develop all documents, regulations, a schedule and a Management Plan - protection and management³.

Once on the UNESCO indicative list, a Museum of the Heroes' Path (Visiting and Interpretation Center) should operate in Targu-Jiu.

The tourist route of the Ensemble must be very well defined and promoted, and in this sense, other tourist objectives related to Brancusi's Ensemble must be highlighted, such as: The Ferdinand Bridge, The Monument – The Plate of Battles at Jiu Bridge on 14 October 1916, Ecaterina Teodoroiu's Mausoleum, the Gorj County Museum, the Art Museum, the Houses designed by the architect Iulius Doppelreiter (some unique houses in the neo-romanian architectural style of an architect of an Austrian origin), the Churches included in the category of heritage buildings.

It is necessary to set up other objectives that will attract tourists to stay longer in Targu Jiu: a Museum of Ceramics, A Museum of Wood Sculpture, an Art Gallery, a Museum of folk costumes, etc. Thus, the local economy, visual artists, folk craftsmen, handicraft producers, the HORECA industry would benefit. Sighisoara is an example of good practice in this regard⁴.

“Whether it is a form of artistic expression or a <modus vivendi>, the culture is constantly a <form of representation>. Tourism, travelling and various media means have created a universal awareness in regard of the richness and diversity of world's cultures.”⁵ In Targu Jiu, the entire cultural heritage revolves around the Sculptural Ensemble made by Constantin Brancusi during 1937-1938. The Ensemble's history is strictly related to other cultural objectives which, through their making or their history, led to the accomplishment of these works of art that compose the Ensemble "Heroes' Path". The Ferdinand Bridge and the Ecaterina Teodoroiu's Mausoleum are two of these objectives⁶.

Not only the tourist objectives must be highlighted so that tourists no longer use the destination Târgu Jiu as a transit destination. A calendar of cultural events: concerts, art festivals, national and international exhibitions, conferences and fairs of different profiles can bring tourists to Târgu Jiu in the off-season. An advantage is that the calendar data related to Brancusi's Ensemble are all in this period when the citizens have no reason to travel. February 19 is the birthday of C. Brancusi, March 16 is the date of death of C. Brancusi, and October 27 is the day when the inauguration of the Ensemble is celebrated.

In the recent years, events have been organized in Targu Jiu for these occasions, but it failed to attract a large number of tourists. In order to rectify this, events aimed at a wider audience should also be organized. Currently, the events consist of conferences, book launches, exhibitions, etc. It is understandable that the public is not interested in a large number of such activities, as the city is a province with small population. If these events would be accompanied by concerts, shows

³ Please see: <https://centrulbrancusi.ro/categoria/unesco/Planul> de protecție și Gestiune.

⁴ <https://primariasighisoara.ro>

⁵ Please see George Niculescu, *Cultural tourism, a model of the economic development, in the Annals of the “Constantin Brancusi” University*, Economic Series, No. 2/2010, page 57.

⁶ Please see: Adrian Tudor-Draghici, *The City of Heroes, the Battle of the Jiu Bridge*, Princeps Publishing House, Bucharest, 2020.

and other events accessible to the public, the number of consumers would be higher. There are some examples of good practice in this regard: the Gala of the Union of Visual Artists in Romania on 27 October 2019, brought to Targu Jiu over 100 artists from all over the country, teams of journalists and people of culture⁷. For three days, several hotels and restaurants benefited from guests at a time when occupancy was low. The Brancusi National Prize was also awarded during these events. If the Ensemble of Targu Jiu were included on the UNESCO list, this event would benefit from a greater promotion, but also visibility through newsletters and sites that inform about such events.

Once including the Ensemble in the World Heritage, Targu Jiu City can organize scientific conferences on restoration, monitoring, enhancement, etc. of cultural heritage. If Targu Jiu attracts as partners, internationally recognized Research Institutes, Faculties of profile, Organizations that deal with the conservation and promotion of cultural heritage, then these conferences will become frequently. Brancusi Center's partnership with INOE⁸, an institute that is part of several international scientific communication networks⁹ can guarantee a large presence, but also a high profile at these conferences. Of course, all these participants are future customers of entrepreneurs in the HORECA industry in Targu Jiu.

The future of this city is a cultural-tourist one, if through Scientific Conferences we address a niche segment, but by organizing concerts and festivals we can address a wider audience, the Stradivarius Tournament can be a landmark in this regard. Organized since 2016 in Targu Jiu¹⁰, in the Endless Column Park, this tournament has attracted over 1,500 spectators annually, so over 7,500 since its beginning. In 2019, a European bank, official sponsor of the event, invited to the concert in Targu Jiu customers from France and Romania, who were present with their families, the management of that bank was present in Târgu Jiu, thus occupying the majority of accommodation spaces at well-rated hotels in the city.

Every year this event was promoted at a national level, each concert being taken over by the National Television, thus becoming a good channel for promoting the Brancusi's Ensemble and the local cultural heritage.

Starting from this example, another kind of events must be organized to attract tourists who are culture consumers, who go in search of the seven arts, but also the presence of journalists, members of the jury, the staff of artists, artists, etc. Film festivals, theater, competition festivals (ex. Orpheus), Street Art and others, with a good promotion can attract tourists. The advantage that in Targu Jiu is an objective included in UNESCO, but also a network of cultural objectives, would be a guarantee and an attraction for sponsors. Thus, the accommodation of artists or guests should not be paid for with money from the local budget, but also the events would benefit from a very good promotion.

⁷ <http://www.tvr.ro/gala-premiilor-uap-si-decernarea-premiului-national-brancusi-in-direct-la-tvr>.

⁸ The National Institute of Research and Development for Optoelectronics – INOE 2000 was established in 1996 according to the Government Decision – GD No. 1196/1996.

⁹ <https://www.inoe.ro/ro/afilieri.html>

¹⁰ <https://www.targujiu.info/ro/concert-stradivarius-dedicat-centenarului-la-targu-jiu>

Another aspect that we must take into account when we think of events that highlight the cultural heritage of the city must take into account the history of Targu Jiu, how it appeared and why this place was chosen by our forerunners. The answer is given by the name of the city itself, which tells us that it was a fair. There by linking to this tradition, we can complete the calendar of events with a very attractive chapter, fairs of different profiles: antiques, books, submontane products, etc.

When we mention these events we are talking about two categories of "tourists", those who participate with offers at these fairs and those interested in these offers. The local offer of cultural tourist objectives, through good promotion, will attract the participants, who will put Targu Jiu on their agenda for a future vacation with family and friends. The principle: "Become known and then recognized!" can become a reality through good promotion and with some well-prepared tourist packages.

The tourist routes in Targu Jiu must work flawlessly. A body of local guides must be set up, shops with offers of local products to operate around the objectives, marking through information panels with QR codes these objectives, a digitized information infrastructure (ex: smart phone application) on cultural events, to the useful services in the city, to the tourist objectives, a well made map, etc. should not be missing from this project.

The recognition has not only an honorary character, it also has a strong economic impact because an objective accepted on this list also attracts an increased number of tourists and also facilitates access to funds for maintenance and conservation programs.

During the 2008 UNESCO congress, Dr. Mechthild Rössler, Director of the UNESCO World Heritage Center and the Heritage Division, stated:

"Some European sites have recorded a tourism increase by up to 30% within a year from their inclusion on the UNESCO World Heritage List. Therefore, many mayors insist that their cities be listed as monuments for simple economic reasons. However, the List of World Cultural Heritage has another purpose, namely to preserve the universal cultural heritage, which we do not directly protect for ourselves, but for future generations. That is why we must always assess the share of economic interests in the importance of preserving the world heritage."

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8. : <https://centrulbrancusi.ro/categoria/unesco/> Planul de protecție și Gestiune.