



UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITAT
TRADITIO ET EXCELLENTIA



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INVITAȚIE

În perioada 16-23 mai 2014, Dr. Per Åke NILSSON de la Mid Sweden University, Suedia, efectuează un stagiul de cercetare în România, la Universitatea Babeş-Bolyai din Cluj-Napoca, Facultatea de Geografie, Centrul de Cercetare a Așezărilor și Urbanism.

Cu această ocazie, în ziua de **miercuri, 21 mai 2014, ora 10:00**, acesta va susține o prelegere cu titlul "**Heritagization**".

Invităm astfel persoanele interesate să participe la această prelegere care va avea loc la sediul Centrului CCAU (Complex Sere)

Vă așteptăm cu drag.

Cu stimă,

Lector Dr. Diana Elena ALEXANDRU

Overview of the presentation. The impact of tourism on local residents has been object for numerous studies since mass tourism started in the 1960s, both in forms of negative or positive impact for the destinations. However, for museum keepers, tourism has become the backbone for their economic survival. The impact on tourists by culture heritage has been less studied. A real cultural tourist must be motivated by the heritage attributes and personally involved in the displayed heritage. This is a process and the final stage of such a social process where tourists feel that the heritage is relevant to them more than to others is *heritagization*.

Heritagization as a cultural paradigm has been used and abused. Used as a protest to political or ideological coping with culture heritage as a production and collection made by past generations and now kept in order to preserve, elucidate, or maintain certain political norms and goals. Abused as an education of the public by invented, hidden, as well as purposely chosen past, with focus on ideas instead of objects and to use interpretation of history for own advantage. The idea of this presentation is to exemplify how the impact of the interplay between local residents and tourists on themselves transforms both the cultural heritage and those exposed by it.