

RURAL AND CULTURAL TOURISM: MICLOSOARA CASE

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Abstract. Romania has an extraordinary cultural tourism potential. The multiculturalism and interculturality of Romania are a great wealth. Romanians, Hungarians and Germans have been living together for almost a thousand years, especially in Transylvania and Banat. The most popular destinations are cultural: monasteries in Bucovina, wooden churches and houses in Maramures, castles, fortresses and fortified churches from Transylvania. In the last twenty years, cultural has been developing in the countryside especially in the center of Transylvania. Romania is not a well-known tourist destination, like Spain, Italy or France, but the promotion of Romanian tourism is improving day by day. Annual visits to Transylvania by the Prince of Wales, now King Charles The Third of Great Britain, at the invitation of his friend, Count Kalnoky, has played a special role in this process. Prince Charles not only admired great places His Royal Highness visited. He bought several traditional houses in Viscri and Valea Zalanului that His Royal Highness renovated introduced in tourist circuit. Miclosoara is perhaps the most successful example of cultural tourism in rural Transylvania and this thanks to Count Tibor Kalnoky. After recovering his castle in Miclosoara, Count Kalnoky renovated it with European funds and he integrated into the tourist circuit, setting up the Museum of Transylvanian Life.

Keywords: cultural history, rural and cultural tourism, Miclosoara, English for Tourism

INTRODUCTION

Count Kalnoky is a friend of Charles, Prince of Wales, now King Charles The Third of Great Britain. Tibor Kalnoky has invited Prince Charles to Transylvania many times and inspired the prince's love for places and cottages of Transylvania.

Count Kalnoky is the one who suggested to the current monarch, when he was Prince of Wales, which property to buy in Valea Zălanului, in Covasna county. After buying a property in the Braşov village of Viscri, Charles discovered new wonderful places and quietly, during his long walks with Count Kalnoky. That's how he discovered, thanks to him, the property he purchased in Valea Zălanului. The four very old buildings have been completely restored and are now guest houses.

Kálnoky Castle is located in the village of Micloşoara, Covasna county, 45 kilometers from the city of Brasov and Sfântu Gheorghe. The distance is relatively small compared to the cities of the area, but it is enough to avoid the congestion and everyday life in the urban environment. Only 20 km away you can visit the Racoş Geological Complex, 27 km Feldioara Fortres, 60 km Viscri village, 50 km Rupea Fortres, and 100 km Sighisoara.

MATERIAL AND METHODS

The topic of this paper is approached from an interdisciplinary perspective: cultural history, geography of tourism, English for tourism

RESULTS AND DISCUSSION

The main Romanian cultural routes

The researchers identified 12 main routes cultural tourism: Romania's cultural tourism potential is extraordinary. This fact is due to its millennial history. The interculturality and multiculturalism of Romania are a real wealth. Transylvania remains the strongest Romanian cultural brand. It is the region with the most cultural destinations, as you will see next.

1. **Route of Castles:** Apafi Castle in Dumbraveni, Banffy Castle in Sancrai, Beldy Castle in Jibou, Beldy Ladislau Castle in Budila, Bethlen Castle in Beclean, Brancoveanu Castle in Sambata de Sus, Corvin Castle in Hunedoara,
2. **Route of Curias from Transylvania:** Bánffy Castle in Nuşfalău, Baranyi-Jakó Manor in Misca, Bialis Manor in Mihaileni, Miko Castle in Olteni, Serester Jozsef Manor in Chichis, Adorján Imre Mansion in Armaseni,
3. **Route of Kulas:** St.Mina Kula in Stefanesti Noi, Zatreanu Kula in Zatreanii de Sus, Poenaru Kula in Almaj, Caletanu Kula in Enosesti, Cartianu Kula in Cartiu, Duca Kula in Maldaresti, Glogoveanu Kula in Glogova,
4. **Route of traditional Romanian gastronomy:** Aninoasa gastronomic traditions, Brasov County-4 seasons on a plate, Breakfast in Margina, Chioar Land and Codru Land, Delta Cuisine, Dobruja flavors and wine, Flavors from Motilor Land, Gastro Route Harghita
5. **Route of fortified churches:** Biertan rural site, Fortified Reformed Church from Ocna Sibiului, Roman Catholic Church of Cârța, Saint George Roman Catholic Church in Ciucsângeorgiu, Şieu Odorhei Reformed Church, The fortified evangelical church in Hărman, The rural site of Câlnic
6. **Route of wooden churches:** Holy Archangels Michael and Gabriel” in Margine, Saint Archangels” Wooden Church in Rogoz, “St. Elijah the Prophet” wooden church at Petriş, “St. Nicholas” wooden church of the Lupşa Monastery
7. **Route of monasteries in the Moldavia:** Putna Monastery, Rasca Monastery, Slatina Monastery, St. Three Hierarchs Monastery, Iaşi, Humor Monastery
8. **Route of the cultural landscape from the Danube Delta:** Household No. 1 - Pleşca Mirel family in Cerna, The Cilibon Cerasela Family in Periprava Naumencu Octavian family in Chilia Veche
9. **Route of fortresses:** Sighisoara Citadel, Almas Fortress, Balványos Fortress, Bologa Fortress, Feldioara Citadel, Sarmizegetuza Regia Citadel, Suceava Citadel
10. **Route of villages with traditional architecture:** Mărtiniş Commune, The vernacular heritage of the village of Breb, Bicfalău village, Traditional Architecture Houses in Hoghîlag, Traditional households in Biertan
11. **Route of Roman castra:** Drobeta Castrum, Ulpia Traiana Sarmizegetusa, Roman Castrum in Pietroasele, The Roman Fort at Tibiscum
12. **Saint Ladislaus route in Romania:** Biharia Fortress, Ensemble of the Fortified Reformed Church in Cricău, Evangelical Church in Şmig, Oradea Fortress

Who is Tibor Kálnoky?

The Times writes that Tibor Kálnoky, the descendant of a noble family from Transylvania, is a friend of King Charles and inspired him with this love for Romania.(1)

Tibor Kálnoky grew up in Western Europe with his family, and returned to Romania during communism to visit with his father.

Count Kálnoky tells in an interview why he returned to Romania: "For me it is very important because my family has been here for 800 years and I have always had a law in the family. 300 years ago, when the first members of the family went west and married members of the royal families, since then this rule was established that one of us stays here, because this is our home, from here we we shoot So that was very important from a family point of view and as soon as possible someone had to go back and carry on the family history."(2)

Kálnoky family has a history of over 350 years in Transylvania. The story of the domain, and especially of Kálnoky castle, begins in the 17th century when, in 1648, Kálnoky István III wrote in his diary about the construction of a stone house in Micloșoara. The house ends up, from heir to heir, in the possession of Count Dénes Kálnoky, a royal count in the last part of his life.

The main destination was that of a hunting manor, but during the communist period it was nationalized and modified to function as a cultural house. Abandoned by the authorities, it continuously degrades, quickly reaching a deplorable state.

As luck would have it, after the Revolution, Count Tibor Kálnoky, the 25th generation of this historic family that had been exiled, decided to settle in the country, even though he was born in the West.

His aim was to save the architectural heritage of the family, alongside the natural and cultural heritage of the region, while helping the community, the people of the region.

Museum of Transylvanian Life

Now, the castle also houses the *Museum of Transylvanian Life*. It shows what the life of the nobles of the area meant through the recovered, donated or bought objects, from authentic weapons left over from the Kálnoky family's battles with the Turks, to chests, spectacular stoves, reconstructions of period clothing, or even an original Streicher piano, the same model that Johannes Brahms also used.

The Kálnoky Foundation proposed to establish a museum that would present the material culture of the bourgeoisie and nobility of the previous centuries in the Transylvanian Sourcearea.



Figure 1: Kalnoky Castel Source: www.kalnoky.ro

Count Kálnoky's Guesthouses

Tibor Kalnoky bought several traditional houses in Miclosoara which he renovated and then turned into guest houses. We may read on the website: " Our guesthouses in the Transylvanian village of Miklósvár / Micloșoara date back to the 1800's and before. The buildings have been carefully restored in order to preserve their original charm and character. The cottages are situated within spacious gardens, some with storks nesting on nearby rooftops. They have been beautifully furnished with antiques in the Transylvanian Szekler and Saxon styles. o ensure that our guests have a warm and comfortable stay also in winter, we have enhanced the original wood stoves by a hidden central heating system."(3)



Figure 2. Kalnoky Guesthouses: Source: <https://guest.transylvaniancastle.com/>

The Stone Pub

”The Stone Pub is perhaps the most archaic building in the whole village. Guests usually meet here for pre-dinner drinks after having returned from their excursions or activities during the day. Local Transylvanian crafts and produce are for sale in the shop. Guests enjoy a free drink on their first night. When the cows ring their large bells in the evening on their way home from the pastures, it is time to go to dinner at the main guesthouse. In summer there is an outside terrace.” (4)



Figure 3: Stone Pub: Source: <https://guest.transylvaniancastle.com/>

CONCLUSIONS

Cultural tourism in Transylvania is developing rapidly. And this after, in recent years, several international travel guides, such as Lonely Planet or The Calvert Journal, have included Transylvania among their recommendations. Most often, cultural tourism enthusiasts choose to visit objectives such as the centers of old cities such as Sibiu, Timisoara, Cluj, Sighișoara or Brasov, fortified churches or castles and fortresses.

Transylvania is probably the best brand of Romanian tourism. A research from 2011 shows us that the predominant form of tourism for the Transylvania region is leisure, recreation and rest tourism, followed by cultural tourism, which is mainly justified by a special natural setting, offered by the Carpathian Mountains, intensive promotion of Count Dracula, but also through historical vestiges of extraordinary importance and beauty. At the same time, spa tourism, which enjoys increasing attention worldwide, was mentioned by 6.7% of respondents, and the form of business tourism and other professional reasons was preferred by only 2% of respondents . (5)

Regarding rural and cultural tourism, Maramures is probably the best region that preserves Romanian traditions. Traditions are also valued in the Szekler villages of Harghita and Covasna counties. Miclosoara is one of them.

The friendship between Count Kalnoky and Prince Charles was providential for Transylvanian tourism. King Charles has become the best ambassador of Romanian tourism.

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